

**“A STUDY ON JOB SATISFACTION ON EMPLOYEE WITH  
SPECIAL REFERENCE TO S.V.S FOODS, MADURAI.”**

Submitted in partial fulfillment of the requirements for the award of the degree  
of Master of Business Administration of Madurai Kamaraj University

**By**

**T.M. ABARNA**

**2019MBA01**

**Under the guidance of**

**Dr. P. SHYAMALA, MBA, M. PHIL, Ph.D., PGDCA**

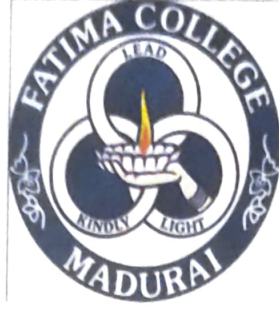


Department of Management Studies

Fatima College (Autonomous)

Madurai -625018.

**February - 2021**



FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies

MADURAI-625018

### **BONAFIDE CERTIFICATE**

This is to Certify that the Project Work entitled “**A Study on Job Satisfaction On Employee with special reference to S.V.S Foods, Madurai.**” is a Bonafide record of the work done by T.M.Abarna (2019MBA01) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Dr.P.Shyamala)

Head of the Department

(Dr.P.Shyamala)

Director

(Dr.S.Raju)



# ***S.V.S Foods***

151, KamarajarSalai, near Teppakulam, New Pankajam Colony, Madurai, Tamil Nadu 625009, India. Contact no.: [+91 99444 12616](tel:+919944412616)

## **TO WHO SO EVER IT MAY CONCERN**

This is to certify that Miss. T.M.ABARNA(2019MBA01) student of II MBA, Fatima college, Madurai to has undergone her main project in our company from December 2020 to February 2021.

During this period, her attendance, conduct and behavior were good.

We wish her all the best.

Yours Sincerely,  
For S.V.S Foods



SORA SUNDARA SHANKAR  
PARTNER

**Fatima College (Autonomous)**

**Department of Management Studies**

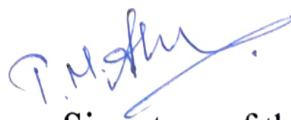
**Mary Land, Madurai-625018.**

T.M.Abarna

2019MBA01

### **DECLARATION**

I hereby declare that the Project done under the title **“A Study on Job Satisfaction on Employee with special reference to S.V.S Foods, Madurai.”** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.



Signature of the student

T.M.Abarna

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. Raju, Director, Department of Management Studies Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide **Dr.P. SHYAMALA, MBA, M. PHIL, PhD, PGDCA, SET, NET, HOD, Department of Management Studies** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to **S.V. Suraj Sundara Shankar** Managing Partner, S.V.S Foods, Madurai.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

**A STUDY ON EMPLOYEE ENGAGEMENT AT KEVELL CORP  
SOFTWARE COMPANY, MADURAI.**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

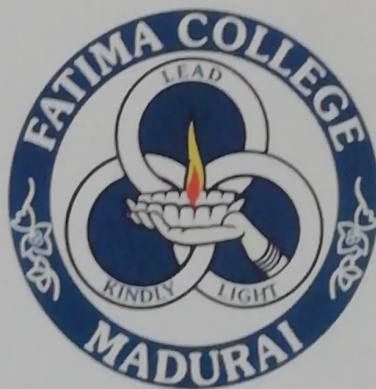
By

**A.AISHWARYA**

**2019MBA03**

Under the guidance of

**Dr.P.Shyamala MBA., M.PHIL., PH.D., PGDCA.**

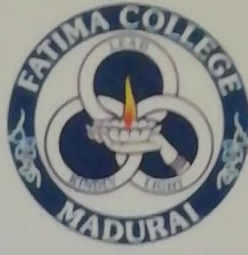


Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**FEBRUARY 2021**



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “**A STUDY ON EMPLOYEE ENGAGEMENT AT KEVELL CORP SOFTWARE COMPANY, MADURAI.**” is a bonafide record of work done by A.Aishwarya, 2019MBA03 submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

Dr.P.Shyamala

Head of the Department

Dr.P.Shyamala

Director

Dr.S.Raju





Date : 19/2/2021

**TO WHOMEVER IT MAY CONCERN**

This is to certify that **Ms. Aishwarya A** has successfully completed her internship program from **22nd December 2020 to 19th February 2021** as **HR-Intern** at **Kevell corp**, Madurai.

The remaining period of internship (4 Months) will be continued after her university examination.

During the period of her internship programme with us she was found punctual, hardworking and inquisitive.

We wish her every success.

For **KEVELL CORP**

*J. Jeyantha*

VP - HR and Admin





## ACKNOWLEDGEMENT

Fatima College (Autonomous)

Department of Management Studies

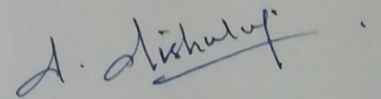
Madurai – 625018.

**A.Aishwarya**

**2019MBA03**

### Declaration

I hereby declare that the project done under the title “**A STUDY ON EMPLOYEE ENGAGEMENT AT KEVELL CORP SOFTWARE COMPANY, MADURAI.**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**A.Aishwarya**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G.Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr.S.Raju, Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr.P.Shyamala HOD, Department of Management Studies** for her moral support to undergo the **training/ Project.**

It is a great pleasure to acknowledge my sincere thanks to **Mrs. Jenitha, VP of HR department, Mr. Chandru, Recruiting manager & Data Scientist of KEVELL CORP SOLUTION, Madurai.** I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training. Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.

**“A STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE  
TO EARTH INDIA NATURALS, TIRUVANNAMALAI”**

Submitted in partial fulfillment of the requirements for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

**By**

**C.R. AKSHAYA PRIYA**

**2019MBA04**

**Under the guidance of**

**Dr.P. SHYAMALA, MBA, M. PHIL, Ph.D., PGDCA**

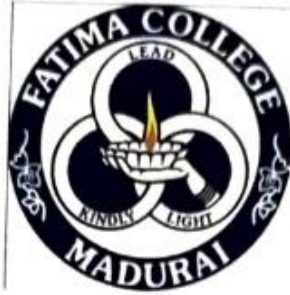


Department of Management Studies

Fatima College (Autonomous)

Madurai -625018.

**February - 2021**



FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies

MADURAI-625018

### BONAFIDE CERTIFICATE

This is to certify that the Project Work entitled “**A study on employee retention with special reference to Earth India naturals**” is a Bonafide record of the work done by C.R. AKSHAYA PRIYA (2019MBA04) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Dr.P.Shyamala)

Head of the Department

(Dr.P.Shyamala)

Director

(Dr.S.Raju)



earth india naturals

natural • authentic • traditional

108/29, Chengam Road, MahaSakthi Nagar,  
Tiruvannamalai 606603

Siddha medicine manufacturing unit.

**TO WHOM SOEVER IT MAY CONCERN**

This is to certify that Miss. C.R.AKSHAYA PRIYA (Roll No: 2019MBA04) student of II MBA, Fatima college, Madurai to has undergone her main project in our company from December 2020 to February 2021.

During this period, her attendance, conduct and behavior were good.  
We wish her all the best.

Thanking you

**For Earth India Naturals**

*S. Rajkumar*  
Managing Director

Authorized Signature



**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Mary Land, Madurai-625018.**

C.R. AKSHAYA PRIYA  
2019MBA04

### **DECLARATION**

I hereby declare that the Project done under the title “**A study on employee retention with special reference to Earth India naturals**” submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.

*C.R. Akshaya Priya*  
**Signature of the student**

C.R. AKSHAYA PRIYA



## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. Raju, Director, Department of Management Studies Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide **Dr.P. SHYAMALA, MBA, M. PHIL, PhD, PGDCA, SET, NET, HOD, Department of Management Studies** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to **Mr. T.K. Saravanan, Managing Partner, Earth India Naturals, Madurai.**

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

### **Table of Content**

<b>Chapter No.</b>	<b>Content</b>	<b>Page No.</b>
I	INTRODUCTION	11-21
II	REVIEW OF LITERATURE	22-47
III	RESEARCH METHODOLOGY	48-52
IV	ANALYSIS AND INTERPRETATION	53-83
V	FINDINGS, SUGGESTION & CONCLUSION  • BIBLIOGRAPHY  • APPENDIX	84-103

--	--	--

### LIST OF TABLE

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
4.1	Percentage analysis	
4.1.1	Gender of the respondents	54
4.1.2	Age of the respondents	55
4.1.3	Area of residence of the respondents	56
4.1.4	Family structure of the respondents	57
4.1.5	Marital status of the respondents	58
4.1.6	Year of experience of the respondents	59
4.1.7	Level of income of the respondents	60
4.1.8	Education qualification of the respondents	61

4.2	Weighted average method	
4.2.1	Management policies factor	62
4.2.2	Work environment factor	63
4.2.3	Training and development factor	64
4.2.4	Career growth factor	65
4.2.5	Compensation factor	66
4.2.6	Communication factor	67
4.2.7	Performance appraisal	68
4.3	Correlation	
4.3.1	Correlation between experience and salary structure in compensation factor	69
4.3.2	Correlation between experience and ESI provided	70
4.3.3	Correlation between experience and high remuneration in compensation factor	71

4.3.4	Correlation between experience and work load in management policies factor	72
4.3.5	Correlation between experience and job rotation in management policies factor	73
4.4	Chi-square analysis	
4.4.1	Chi-Square between year of experience and higher remuneration	74
4.4.2	Chi-Square between year of experience and Salary structure and bonus	76
4.4.3	Chi-Square between year of and implementation of three R's (recognition, reward, respect	78
4.4.4	Chi-Square between level of income and higher remuneration	80
4.5	One way anova	
4.5.1	One way anova between Performance appraisal Factor and gender of the respondents	81

4.5.2	One way anova between Performance appraisal Factor and gender of the respondents	82

### TABLE OF CHART

Chart No.	Title	Page No.
4.1	Gender of the respondents	54
4.2	Age of the respondents	55
4.3	Area of residence of the respondent	56
4.4	Family structure of the respondent	57
4.5	Marital status of the respondents	58
4.6	Year of experience of the respondents	59
4.7	Level of income of the respondents	60
4.8	Education qualification of the respondents	61



# CHAPTER I

## 1.1 INTRODUCTION

Employee retention is defined as an organizations ability to retain its employees. It can also be called as a process, in which there sources are motivated and encouraged to stay in an organization for a longer period of time for the sustainability of the organization. The ultimate aim of employee retention is to make both the stakeholders i.e., employees and employer happier. It facilitates loyal employees sticking to the company for a longer duration, which in turn will benefit both of them. Effective employee retention is systematic efforts by employers to create and foster an environment that encourages employees to remain employed, by having policies and practices in that address their diverse needs. A strong retention strategy therefore becomes a powerful recruitment tool. To keep employee and keeps their satisfaction levels high; any organization needs to implement each of three R's of employee retention: Respect, Recognition, Rewards.

Employee retention is not just a matter that can be dealt with record and reports. It purely depends upon how the employers understand the various concerns of the employee and how they help them resolve their problems, when they are in need. It is impossible for an organization to survive if its top performers quit. It is essential for the management to retain its valuable employee who think in favour of the organization and contribute their level best. An organization need employees who are loyal and work hard with full dedication to achieve the organization's objective. Every organization spends time and invests money in grooming new employees and makes them corporate-ready. The organization will be complete loss, if such employees quit after they are fully trained.

Employee retention strategies mostly applied to create open communication between employees and management, conduct stay interviews, provide some small perks, offer financial rewards, make sure employees know what you expect from them, use healthy competition and incentives or help keep workers motivated and make them feel rewarded, foster employee development, promote from within, whenever possible. Employee retention also refers to the

various policies and practices applied within an organization for employees to stick to their jobs and fulfil their responsibilities over a longer period of time. Retention of a positive and motivated employee is important for the organizations success. high employee turnover increases the expenses and also has a negative impact on the organizations retention program is an effective way of making sure that the pivotal workers remain employed while balancing and maintaining job performance and productivity.

### **1.1.1 COMPONENTS**

The Components of employee retention in an organization in the following ways:

#### **1. The Cost of Turnover:**

The cost of employee turnover adds hundreds of thousands of money to a company's Expenses. While it is difficult to fully calculate the cost of turnover (including hiring costs, training costs and productivity loss), industry experts often quote 25% of the average employee salary as a conservative estimate.

#### **2. Loss of Company Knowledge:**

When an employee leaves, he takes with him valuable knowledge about the company, Customers, current projects and past history (sometimes to competitors). Often much time and money has been spent on the employee in expectation of a future return. When the employee leaves, the investment is not realized.

**3. Interruption of Customer Service:** Customers and clients do business with a company in part because of the people. Relationships are developed that encourage continued sponsorship of the business. When an employee leaves, the relationships that employee built for the company are severed, which could lead to potential customer loss.

#### **Turnover leads to more turnovers:**

When an employee terminates, the effect is felt throughout the organization. Co-workers are often required to pick up the slack. The unspoken negativity often intensifies for the remaining staff.

## **5. Goodwill of the company:**

The goodwill of a company is maintained when the attrition rates are low. Higher retention rates motivate potential employees to join the organization.

## **6. Regaining efficiency:**

If an employee resigns, then good amount of time is lost in hiring a new employee and then training him/her and this goes to the loss of the company directly which many a times goes unnoticed. And even after this you cannot assure us of the same efficiency from the new employee.

# **1.1.2 TOOLS INVOLVED IN RETENTIONS OF EMPLOYEE**

## **1. Employee Reward Program:**

You can make a provision of Monthly or Quarterly Award (depending upon the budget) for the best employee, Awarding 2 or 3 best workers each month. The award can be in terms of gifts or money. If it is money then it should be divided into two parts, first part to be given with the next month salary and the remaining after 6 months. In this way he/she can be retained for 6 more months. These rewards shall be considered at the time of appraisal.

## **2. Career Development Program:**

Every individual is worried about his/her career. You can provide them conditional assistance for certain courses which are beneficial from your business point of view. Conditional assistance means the company will bear the expenses only if he/she gets an aggregate of certain percentage of marks. And entrance to that course should be on the basis of a Test and the number of seats to be limited. For getting admitted to such program, you can propose them to sign a bond with the company, like they cannot leave the company for 2 years or something after the successful completion of the course

## **3. Performance based Bonus:**

The employee always comes to know about the profit of the company which is of course based on the strategic planning of the top management and the productivity of the employee. To get

more work out of the employee, you can make a provision of Bonus. By this employee will be able to relate himself with the company's profit and hence will work hard. This bonus should be productivity based.

#### **4. Employee Referral Plan:**

You can introduce Employee Referral Plan. This will reduce your cost (charges of external consultants and searching agencies) of hiring a new employee and up to an extent you can rely on this new resource. On every successful referral, employee can be given a referral bonus after 6 or 9 months of continuous working of the new employee as well as the existing employee. By this you can get a new employee at a reduced cost as well as are retaining the existing one for a longer period of time.

#### **5. Loyalty Bonus**

You can introduce a Loyalty Bonus Program in which you can reward your employee after a successful completion of a specified period of time. This can be in the form of Money or Position. This will encourage the fellow employees as well whether they are interested in money or position, they will feel fascinated.

#### **6. Giving a voice to the Knowledge Banks:**

First of all you should try to retain your Work force intact, as they are the intellectual asset of the company. And above that you can't afford losing your knowledge banks. These are the people who stabilize the process. You can involve them in some of the decisions.

#### **7. Employee Recreation:**

You should also let your employees enjoy in a light mood. You can take your employees to a trip or for an outing every year or bi-yearly. You can make use of this trip as well. You can start this trip with an opening note about the management views and plans, strategies etc. At the same time you can involve your top management into some of the fun activities as this will make feel the employees that they are very close to the management and everybody is same.

### **8. Gifts at some Occasions:**

You can give some gifts at the time of one or two festivals to the employees making them feel good and understand that the management is concerned about them.

### **9. Accountability:**

You should make each employee accountable so that he can also feel that he is as important as his manager. If he/she will be filled with this sense, he/she will seldom think of leaving the company.

### **10. Making the managers effective and easily accessible:**

You should make the Management easily accessible so that the employee expectations can be clearly communicated to the top management, as it is impossible for the top management to reach each employee frequently.

### **11. Surveys:**

You should conduct regular surveys for feedbacks from employee about their superiors as well as other issues like food, development plans and other suggestions. This will make them feel of their importance and the caring nature of the company. Some of the suggestions might be of real good use for the company. For a company, the workforce is like an intellectual property, both in terms of skills and money. A trained and content workforce can lead a company to new heights while an opposite one can hamper it badly. So, every resignation saved is every dollar earned.



## 1.2 INDUSTRY PROFILE:

Siddha medicine is a traditional medicine originating in South India. It is one of the oldest systems of medicine in India. Most siddha medical practitioners are traditionally trained, usually in families and by gurus (teachers). Siddha treatment based on the medicine and varmam which is done by gurus. Siddha is a comprehensive system that places equal emphasis on the body, mind and spirit and strives to restore the innate harmony of the individual. Treatment is aimed at restoring balance to the mind-body system. Diet and lifestyle play a major role not only in maintaining health but also in curing diseases.

The concept of Siddhas is “Food as Medicine”. Herbs and minerals found in nature are used for making Siddha medicines, which are highly effective in treating all types of ailments. Diseases are diagnosed by Naadi (Pulse reading), Sarapayarchi (Flow of respiration), Envagai Therve (8 types of testing), Manikadai Nool (Measuring the circumference of wrist).

Ayurveda and Siddha are two traditional life sciences. Both sciences have their own uniqueness, although the highlights of both systems are detoxification and rejuvenation therapies, along with yoga and natural deities that will purify the body and soul from all ailments and make you look young and fresh.

Siddha refers to a being who has achieved a high degree of physical as well as spiritual perfection or enlightenment. The ultimate demonstration of this is that siddhas allegedly attained physical immortality. Thus siddha, like siddhar, refers to a person who has realised the goal of a type of sadhana and become a perfected being. In Tamil Nadu, South India, where the siddha tradition is still practiced, special individuals are recognized as and called siddhas (or siddhars or cittars) who are on the path to that assumed perfection after they have taken special secret rasayanas to perfect their bodies, in order to be able to sustain prolonged meditation along with a form of pranayama which considerably reduces the number of breaths they take. the eight

primary siddhis at birth.

Practitioners of Siddha medicine are known as siddhars (or siddhas). According to Tamil tradition, there initially were 18 siddhars; these individuals often are portrayed as having received their knowledge of the Siddha system indirectly from the deity Shiva.

Siddhars held that the object of their study was to preserve and prolong life. To do so, they believed, required humans to live according to the laws of nature. They led simple lives themselves and were unconcerned with caste, creed, colour, or nationality. They contributed not only to a system of medicine but also to the knowledge of eternity, alchemy, and Yogic living. Some believe that the siddhars travelled widely to other countries to propagate their system of medicine and enrich the sciences.

According to the Siddha system, there are five elements that exist in nature: earth, water, fire, air, and ether, all of which form the original basis of all corporeal things. It is believed that there is an intimate connection between the macrocosm of the external world and the microcosm of the corporeal being. In the human body the element of earth is present in the bone, flesh, nerves, skin, and hair; the element of water is present in bile, blood, semen, glandular secretions, and sweat; the element of fire is present in hunger, thirst, sleep, beauty, and indolence; the element of air is present in contraction, expansion, and motion; and the element of ether is present in the interstices of the stomach, heart, neck, and head.

Varma is an area of practice in Siddha medicine that is concerned with varmam. The varmam are points of intersection of bone, muscle, tendons, nerves, and blood vessels. The ancient siddhars believed that disease emerged when these points were adversely affected by an external force.

A manipulative technique used in Siddha medicine to restore health at the varmam is known as ilakkumurai. There are believed to be 108 varmam, according to Siddha tradition. Siddha system could be considered as the crown of all the traditional arts, due to its richness and simplicity. Siddha system is based on a combination of ancient medicinal practices and spiritual disciplines as well as alchemy and mysticism. Siddhars held that the object of their

study was to preserve and prolong life. To do so, they believed, it required humans to live according to the laws of nature.

### **1.3 COMPANY PROFILE:**

Earth India naturals was started in the year 2010 and founder of the industry is PAUL PANDI. He was a guru of siddha medicine manufacturing company. He started his career in young age. Initially earth India naturals started in Tiruvannamalai with small manufacturing unit after their growth, they started a manufacturing unit in Madurai.

In Madurai unit, they have two units in Avanyapuram and Kamarajasalai. In Madurai unit focus on manufacturing their products and data collection about the order details and client contact.

They focus on producing an herbal products and courier their products to Tiruvannamalai for dispatchment. They are dealing with Chennai, Coimbatore, Thanjavur, Trichy, cuddalore, Tirunelveli and nearby district.

The products are classified into two type and that is kudineerchooranam and chooranam. Kudineerchooranam products are Adaithodaikudineerchooranam, kabasurakudineer, kalladaippuchooranam, Nochikudineerchooranam, Nilavembukudineer, Omasathakuppa.

Chooranam products are Athimathura, Irumal, Kabanqusa, Lavangathi, Mallichooranam, Megasanthichooranam, Panchamoola, Parangichakkai, Perungaya, Sagalanai, Vachiravallai, Mahasudarasana and Chandiragandhi.

They also introducing a new products and that is Indhuppu and Manomagudathoopu. They are collecting their raw materials like herbal materials from Tiruvannamalai. They are using an equipment for grinding the herbal materials into finished products.

### **MISSION**

EARTH INDIA NATURALS attempts to revive the forgotten art of Siddhas' system of preparing medicines and recommends concept-based precise prescription of medicines to ensure better and quicker prognosis.

## **VISION**

To bring back the forgotten treasures of unique medicines of Siddha Lineage to every physician's practice.

## **1.4 OBJECTIVE OF THE STUDY:**

### **PRIMARY OBJECTIVE:**

To study the employee retention strategies with reference to Earth India naturals.

### **SECONDARY OBJECTIVE:**

1. To understand the concept of employee retention.
2. To analyze the importance of retention of employees in Earth India naturals.
3. To know how and what company to retain their employees.
4. To examine the necessary condition to retain the employees.
5. To identify the purpose of employee retention.
6. To find out the impact of employee retention on employee's performance.

## **1.5 NEED FOR THE STUDY:**

- ✓ This study focuses on employee retention strategies as a predictor of company performance.
- ✓ It also examines the future growth and employee value proposition.
- ✓ To find out the factors affecting employee retention.

## **1.6 SCOPE OF THE STUDY:**

- ✓ The study is to determine the factors influencing retention of employees in the organization.
- ✓ The study is also to determine the nature of retaining employees in order to make the employees to feel comfort.
- ✓ To motivate the employees to continue to work in the same organisation with full interest and hence provide the results to the company it wanted.
- ✓ The study is primarily focused to improve the working conditions, environment and other policies to retain the employees based on the result of survey.
- ✓ The study covers the impact of employee retention on employee's performance and productivity.

## **1.7 LIMITATION OF THE STUDY:**

- ✓ The study was carried out only certain number of employees.
- ✓ At times certain employees were not accurate in their responses.

# CHAPTER II

## **REVIEWOFLITERATURE**

1. Chapman, C. (2009), Retention begins before day one: orientation and socialization in libraries  
Employee orientation is a multi-stage process utilizing both formal and informal activities that help assist the employee to become part of the culture of any organization, including the library. A human resources program that includes well-planned processes for recruitment, selection, orientation, socialization and retention will help a library be more competitive as librarians retire. Paying attention to these processes is increasingly important as we enter the period in which the baby boomer generation is moving toward retirement.
2. Guthrie (2000) identified that paying employees according to their knowledge and skills is a traditional approach so that pay is attached to the performance. Profit sharing is also a source by which employees are rewarded but this only happens when organizations achieve their profit margins set by themselves. It is found that skill based pay helps to reduce the turnover. The representative steady loss and maintenance assumes an indispensable part in crossing over any barrier the full measures of techniques and smaller measures of practices in association. It is on the grounds that it guarantees the steadiness and organize the experience of people in association on a proceeds with premise to the basic measures of achievement figure the association.
3. Brass (1979) Along with few other factors may also reduce the turnover rate of the organizations as Oldham & suggested that physical environment of the work place effects a lot to the performance quality of the employees because satisfaction and motivation with peers

and works declined after changing the work place environment. Employee benefits provision (2010) Proper communication of employee benefits, their scope and impact is good and successful opportunity for the organization to retain employees and then try to know what are they expecting and want from organization.

4. Vos&Meganck (2009) indicated that career development plan for the employees play a vital role in the retention of employees. Providing these career development opportunities restrict employees from leaving the organization and increase in loyalty. Effective employee retention is a systematic effort by employers to create and foster an environment that encourages current employees to remain employed, by having policies and practices in place that address their diverse needs. Organizational factors that influence employee to stay back in the current organization, personal Factors that influence employees to stay back in the current organization, attitude of employees towards work and work relationship and expectation of professional from organization.
5. Hiltrop (1999) suggested that prepare and develop plans to get best talent as successful organizations are working on this to avoid future deficit of the required competent employees because there is always room for the improvement in recruitment process. It is also suggested that companies must adjust their desires and necessities according to the market situation so that retention of employees can be made possible. It allows employees to improve their knowledge which again can be helpful for the company as the employee can bring in new ideas and innovations.
6. Hannay&Northan (2000) argued that future opportunities for the employees also help in retaining employees because these opportunities are associated with more pay, additional work responsibilities, superior work environment and different incentives plans. Money is not sole factor but it has significant effect while recruiting the employee. Apart from this, there is no proper work in the textile industry in the field of human resource management, because top management never realizes the needs and demands of their employees. There are very few textile mills that are practicing the human resource management in its fullest and they are getting maximum benefits from it. To develop a better understanding of this issue, a research has been carried out to know the benefits of the human resource practices employed by these mills and to implement them in other organizations for positive results.



7. Cotton et al., (1988) Employee's participation in decision has found some positive effects on the performance of employees. Participation in work related matters effects performance more positively rather than in determining the pay practices. Excessive turnover is a sign of fundamental problems within the businesses and it is very important to know that how to retain employees in the particular organization. Today textile industry is facing few problems regarding power supplies and major of all is the yarn prices. But this is a fact that they don't give proper salaries and rewards to labourers. Role of human resource practices is very crucial in this regard. Human resource practices can only be applicable to the learning organizations.
8. Pierce et al., (1991) said ownership has some direct and independent effects over groups and individual behaviors and attitudes that lead towards effective performance. To participate in the organization matters is the formal "right" of the employees just like stockholders. They can influence the decisions of organization like the election of board of directors. This ownership has positive relationship with organizational performance. In developed and emerging countries, Attraction and retention of employees is of the most desired practice and competence of the high performance organizations. Search for best talent will be very difficult in coming years. They include rewards and recognition, training and development opportunities, mentoring and coaching sessions, career planning, flexi work timing, annual performance appraisal, on site and day care facilities. At graduate level flexible work timing is very important retention strategy.
9. Rousseau (1990) described that relationship between employee and employer starts from the recruitment, fostering the long term relationship and loyalty while some organizations emphasize on rewards and performance of the employees. New comers in the organization didn't take much time to decide whether to proceed with the current organization or quit to and find some other workplace and this decision normally is made in few days or week after appointment. Retention can be possible by many ways but one of the most used in organizations is paying more than they are earning. Employees can be retained and satisfied within those organizations which keep on learning that how to keep their employee's satisfaction at highest level.
10. Hansen (2002) argued that pay more to the employees in order to achieve better financial position and retain those employees who lead from the front to attain business goals. Short and

long term incentives should be given according to the goals of business that will help to have more organized and strong management team for long term results. Studies found that better communication from company executives helps better employee engagement. A strong retention strategy, therefore, becomes a powerful recruitment tool. Retention of key employees is critical to the long-term health and success of any organization.

11. Lawler III (2005) stated that in these days organizations are competing for talent rather than counting employees loyalty. They are focusing on attracting, hiring and retaining the required talented persons. For this purpose organizations must utilize those practices which are in favour of both employees and employers leading them towards higher performance levels. It is important to recruit strategy driven and shrewd employees because it creates sense of alignment between employee and organizational values and goals.
12. Gentry et al., (2007) argued that employees feel connected with the organization if they get support from their supervisors which lead them to return the favour to the supervisors and organization through retention. Employee retention is simple to understand, but at the same time it can be difficult to achieve. Knowing what employees want and need is a step in the right direction. Managers must Acknowledge and accept that they are accountable for managing the factors within their control to help to retain their most valued employees.
13. Hyman et al., (2003) Work-life balance is increasingly important for engagement and affects retention. In their empirical research in the UK found that interventions of work demands into the personal life (e.g. working during the weekend) resulted into heightened stress and emotional exhaustion among the employees. In a study conducted by the Australian Tele work Advisory Committee (2006) it was found that 70% of businesses that incorporated tele work options reported a number of positive benefits, such as increased business productivity and reduced costs, improved employee flexibility and work life balance, and increased workforce participation.
14. According to Miller, Erickson &Yust (2001) employees get benefited by work environment that provide a sense of belonging. In an intensely competitive environment, where HR managers are poaching from each other, organizations can either hold on to their employees tight or lose them to competition. For gone are the days, when employees would stick to an

employer for years for want of a better choice. Effective communication not only improves the identity the employee associated with the company but also creates an environment of openness and trust.

15. James & Mathew (2012) in their studies found out that effective communication plays a greater role to generate an amicable environment at the workplace.
16. Wells & Thelen (2002) have stated in their study that organizations which have generous human resource policies, have a very good chance to satisfy and retain employees by providing them an appropriate level of privacy and sound control on work environment which enhances the motivation levels to commit with the organization for the long term. Rewards and recognition is very important for retaining the employees. Best way to enhance the employee retention is to understand what employees want from organization. It is a known fact that retaining the best employees ensures customer satisfaction, satisfied colleagues and reporting staff, effective succession planning, and deeply embedded organizational knowledge and learning.
17. Ramlall (2003) stressed the need for recognizing the individual needs of an employee in an organization as it will encourage commitment and provide a suitable work environment. Whereas the same is often indirectly linked to, satisfied colleagues and reporting staff, effective succession planning and deeply embedded organizational knowledge and learning. Employee retention matters as organizational issues such as training time and investment, costly candidate search etc., are involved. Hence, failing to retain a key employee is a costly proposition for any organization.
18. Messmer (2000) found that one of the important factors in employee retention is an investment in employee training and career development. The Organization is always invested in the form of training and development of those workers from whom they expect to return and give output on its investment. When communicating with its employees to know that cause of retention consist of nine different predictors; organizational processes, role challenge, values, work life balance, information, recognition, management, work environment and product or services. Traditional retention techniques followed as well as contemporary techniques used to retain the employees. Also, more emphasis will be put on the factors such as leadership style

of superiors, ability to exercise control with respect to decision-making and problem-solving, desire for career advancement and skills development, flexible working and ever increasing aspiration on retention of key employees.

19. Tomlinson (2002) forwarded the view that organizations can keep the leading edge in this competitive world by having their employees well trained in the latest technologies. the impact of loosing individuals has become greater. In the future, the biggest gains will come from systematically improving an organization's intrinsic reward process making the work itself so fulfilling and energizing that employees themselves won't want to leave. Rediscovering the role of purpose in work is key to understanding the new work and the motivation of today's employees. Employees are the most important, valuable and productive asset of an organization and retaining them is one of the toughest challenges for the managers. As the replacement cost of key employees involves huge turnover, there is a need to develop a fully integrative retention policy to tackle such type of problems.
20. Garg &Rastogi (2006), explained that in today's competitive environment feedback is very essential for organizations from employees and the more knowledge the employee learn, the more he or she will perform and meet the global challenges of the market place. Find out two types of retention factors one at organization level and at job level. Organizational factors are management, pleasant environment, social support and developmental opportunities. Factors at job level are compensation, autonomy, work-load and work life balance. It was found that organizational level factors are more important for employee retention then job level factors. . The role of leadership is very critical in employee retention responsible leadership has three components stakeholder culture where ethical and social behaviour is of Fair and inclusive HR practices Full managerial support for employee development.
21. Handy (2008) has mentioned that proper innovation, and assimilation of new knowledge is essential for survival in any work environment. This knowledge is the most expensive asset of any firm. factors such as personal premises of loyalty, trust, commitment, identification and attachment with organization have direct affect on employee retention. She also explained that workplace factors such as leadership style, rewards, career opportunities, training and development skills, physical working conditions and balance between personal and professional life has an indirect affect on employee retention.

22. Eisenberger and associates (1990), suggested that employee's perception regarding an organization is strongly influenced by their relationship with the supervisor Leadership and Employee Retention Over the past 10 or 15 years, the business literature dealing with employee participation, workplace wellness, work-life balance and other topics has mushroomed, indicating a strong interest in and recognition of how other aspects of working life influence people's decisions to stay with or leave a company. In their studies gives a similar view that has given that training and development are a kind of motivational tool for employee retention by raising the commitment of employees towards the company.
23. McNeese-Smith (1995), mentioned in his study on Leadership behaviour of hospital directors found that there is significantly positive relation between productivity, worker satisfaction and organizational commitment of staff. Studies indicate fulfilling peoples need for acceptance by acknowledging individual work accomplishments prolongs employment of employees (show trends of an increased number of job applicants seeking out companies that encourage employee input, growth, education, and teamwork, beyond the traditional compensation/benefit. Job-related training improves the ability of employees in problem-solving, making them confident and motivated and committed to their job and thus they are more likely to remain with the organization suggest that it is better to retain a well-trained employee rather than wasting the training cost and starting the induction process once again.
24. Chung-Hsiung Fang, Sue-Ting Chang, Guan-Li Chen (2009) has found that leadership style can affect organizational commitment and work satisfaction positively and work satisfaction can affect organizational commitment and work performance positively. Packages offered by employers. The Gale Group (2006) states organizational benefits of personal recognition are priceless, yet statistics supports that the impact of verbal praise has the ability to enhance company loyalty, motivation, and perseverance at no extra charge. Individual skill recognition is restricted by age, and motivates positive behavior, ethics, teamwork, confidence, and growth in all employees.
25. Abegglen (1958) found during the study of Japanese workers that employment features like lifetime employment and seniority system, job security lead to higher commitment, job satisfaction as well as retention of employees in an organization. According to HR managers factor that causes employee retention are career opportunities and financial rewards but for

employees social atmosphere, job-content and work-life balance are the factors that cause employee retention. There is one factor that is supported by both is career opportunities.

26. Ashford et al., (1989); Davy et al., (1991) conducted studies on job security and job satisfaction and found that that job dissatisfaction is the outcome of insecurity among employees. While remuneration and other types of benefits continue to be an important factor in the retention equation, it is important to note that the current Human Resource literature treats them as only one potential area for retention, and not always in and of themselves, sufficient to ensure strong employee commitment. In their studies talks positive working condition which improves when an employee is having a good relationship with the boss and if given a leadership role, their sense of belongingness with company become very strong.
27. Rosenblatt and Ruvio, (1996) conducted a research on the job insecurity and found that job performance and organizational commitment are negatively correlated with job insecurity. A major challenge faced by the employees today retains the hired employees in its organization. In the age of cut throat competition every organization tries its level best to give the best facilities to its employees. Satisfying the human sources is one of the toughest tasks which majority of the organizations faces today. Understanding and knowing what is going on in the human mind is very difficult to understand.
28. Brunetto and Farr-Wharton (2002) were of the view that supervision of the immediate manager increases the level of job satisfaction in the public sector employees. An Empirical Research opportunities available for the skilled as well as talented human resources that it is becoming very tough as well as difficult for the employers to satisfy and retain them. There is no single strategy or retention plan which may satisfy each and every employee in an organization. As we have different personalities as such we have different demands and expectations of the organization.
29. Arnold and Feldman, (1982) Employee retention is most critical issue facing employers in the brewery industry as a result of the shortage of skilled labour, economic growth and employee turnover. In their book, Retaining Valued Employees, report that turnover costs can run as high as 200 percent of the exiting employee's salary, depending on his or her skill level. According to the newsletter of the International Association of Professionals in Employment

Security, “When a valuable employee leaves, it costs the employer money possibly up to a third of the employee’s annual salary. Providing skill recognition of personal job accomplishments is an effective retention strategy for employees at any age.

30. Arnold, (2005) learning and development opportunities appear crucial for the retention of talented employees an organisation must establish a supportive learning and working climate. The concept “learning and working climate” is derived from previous research. In general it refers to the environment wherein employees both learn and work. More specifically, the concept could be described by referring to: guidance and appreciation at work; pressure of work; the amount of empowerment and the responsibility that employees experience; choice in job tasks and development; provision of challenging and meaningful work; and advancement and development opportunities. Results from previous research show that the appreciative approach, Operationalised through an appreciative learning and working climate, positively influences employee retention.
31. Boomer Authority, (2009) Job flexibility is vital for retaining employees of any age Researchers describe the importance of employment flexibility such as scheduling variations that better accommodate individual work times, workloads, responsibilities, and locations around family responsibilities Studies show that "flexibility" empowers individuals to facilitate a healthier balance between work and personal obligations, something that appeals to all ages of employees job flexibility options report having higher levels of individual commitment, concentration, satisfaction, productivity, loyalty, and mental capacity at any age.
32. Agrela, et al., (2008) Studies supports the conclusion that organizations providing cost effective job flexibility options benefit from satisfying the needs of all employees, independent of age, which allows for the reallocation of expenses related to recruitment, work space changes, sick time, absenteeism, and Commuting costs. These factors are family situations, travel distance, job-content, work related stress, relationship with friends and managerial support. It was found that employees who have less financial obligations are more likely to leave the organization.
33. Cunningham, (2002) consequently, studies indicate that there is a link between cost-effective "flexibility" choices and advanced levels of job satisfaction, accuracy, productivity,

recruitment, and employee retention. These factors include compensation in the monetary and non-monetary form, job characteristics, training and development opportunities, and support from supervisor, career opportunities, work-life balance and organizational. Organizations now find themselves competing to attract and retain workers on the basis of the meaningfulness of their jobs.

34. Eyster, et al (2008) state organizations can cost-effectively fulfill the needs for job flexibility options to promote employee retention. Thus, the provision of cost-effective "flexibility" options is critical in the retention of all employees despite disparity in age, position, skill/knowledge level, and duration of employment. Study is to critically analyze the various works done in the field of employee retention and highlight factors responsible for employee departure and retention initiatives followed to retain them. As the study is descriptive in nature, a number of secondary sources are explored to synthesize the fragmented knowledge and present the literature review in a concise format. As the ever-changing technology, stiff competition, and globalization has brought human resources at the forefront in organizational roles, no organization wants to lose their talented employees.
35. Prenda& Stahl, (2001) Training is a key retention factor for employees at any age. Statistical evidence indicates job training is a critical factor for personal behavioral and professional (technical) development. The availability for all employees having access to training and development programs is critical in facilitating organizational growth, particularly with performance and technological improvements (Boomer Authority, 2009). Research supports that both the organizational benefits and cost savings associated with training programs outweigh the initial cost it incurs.
36. Eisen (2005) states that training programs available to all employees correlate with a 70% increase in employee retention rates. Research indicates training methods that engage workers with career challenges, advancement opportunities, work incentives, competitive wages/benefits, and supportive work environments are effective retention strategies for employees. categorized retention strategies at three level low, medium and high levels. At low level employees should be provided with good medium and high levels. At low level employees should be provided with good working conditions and some fun activities, at medium level focus should be at providing them training and development opportunities and at



high level they are more interested in family holiday packages provided by company and timely good appraisal.

37. McIntosh (2001) indicate a relationship between enhanced training foundations (competencies, efficiencies, and intelligence) and advanced development of best practices, cross training, mentoring, and technology changes for all employees. Training benefits (tangible or intangible) correlate with higher levels of consistency, competency, productivity, adaptability, independence, and loyalty in employees at any age.
38. MacCoby(1984) the relationship of benefits with retention is another aspect of making people stay is often investigated by researchers. Identified the job satisfaction of employees and supervisors of Bell System over a five-year period and found that the employees and supervisors were satisfied with their pay and benefits and were also motivated to work productively. Turnover is a great problem and that is the reason that a lot of effort is put for the retention of employees. When an employee leaves an organization, he takes the culture, values, skill set with him which can be tapped by the competitors and that is something no company likes to happen with them. As the cost of replacement for an employee is huge, it is always better to keep the existing employees in the flock. Retention is also necessary for the growth and stability of an organization.
39. Moses, (1999) The purpose of career planning as part of an employee development program is not only to help employees feel like their employers are investing in them, but also help people manage the many aspects of their lives and deal with the fact that there is not a clear promotion track. Employers can no Longer promise job security, but they can help people maintain the skills they need to remain viable in the job market. Employees can be retained in an organization by providing them good compensation structure.
40. Eyster, et al. (2008) state that job flexibility along with embracing career and life options, is a critical incentive for all employees. Research shows growing trends of employers providing greater job flexibility that includes flexible career options i.e. training, mentoring, workstation accommodations, job mobility, and reduced work hours and life options i.e. counseling services, health and Wellness programs. The challenge to organizations is that they must

accept that this process may lead some employees to leave the company and pursue outside opportunities.

41. Zenger, Ulrich, Smallwood, (2000) Employee development programs cannot exist without a culture that supports them. Any effective program must have strong support from people in senior management positions, and these people must also serve as positive role models to subordinates. Managers and supervisors take on a new role when an organization gets into the business of employee development. They must become coaches to help people manage their careers and support their development efforts. Managers at Sears actually go through a workshop called “Managing Career Development” to prepare them to work with employees under their career planning system. Coaching employees is valuable in helping them meet their goals, but it is also important for managers to simply show that they care. It is an intangible incentive that can make a big difference in employee motivation.
42. Feldman, (2000) Creating a compensation structure that supports an employee development program is a distinct challenge for companies. Many organizations claim to base pay raises on performance, but that is not actually the case. Some companies try to emphasize a team environment, but continue to reward people for individual achievement. These inconsistencies can cause frustration and cynicism by employees. It is especially difficult when employees are not seeing significant pay raises, yet company leaders are richly rewarded. The entire organization must buy into the culture of employee development. Sears created a new compensation system when they got into the business of employee development.
43. Steers (1977) Studies have concluded that committed employees’ remains with the organization for longer periods of time than those which are less committed. Suggest that the more committed an employee is, the less of a desire they have to terminate from the organization. These “highly committed” employees were found to have a higher intent to remain with the company, a stronger Desire to attend work, and a more positive attitude about their employment. Concluded that “commitment was significantly and inversely related to employee turnover.” factors that can enhance retention of employee, compensation and appreciation of the performed work, provision of challenging work, chances to be promoted, good working environment, positive relations with colleagues, balance between personal and professional life and good communication system.

44. According to Arthur (1994) when organizations seek to foster a philosophy of commitment, then the likelihood of an employee searching for employment elsewhere is lowered. Talented workers have more choices than ever before, and are likely to leave if not satisfied with their employer or job content. Whereas they used to only offer pay increases to employees who were promoted, they have moved to a system where people may see a pay increase for lateral moves that are appropriate for their own development.
45. Owens (2006) had a similar finding that employees that had a higher level of commitment also had a higher level of “turnover cognitions”. A higher score in “turnover cognitions” indicated that the employee had a more favorable attitude and was less likely to consider turnover representing an inverse relationship of commitment and turnover. The aforementioned studies are representative of much of the research available relating to commitment and turnover. Commitment has a significant and positive impact on job performance and on workforce retention. The underlying belief is that a more committed employee will perform better at their job.
46. Gopinath and Becker (2000) Studies have indicated that effective communications improve employee identification with their agency and build openness and trust culture. Increasingly, organizations provide information on values, mission, strategies, competitive performance, and changes that may affect employees enthuse. Many companies are working to provide information that employees want and need in better way of communication, through the most credible sources CEO and top management strategies on a timely and consistent basis. Other retention strategies are providing employee with supportive and learning environment, Flexi timing, training and development opportunities are very important retention strategies for retaining the employees.
47. Thomas, (2000) Management theory and practice has traditionally focused on extrinsic motivators. While these are powerful motivators, by themselves they are no longer enough intrinsic rewards are essential to employees in today’s environment. Nowadays motivational issues are more complex because of the wealth and opportunity so many employees have enjoyed. Over the long Haul, people need intrinsic rewards to keep going and to perform at their peak Workers have been forced to take more responsibility for their own careers, going

where the work is rewarding and where they can develop skills that will guarantee their employability, in whatever organization.

48. Fitz-enz (1990) recognized that not only one factor is responsible for employee retention, but there are several factors that affect the retention of employees like compensation, rewards, job Security, training and development, supervisor support system, work environment and organizational justice. current economic scenario key factors that affect the employee retention are induction program me, scientific job analysis and fair & skill based distribution of work assignments. Study highlighted the influence of age on employee's position as important factor in employee retention.
49. Ganesh (1997) in his research find out two types of factors that affect the retention of employees one is pull factor and the second is push factor. Push factors are dissatisfaction with the work environment, compensation, low employee benefits, lack of challenge, HR policies and lack of career development opportunities. Pull factors are those that attract an employee like higher compensation packages and more challenging work environment. Compensation in organizations can be defined as something (typically money in the form salary, wage, benefits, injury etc) that the employee receives from the employer. It is true that the trend is changing but still research shows that compensation plays a greater role in the retention of employees.
50. Osteraker (1999) said that employee retention is the key factor for the success of the organization. He divide retention factors into three broad categories, i.e., social, mental and physical. The mental dimension of retention consists of work characteristics, flexible work tasks. The social dimension consists of contacts that employee have with others, both internal and external. The physical dimension consists of working conditions and pay. By helping high potential employees have cross functional job for job and work related satisfaction, involvement in decision making, encouraging their ideas and helping them implement them, help in career development moves, skill building through effective and relevant training helps in retaining employees.
51. Sarah Leidner et al., (2013) in this study, it is highlighted that for promoting employee devotion to the organization HR practices play an important role. It is found in this study that providing better training to workers leads to employee loyalty.

52. Koh and Goh (1995), highlighted the significant factors that affect turnover intentions which were job satisfaction with respect to career growth, identity of company and financial rewards and results showed that the higher satisfaction over these factors causes lower turnover intentions.
53. Vijaya Mani (2010) in a study to analyse employee job satisfaction and motivation used scorecard. It is found that if employees are dissatisfied, it is struggle for the employer to retain the knowledgeable people in the organization.
54. Deery (2008) suggested some retention strategies which helps in balancing the personal and professional life e.g. i. flexible working hours, ii. Flexible working arrangements, iii. Providing adequate resources iv. Training opportunities, v. correct workload, vi. Providing adequate breaks in a day, vii. Permission to take leaves i.e. carer's leave and sabbatical leave etc., viii. Staff reward, ix. Inviting staff families for staff functions, x. wellness opportunities, and xi. Effective management practices.
55. KhairunnezamMohd Noor (2011), in this study correlational analysis and mediation analysis were performed. In correlational analysis, it was found that perceived work-life satisfaction have negative impact with the intention to leave. In simple mediation analysis which resulted that job satisfaction & organizational commitment are partial mediators in proving the relationship between work-life balance and intention to leave among academics.
56. Branch (2011) contended that to improve employee retention, encouraging a good work-life balance was not the only way to retain employees, but a good compensation structure in a competitive range, career and development opportunities and some other factors also have some influence over it. Further, it is essential to have a balance between personal and professional work which would improve commitment towards the organization.
57. Goulet and Frank (2002) conducted a research in which organizational commitment in public, non-profit and profit sectors were studied and it was discovered that the workers from the profit sector was the most committed to their organization and next committed was non-profit and finally the public sector employees. Due to extrinsic and intrinsic motivation, the employees from the public & non-profit sectors were anticipated to have high organizational commitment but the study resulted against the expectation.

58. Rashmi (2016) explained that in a competitive environment, survival of organization becomes very tough because there is increase in poaching of employees and hence it is highly essential for retaining committed employees in organizations.
59. Mike Johnson (2004) in his book “The new rules of engagement” described that one of the utmost organizational battles for the future 10 years and it is the ability of the organization to engage employees to work with the business of the organization successfully. This is the hot topic currently i.e., in the 21st century and almost all the organizations are attempting to achieve this to their extent.
60. Hemsley and Fraser (2008) cited that higher employee engagement leads to low turnover of employees’ i.e. high retention, high productivity and profits and return on investments.
61. Singh, S. et al. (2010) found in this study that exit interviews are highly advantageous to identify the reasons for an employee for leaving an organization and which in turn would reduce attrition level and result in increase in employee retention. Various studies have shown many strategies and recommendation to retain the talented workforce in order to retain the knowledgeable work force.
62. Vijayalakshmi V (2012) discussed in the study that employees-the bases of a company and hence human resource department must focus on them by identifying why employees are voluntarily leaving in an organization and what are all their needs relating to their growth, education and personal life. This approach would create a positive impact in employee retention in organizations.
63. Tripathi et al. (2011) concluded in the study that retention strategies for faculties irrespective of their level of pay. It is discussed that there are several steps must be taken to develop retention strategies. First step is assessment of the existing situation and measure the turnover rates in organization. The second step is to create designations/positions in organization e.g. Officer for Recruitment & Retention. The next step is building a programme for comprehensive retention management which would provide a correct data about how many employees are leaving and the reasons their leaving and without this accurate information, the facts behind leaving cannot be found out. Finally, organizations with a view to retain employees must conduct interviews and exit interviews.

64. Kate Hutchings et al. (2011) highlighted some strategies for attracting and retaining employees in the Australian Resources Sector. They classified three types of strategies in terms of organizational context-1, employment practices-2 and community and social concerns-3. Strategies with respect to company reputation, excellent work environment, high quality leadership, quality people, good communications and high ethics and professional standards are discussed in organizational context. Competitive remuneration, bonuses, training and development opportunities, benefit packages/workplace benefits, challenging work, career opportunities (international), rostering, permanent work and secured contract are discussed in employment practices.
65. Cardy and Lengnick-Hall (2011) conducted a study on retention of employees, which emphasizes more on customer-oriented approach. Employee equity model is the method followed in this research. This study explores more regarding employees' values rather than external factors which have effects on the employees whether to stay or to leave. In other words, this study was centred towards internal factors which makes the employees to stay or leave.
66. Chitra Devi and Latha (2011) conducted a research on employee retention in IT sector. The main aim of the research is to identify why employees are migrating one from companies to another i.e. reasons for migration and to analyse the retention benefits. Discriminate analysis tool was used and resulted that the sector has to focus on compensation, job satisfaction and job security as these were some of the important tools used for retention of employees in organizations.
67. Drucker (1999) explained that employees voluntarily quits their job is a potential retention issue. Trip, R, while discussing turnover stated that for many organizations, voluntary turnover is a big challenge. Turnover may be i. voluntary or involuntary and ii. functional or dysfunctional. Voluntary turnovers refer to leaving of an employee in an organization voluntarily ie. The employee himself decides to leave/resign from the organization. In involuntary turnover, the employer expels the employee i.e. the employee leaves the organization unwillingly. It could be due to low performance, conflict or due to employment-at-will. When a low performer leaves the organization, it is referred as functional turnover.

When a high performer leaves, it is referred as dysfunctional turnover which incurs cost to an organization.

68. Terence et al., (2001) stated that there are so many reasons for an employee to leave voluntarily. Some may be personal and some may be influenced by organizational factors. A personal reason such as family situation, career growth and attractive job offers etc. Organization factors includes lack of promotional opportunities, unfair treatment among employees and mismatch between personal values and organizational values etc., Overall turnover is a great problem for both organization and individual. Further it is clearly discussed that occurrence of shock which is expected or unexpected leads to serious thoughts (i.e. intention) to leave. Shocks may be positive, negative or neutral. Positive such as alternative job offers, pregnancy etc., Negative such as leaving of friends, poor performance appraisal etc. and neutral such as relocation of spouse, changes in administration etc.
69. MaqsoodHaider et al. (2005) undergone a research in Telecom sector and conversed that the competition to hunt and retain talents is tougher all the time and discussed that employees effective human resource practices show a positive and direct relationship in retaining employees. Further, it is analysed that culture and compensation have a positive impact; training & development has a negative impact over employee retention.
70. Abeysekera (2007) in a study evaluated the HR practices like realistic information about job, job analysis, work life balance and career opportunities, supervisor support and compensation and their impact on employees' intentions to leave which resulted that compensation and job analysis have positive impact on employee turnover.
71. Hay Group (2009) stated that employee engagement includes components such as commitment and discretionary effort. Commitment refers to employees' attachment with an organization and the intent to continue with. Discretionary effort refers to the employees' readiness to leave. It is discussed that these two components must be considered seriously.
72. Taylor (2010) while explaining turnover stated that pull and push factors are to be considered. Positive attraction towards alternative job opportunity is pull factors, in which employees are searching for alternative job opportunities even if they are happy and satisfied. In this circumstance, it is highly essential that employer/management must understand the real value



of their employees and identify the reasons for searching or what they are expecting in the current job and this would help to retain the talents. The next important factor is push factors, in which some dissatisfied circumstances are prevailing in the current organization which makes the employee to leave for refining work life.

73. Frankeiss (2008) discussed in this study that policies and practices on talent management, recruitment and retention policy can play an important role in decreasing the attrition rates.
74. Oracle white paper (2012), it is discussed that recruiting the right person in the first place would be the best practices for retention of employees.
75. Beardwell and Wright (2012) emphasized in a study that organizations systematic approach to recruitment and selection which would help in decrease in turnover of employees.
76. C Schwabenland, (2015) A review of the literature on employee retention was made to determine within which theoretical frameworks it is relevant to discuss the issue of employee retention; what factors can influence the employees' decision to stay with the organization in the public sector; what factors can affect the employees' decision to shift to the semiprivate sector; and what HRM practices can influence employee retention positively. Examination of the recent researches is important to assess how HRM policies implemented in Qatar in 2009 can affect employee retention in the public sector. The literature review on employee retention management demonstrates that retention can be influenced by effective HRM practices in the sphere of training and development, performance appraisals, recognition, and promotion opportunities. Literature on the linkage between engagement, commitment and retention is organized in a separate section to state the role of focusing on employees' satisfaction and commitment to promote retention. The discussion of issues of turnover and challenges related to employee retention is also identified in the literature to present the gap in HRM that needs to be addressed with effective HRM practices. Finally, the review provides directions for further research in the field.
77. BL Das, M Baruah ,(2013)Human resources are the life-blood of any organization. Even though most of the organizations are now a days, found to be technology driven, yet human resources are required to run the technology. They are the most vital and dynamic resources of

any organization. With all round development in each and every area of the economy, there is stiff competition in the market.

78. S Ramlall ,(2004) The article provides a synthesis of employee motivation theories and offers an explanation of how employee motivation affects employee retention and other behaviors within organizations. In addition to explaining why it is important to retain critical employees, the author described the relevant motivation theories and explained the implications of employee motivation theories on developing and implementing employee retention practices. The final segment of the paper provides an illustration with explanation on how effective employee retention practices can be explained through motivation theories and how these efforts serve as a strategy to increasing organizational performance.
79. Swanson (2001) emphasized that theory is required to be both scholarly in itself and validated in practice, and can be the basis of significant advances. Given the large investments in employee retention efforts within organizations, it is rational to identify, analyze and critique the motivation theories underlying employee retention in organizations. Low unemployment levels can force many organizations to re-examine employee retention strategies as part of their efforts to maintain and increase their competitiveness but rarely develop these strategies from existing theories. The author therefore described the importance of retaining critical employees and explained how employee retention practices can be more effective by identifying, analyzing, and critiquing employee motivation theories and showing the relationship between employee motivation and employee retention.
80. Hale (1998) stated that 86% of employers were experiencing difficulty attracting new employees and 58% of organizations claim that they are experiencing difficulty retaining their employees. Even when unemployment is high, organizations are particularly concerned about retaining their best employees.
81. SA Azeez - Journal of Economics, Management and Trade, (2017) -Human Resources (HR) are the most valuable asset in any organisation. Even though organisations advanced with technology, they need HR to run the technology. With this advancement in the industries completion among the organisations are very high. This opens many pathways and

opportunities in the hands of the HR. The major challenge by most of the organisation today is not only managing their workforce but also retaining them. Therefore, securing and retention of skilled workforce plays a vital role for any organisation due to knowledge and skills of the employees are central to the institution's ability to be economically competitive for growth and sustainability. Additionally, employee satisfaction is another HR issue faced by the employers today. When taken to account the importance and sensitivity of the issue retention to any organisation, this study is aimed to identify the relationship between HRM practices and employee retention based on the literature review.

82. H Gilani, L Cunningham - The Marketing Review, (2017) the subject of employer branding and its impact on employee perceptions is attracting great interest from researchers and practitioners. The main aim of this research is to explore the influence that employer branding has on employee retention. A detailed literature review of core and contemporary academic contributions on the subject areas was carried out and there were seven key themes identified within employer branding literature.
83. B Kossivi, M Xu, B Kalgora-(2001) Open Journal of Social Sciences Employees are the most valuable assets of an organization. Their significance to organizations calls for not only the need to attract the best talents but also the necessity to retain them for a long term. This paper focuses on reviewing the findings of previous studies conducted by various researchers with the aim to identify determinants factors of employee retention. This research closely looked at the following broad factors: development opportunities, compensation, work-life balance, management/leadership, work environment, social support, autonomy, training and development. The study reached the conclusion that further investigations need to be conducted regarding employee retention to better comprehend this complex field of human resource management.
84. M Irshad, F Afridi - Abasyn Journal of Social Sciences, (2007) the article describes the relationship between human resource practices and employees retention in a given organization. The research reviews relevant literature to identify elements of HR practices that influence employee retention. Over the past decade, the way in which people are managed and developed at work has come to be recognized as one of the primary factors in achieving improvement in organizational performance.

85. Aliya and Fariduddin (2003) found that the findings tend to prove hypothesis showed that the factors leading to positive and negative attitudes are different. It could also be said that the categories mentioned by the contents analysis and techniques are mostly applicable in our environment. The major drift is seen in low feelings where some categories were added to record the responses. Only one part of the original research has been replicated for the study; the extension of this study might also possible if the responses could be coded as the sequences mentioned in the original research.
86. Kehr (2004), explains that the implicit retention factors are spontaneous, expressive and pleasurable behavior and can be divided into three variables: 'power' achievement and affiliation. Power refers to dominance and social control. 'Achievement' is when personal standards of excellence are to be met or exceeded and affiliation refers to social relationships which are established and intensified. Implicit and explicit retention factors relate to different aspects of the person, but both are important determinants of behavior.
87. M Haider, A Rasli, S Akhtar, RBM Yusoff-Journal of Economics, (2015) This study examines the human resource (HR) practices that promote employee retention. Effective HR practices can reduce employee turnover and increase retention within an organization. Key employees are the instrument for overall growth and development of an organization.
88. Kat Hutchings et al. (2011) A study on organisation strategies with respect to company reputation, excellent work environment, high quality leadership, quality people, good communications and high ethics and professional standards are discussed in organizational context. Competitive remuneration, bonuses, training and development opportunities, benefit packages/workplace benefits, challenging work, career opportunities (international), rostering, permanent work and secured contract are discussed in employment practices
89. M Chen –(2014) International Conference on Global Economy, 2014 the purpose of this report is to examine the relationship between training and employee retention. Training is beneficial to the organization performance and specifically it is a core organizational strategy influencing the employee retention and human capital growth. However, there is not enough investment on training activities because some employers view training as an expensive risk. Based on

human capital theory and psychological contract theory, this report analyzes why training might influence retention.

90. K Tanwar, A Prasad - Global Business Review, (2016) the employment environment, nowadays, is becoming increasingly competitive. In such competitive environment, employer branding is fast emerging as a long-term human resource (HR) strategy to attract and retain talented workforce. The purpose of this article is to determine the antecedents of employer branding from the perspective of current employees. Most studies are dedicated to the examination of employer branding as a talent attraction technique among potential employees.
91. E Suikkanen – (2010) the aim of this study was to determine how Employer branding influences Employee Retention. A further aim was to study the concepts of employer branding, branding activities and retention and how they are linked to one another. A basic research was conducted by reviewing literature based on existing material. The concepts and implications of employer branding, marketing and branding, turnover and employee retention were researched and analyzed.
92. J Rodda, (2009) developed a content model of 12 retention factors in the context of previous theory and research and analyzed open-ended responses from 24,829 employees in the leisure and hospitality industry. Our coding of their comments supported the identified framework and revealed that job satisfaction, extrinsic rewards, constituent attachments, organizational commitment, and organizational prestige were the most frequently mentioned reasons for staying.
93. D Singh, (2019) Employees are the most important, valuable and productive asset of an organization and retaining them is one of the toughest challenges for the managers. As the replacement cost of key employees involves huge turnover, there is a need to develop a fully integrative retention policy to tackle such type of problems. The objective of this study is to critically analyze the various works done in the field of employee retention and highlight factors responsible for employee departure and retention initiatives followed to retain them.
94. D Mehta, (2013) Motivated and engaged employees tend to contribute more in terms of organizational productivity and support in maintaining a higher commitment level leading to the higher customer satisfaction. Employees Engagement permeates across the employee-

customer boundary, where revenue, corporate goodwill, brand image are also at stake. This paper makes an attempt to study the different dimensions of employee engagement with the help of review of literature.

95. M Deery, L Jago – (2015), aims to examine the themes of talent management, work-life balance (WLB) and retention strategies in the hospitality industry. The study was undertaken through an analysis of the key themes in the most recent literature. The paper uses a framework incorporating organisational and industry attributes, personal employee dimensions, work-life conflict and organisational strategies and examines these in relation to whether job satisfaction, organisational commitment and employee retention improve.
96. S Kar,(2013) Today's competitive global environment and demanding workplace brings work life challenges for everyone all most in all sectors. The Indian IT industry characterized by long working hours, rigorous works, heavy work pressures and pressing deadlines always brings challenges for its employees. The employees are not willing to work in such organization where the prevailing culture is not supportive and many even quit the job; retention happens to be critical then.
97. K Shelton – (2001), the significance of employee development programs on employee retention and job satisfaction. It also takes business success into consideration. The method for this project consisted of an analysis of two studies, one conducted by the Gallup Organization and the other conducted by the American Society for Training and Development and the Society for Human Resource Management.
98. V Kashyap, (2014) the role of human resource management practices dealing with employee turnover has been widely explored and examined in the existing literature. The majority of human resource management researchers have focused on the role of policies and practices in different sectors related to employee retention.
99. PK Mahal, (2012) Globalization has not only helped the organizations to look for proficient employees, but also to retain the expert, talented and accomplished employees. Consequently, the role of Human Resource (HR) practices in fostering employees' engagement, organizational practices in retaining employees and employees' commitment is paramount. The main objective of the study is to examine, evaluate and interpret the relation between

organizational HR practices and employee commitment, and to see whether these are positively or negatively correlated, as there are not many studies which examine whether there is a positive and negative relation between HR practices and employee retention in the Indian economy.

100. Lac Johannes, (2017) the main purpose of this study is to understand how talent management processes contribute toward effective performance management, with regard to employee retention in Taiwanese companies. This research aims to study the value that employees place on their job design through training, performance assessment through feedback, accountability and responsibility through empowerment, equity of compensation by remuneration, and business coaching program utilization.

# **CHAPTER III**



## **RESEARCH METHODOLOGY**

### **3.1 INTRODUCTION**

Research methodology is a way to systematically solve the research problem. It deals with the objective of research study in the method of defining the research problem, the type of data collected, method used for data collection and analyzing the data etc. The methodology includes collection of primary data & secondary data. Research comprises defining and redefining problems, formulating hypothesis or suggested solution; collecting, organizing and evaluating data, making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. "Methodology" is defined as "the study of methods by which we gain knowledge, it deals with cognitive processes imposed on research to the problem arising from the nature of its subject matter".

#### **Research Design:**

It is a framework or blueprint for conducting the research project it details the procedures necessary for obtaining. It the information needed to structure or solve the research problem.

#### **Descriptive Research:**

Descriptive research is also called statistical research .the main goal of this type of research is to describe the data and characteristics about what is being studied. The idea behind this type of research is to study frequencies, averages and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind situation. Descriptive research is mainly done when a research is mainly done when a research wants to gain a better understanding of a topic. Descriptive research answer the questions who, what, where, when and how.

### **3.2 SAMPLING TECHNIQUES:**

**Sampling Design:** The sampling design classified in to two categories

Probability sampling: sample has a known probability of being selected.

**Non Probability Random sampling:** Sample does not have known probability of being select as in convenience or voluntary response survey

**Sampling Size:** The number of items to be selected from the universe of constitutes a sample. The total sampling size in the project is one twenty five (125) members are selected for the research purpose.

### **3.3 DATA COLLECTION:**

Data collections are classified into two:

1. Primary data 2. Secondary data

The research has done through primary and secondary data.

#### **Primary Data:**

- ✓ Primary data are those which are collected for the first time and they are original in character. These are collected by the researcher to study a particular problem.
- ✓ The primary data is collected through the questionnaire method. The questionnaire will contain the questions life.

- ✓ Demographic variables questions for gathering the personal details like name, age, income (monthly, Annual), residential.

### **Secondary Data:**

Secondary data refers to the information or facts already collected. Such data are collected with the objectives of understanding the past status of any variable data collected and reported by some source is accessed and used for the objectives of the study. The secondary data were collected from:

- ✓ Magazine
- ✓ Books
- ✓ Journals
- ✓ Records maintained by HR department
- ✓ Company websites.

### **3.4 TOOLS USED FOR ANALYSIS:**

The researcher uses two tools for analysing the data. There are

1. Percentage analysis
2. Weighted average method
3. Chi- Square and cross tabulation
4. One- Way ANOVA
5. Correlation

**Percentage Analysis:**

Percentage analysis is the method to represent raw streams of data as a percentage (apart in 100-percent) for better understanding of collected data percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

$$\text{Percentage} = \text{Value} / \text{Total Value} * 100$$

**Weighted Average Method**

Weighted average method in which each item being averaged is multiplied by a number (weight) based on the items relative importance. The result is summed and the total is divided by the sum of the weights. Weighted averages are used extensively in descriptive statistical analysis such as index numbers.

**Chi-Square**

The chi square test is one of the most commonly used non parametric test in which the sampling distribution of the test statistics is a chi square distribution when the null hypothesis is true.

**One-Way ANOVA**

A one way ANOVA is used to compare two means from tow independent groups using the F- distribution. The null hypothesis for the test is that the two means are equal. Therefore, a significant result means that the two means are unequal.

**Correlation**

Correlation is simply defined as a relationship between the two variables. The purpose of using the correlation in research is to figure out which variables are connected.

The correlation between two variables is:

$$r = \frac{\sum (XY)}{\sqrt{(\sum X^2) * (\sum Y^2)}}$$

## CHAPTER IV

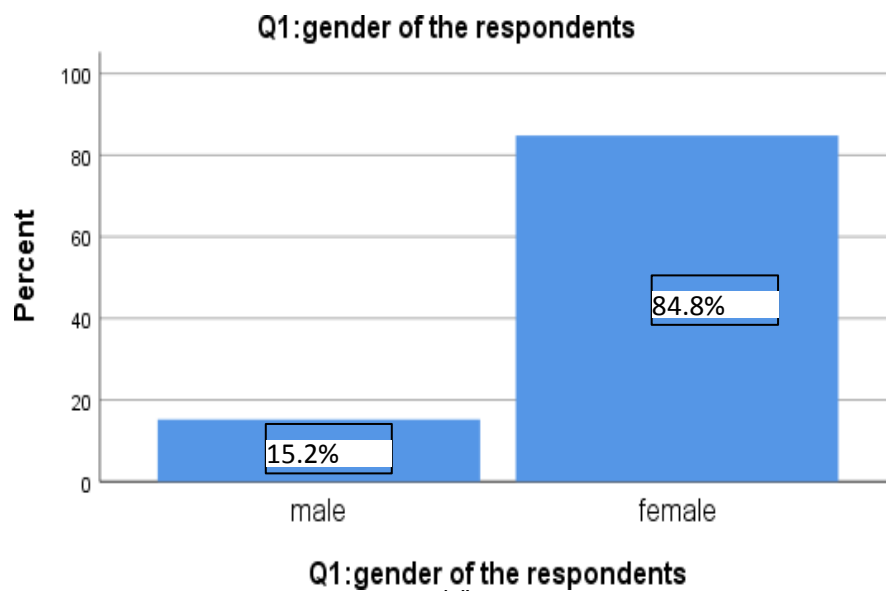
## ANALYSIS AND INTERPRETATION

### Percentage Analysis

#### 1. Gender of the respondents

**Table 4.1.1 Gender of the respondents**

Q1:gender of the respondents		
	Frequency	Percent
Male	19	15.2
Female	106	84.8
Total	125	100.0



Source: Primary Data

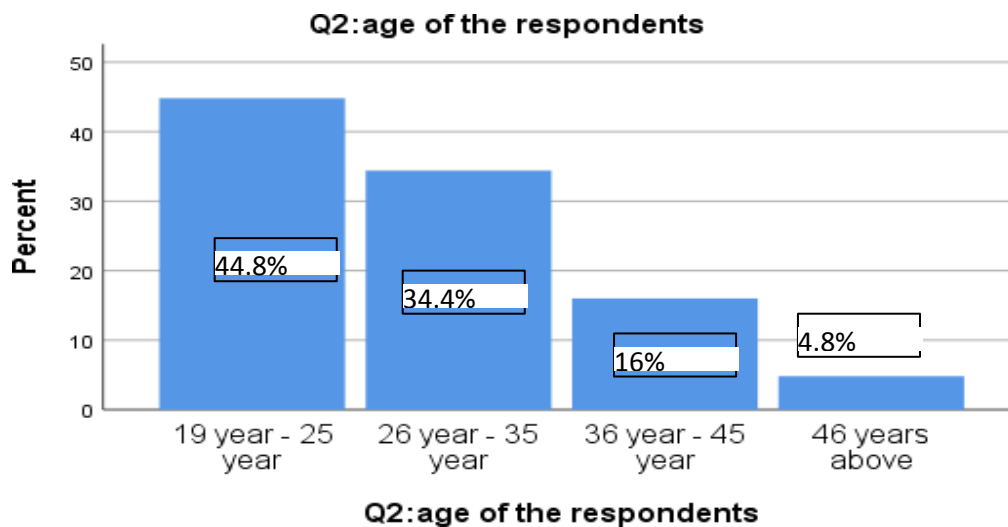
**Interpretation:** It is interpreted from the table that the major part as 84.4% of respondents is female and only a minor part as 15.2% of male respondents are available in the organization.

## 2. Age of the respondents

**Table4.1.2 Age of the respondents**

Q2:ageofthe respondents		
	Frequency	Percent
19year-25 year	56	44.8
26year-35 year	43	34.4
36year-45 year	20	16.0
46yearsabove	6	4.8
Total	125	100.0

**Chart 4.2Age of the respondents**



Bardiagram 4.1.2

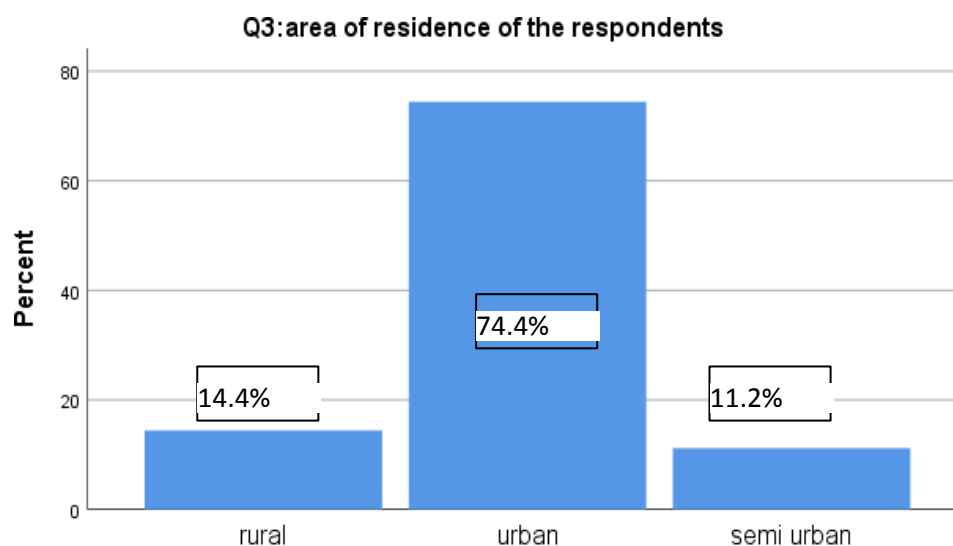
Source:PrimaryData

**Interpretation:** It is interpreted from the table that the major part as 44.8% of respondents is 19 year - 25 year 19% of male respondents, 34.4% of respondents are 26 year - 35 year, 16 % of respondents are 36 year - 45 year and only a minor part as 4.8% of respondents are 46 years above are available in the organization.

### 3. Area of residence of the respondent

**Table 4.1.3 Area of residence of the respondents**

Q3 area of residence of the respondents		
	Frequenc y	Percent
Rural	18	14.4
Urban	93	74.4
semiurban	14	11.2
Total	125	100.0



**Q3: area of residence of the respondents**

Bar diagram 4.1.3

Source: Primary Data



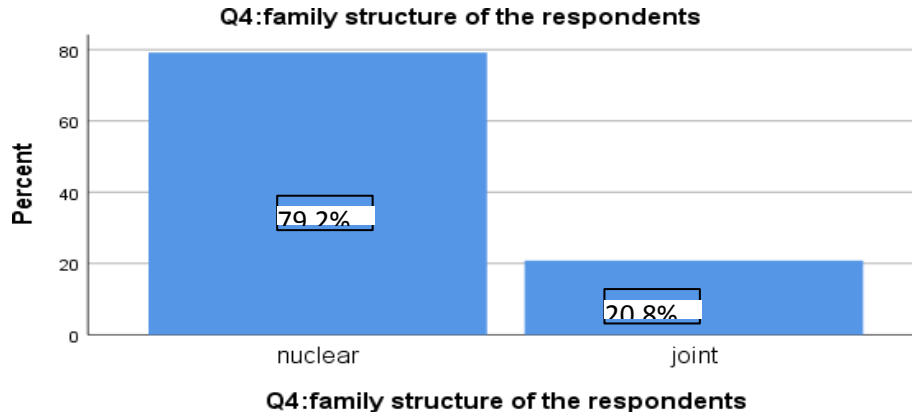
**Interpretation:** It is interpreted from the table that the major part as 74% of respondents are from urban area, 14.4% of the respondents are from rural areas and only a minor part as 11.2% of respondents from semi urban are available in the organization.

#### 4. Family structure of the respondent

**Table4.1.4 Family structure of the respondents**

<b>Q4:family structure of the respondents</b>		
	Frequen cy	Percent
Nucler	99	79.2
Joint	26	20.8
Total	125	100.0

**Chart 4.4 Familystructureoftherespondents**



Bar diagram 4.1.4

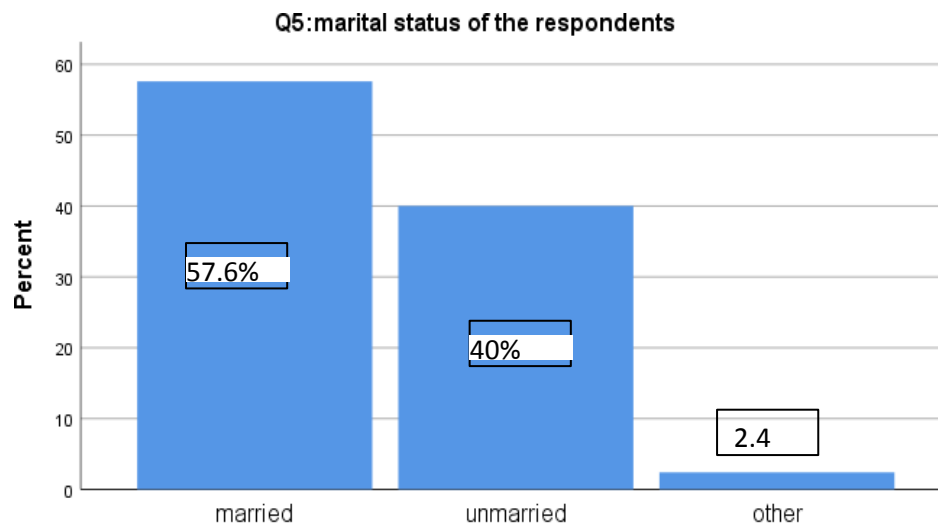
Source: Primary Data

**Interpretation:** It is interpreted from the table that the major part as 79.2% of respondents from nuclear family and only a minor part as 20.8% of respondents from joint family are available in the organization.

## 5. Marital status of the respondents

**Table4.1.5 Marital status of the respondents**

Q5:marital status of the respondents		
	Frequency	Percent
Married	72	57.6
Unmarried	50	40.0
Other	3	2.4
Total	125	100.0



Q5:marital status of the respondents  
**Chart 4.5 Maritalstatusoftherespondents**

Bardiagram4.1.5

Source:PrimaryData

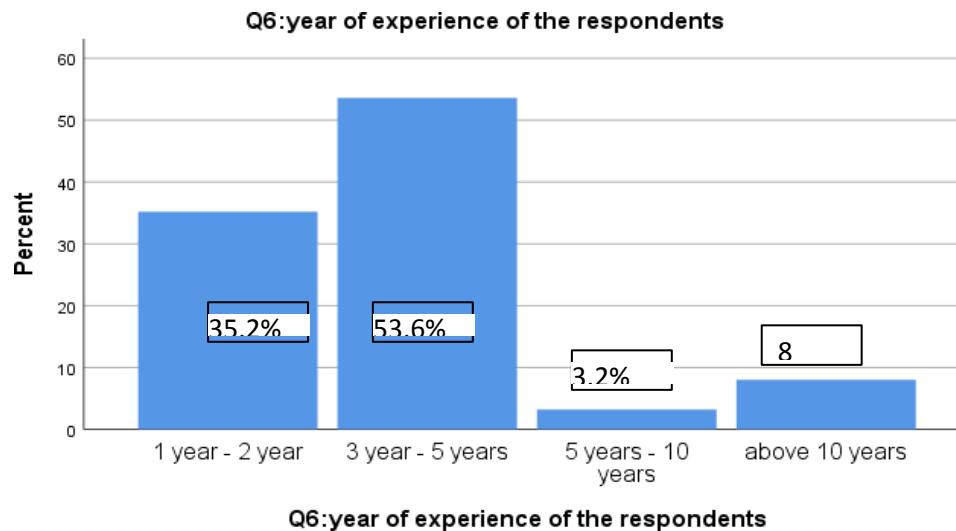
**Interpretation:** It is interpreted from the table that the major part as 57.6% of respondents is married,40% of respondents unmarried and only a minor part as 2.4%

of respondents belong to other area available in the organization

## 6. Year of experience of the respondents

**Table 4.1.6 Year of experience of the respondents**

Q6: year of experience of the respondents		
	Frequency	Percent
1 year-2 year	44	35.2
3 year-5 years	67	53.6
5 years-10 years	4	3.2
above 10 years	10	8.0
Total	125	100.0



**Chart 4.6 Year of experience of the respondents**

Bar diagram 4.1.6

Source: Primary Data

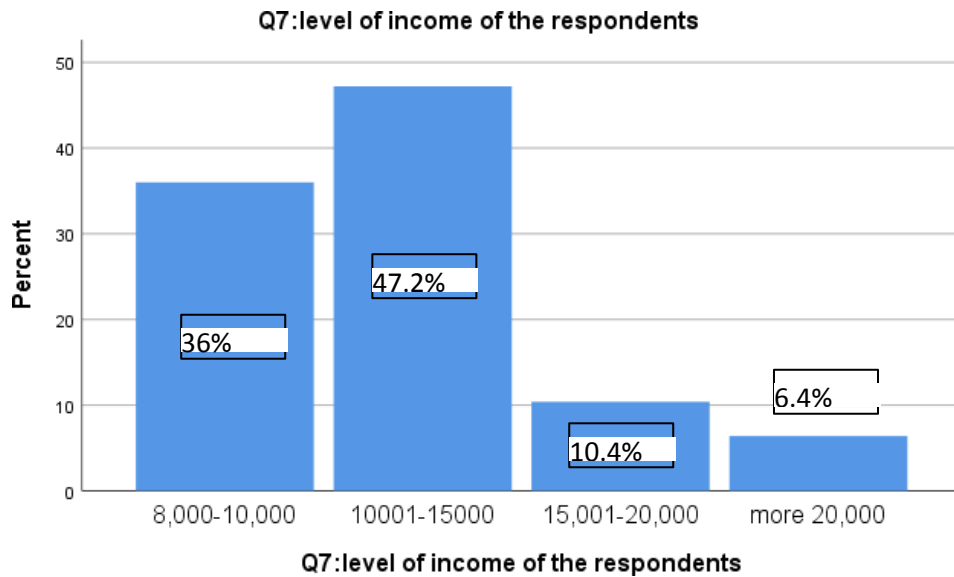
**Interpretation:** It is interpreted from the table that the major part as 3-5 years 53.6% of respondents, 1-2 years 35.2% of respondents, above 10 years 8% of respondents and only a minor part as 5-10 years 3.2% of respondents are available in

the organization.

## 7. Level of income of the respondents

**Table 4.1.7 level of income of the respondents**

<b>Q7: level of income of the respondents</b>		
	Frequency	Percent
8,000-10,000	45	36.0
10001-15000	59	47.2
15,001-20,000	13	10.4
more 20,000	8	6.4
Total	125	100.0



Bar diagram 4.1.7

Source: Primary Data

**Interpretation:** It is interpreted from the table that the major part as 47.2% of respondent belongs to 10001-15000 income level, 36% of respondents belongs to 8,000-10,000 income level, 10.4% of respondents belongs to 15,001-20,000

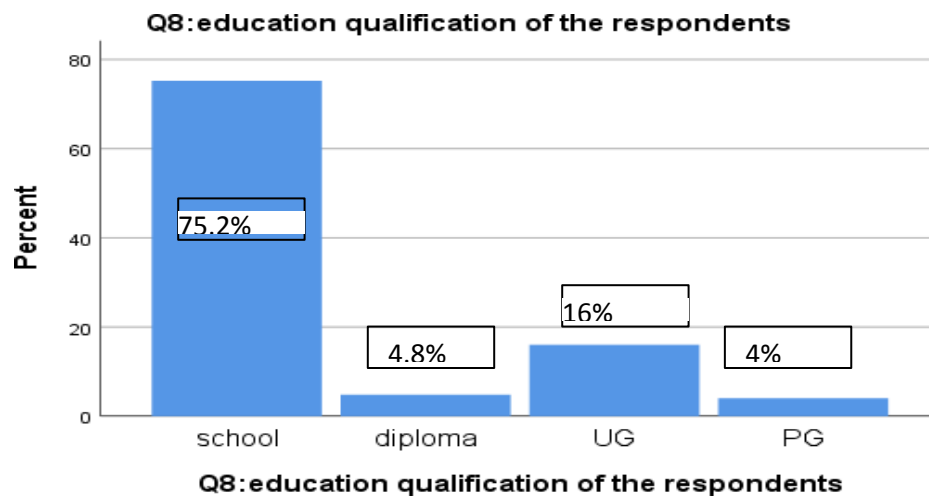
income level and only a minor part as 6.4% of respondents belong to more than 20,000 are available in the organization.

## 8. Education qualification of the respondents

**Table 4.1.8 Education qualification of the respondents**

<b>Q8: education qualification of the respondents</b>		
	Frequency	Percent
school	94	75.2
diploma	6	4.8
UG	20	16.0
PG	5	4.0
Total	125	100.0

**Chart 4.8 Education qualification of the respondents**



Bar diagram 4.1.8

Source: Primary Data

**Interpretation:** It is interpreted from the table that the education qualification major part as school 79.2%, UG 16% and only a minor part as 4.8% diploma are available in the organization.

### **Weighted average method:**

The weighted average method is used to check among the retention related factors, the most preferable factor by the respondents as stated below.

**Table 4.2.1 Management policies factors**

<b>Question</b>	<b>HA</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>Average Total</b>	<b>Rank</b>
<b>11.</b> What is your opinion about company rules and regulation?	<b>16</b>	<b>17</b>	<b>48</b>	<b>31</b>	<b>15</b>	<b>26.2</b>	<b>II</b>
<b>12.</b> In our organisation job rotation is used as important tools or employee development	<b>12</b>	<b>16</b>	<b>53</b>	<b>26</b>	<b>18</b>	<b>26.46</b>	<b>I</b>

### **INTERPRETATION:**

It is interpreted that the highest weight rated 26.46 to the job rotation is used as important tools of employee development in management policies factor.

**Table 4.2.2 Work environment factors:**

<b>Question</b>	<b>HA</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>Average Total</b>	<b>Rank</b>
<b>23.</b> What do you feel about working environment (Ventilation facility, cleanliness, transport facilities)	<b>18</b>	<b>23</b>	<b>42</b>	<b>24</b>	<b>18</b>	<b>25.33</b>	<b>I</b>

**INTERPRETATION:**

It is interpreted that the highest weight rated 25.33 to the work environment (ventilation, cleanliness, and transport facilities) in work environment factor.

**Table 4.2.3 Training and development factors:**

<b>Question</b>	<b>HA</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>Average Total</b>	<b>Rank</b>
<b>14.</b> Level of training in organisation is satisfactory	<b>14</b>	<b>15</b>	<b>60</b>	<b>21</b>	<b>15</b>	<b>25.53</b>	<b>II</b>
<b>15.</b> There is a continuous training given related to the job nature and its helps to increase your knowledge	<b>16</b>	<b>13</b>	<b>47</b>	<b>34</b>	<b>15</b>	<b>26.26</b>	<b>I</b>

**INTERPRETATION:**

It is interpreted that the highest weight rated 26.26 to the continuous training given related to the job nature and its helps to increase your knowledge in training and development factor.



**Table 4.2.4 Career growth factors**

<b>Question</b>	<b>HA</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>Average Total</b>	<b>Rank</b>
<b>9.</b> I feel that I shall be able to continue & grow with this organisation	<b>11</b>	<b>15</b>	<b>47</b>	<b>37</b>	<b>16</b>	<b>27.33</b>	<b>I</b>

**INTERPRETATION:**

It is interpreted that the highest weight rated 27.33 to continue & grow with this organization in career growth factor.

**Table 4.2.5 Compensation factors**

<b>Question</b>	<b>HA</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>Average Total</b>	<b>Rank</b>
<b>24.</b> Salary structure and bonus provided by the organisation is	<b>17</b>	<b>15</b>	<b>45</b>	<b>30</b>	<b>18</b>	<b>26.13</b>	<b>I</b>
<b>25.</b> Express your level of satisfaction recording the welfare measures ESI provided by the organisation	<b>18</b>	<b>35</b>	<b>43</b>	<b>14</b>	<b>15</b>	<b>23.2</b>	<b>II</b>

**INTERPRETATION:**

It is interpreted that the highest weight rated 26.13 to Salary structure and bonus provided by the organisation in compensation factor.

**Table4.2.6 Communication factors**

<b>Question</b>	<b>HA</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>Average Total</b>	<b>Rank</b>
<b>16.</b> Whether would you have a better co-ordination among co-workers	<b>12</b>	<b>17</b>	<b>48</b>	<b>31</b>	<b>17</b>	<b>26.93</b>	<b>I</b>
<b>17.</b> There are no barriers of communication while you are communicating with your superior	<b>19</b>	<b>18</b>	<b>49</b>	<b>21</b>	<b>18</b>	<b>25.06</b>	<b>III</b>
<b>18.</b> Weakness is communicated to them in a non-threatening way?	<b>17</b>	<b>21</b>	<b>46</b>	<b>23</b>	<b>18</b>	<b>25.26</b>	<b>II</b>
<b>19.</b> Do you have formalized complaint resolution process with your company	<b>22</b>	<b>23</b>	<b>50</b>	<b>16</b>	<b>14</b>	<b>23.46</b>	<b>IV</b>

**INTERPRETATION:**

It is interpreted that the highest weight rated 26.93 to better co- ordination among co- workers in communication factor.

**Table4.2.7 Performance appraisal factors**

<b>Question</b>	<b>HA</b>	<b>S</b>	<b>N</b>	<b>DS</b>	<b>HDS</b>	<b>Average Total</b>	<b>Rank</b>
<b>20.</b> Do you agree that you are rewarded periodically for your performance?	<b>20</b>	<b>18</b>	<b>49</b>	<b>17</b>	<b>21</b>	<b>25.06</b>	<b>III</b>
<b>21.</b> My superior give you the feedback on regular basis on my performance	<b>15</b>	<b>21</b>	<b>45</b>	<b>28</b>	<b>16</b>	<b>25.6</b>	<b>I</b>
<b>22.</b> The job you are performing is satisfactory	<b>20</b>	<b>24</b>	<b>35</b>	<b>26</b>	<b>20</b>	<b>25.13</b>	<b>II</b>

#### **INTERPRETATION:**

It is interpreted that the highest weight rated 25.6 to my superiors give me feedback on regular basis on my performance in performance appraisal factor.

### Correlation:

Analysis 1: The correlation is done between Experience and the Compensation factor

H0: There is no correlation between Experience and the Compensation factor.

H1: There is a correlation between Experience and the Compensation factor.

**Table 4.3.1 Compensation factor**

Correlation			
		Years of experience	Salary structure and bonus provided by the organisation
Years of experience	Pearson correlation	1	.801
	Sig (2-tailed)		.000
	N	125	125
Salary structure and bonus provided by the organisation	Pearson correlation	.801	1
	Sig (2-tailed)	.000	
	N	125	125

### INTERPRETATION:

From the above results, the degrees of freedom of Compensation factor are 0.801 which signifies that there is a positive correlation between the Year of Experience and the salary provided by the organisation.

**Table 4.3.2 compensation factor**

Correlation			
		Years of experience	ESI provided by the organisation
Years of experience	Pearson correlation	1	.857
	Sig (2-tailed)		.000
	N	125	125
ESI provided by the organisation	Pearson correlation	.857	1
	Sig (2-tailed)	.000	
	N	125	125

**INTERPRETATION:**

From the above results, the degrees of freedom of Compensation factor are 0.857 which signifies that there is a positive correlation between the Year of Experience and the ESI provided by the organisation.

**Table 4.3.3 compensation factor**

Correlation			
		Years of experience	High remuneration
Years of experience	Pearson correlation	1	.827
	Sig (2-tailed)		.000
	N	125	125
High remuneration	Pearson correlation	.827	1
	Sig (2-tailed)	.000	
	N	125	125

**INTERPRETATION:**

From the above results, the degrees of freedom of Compensation factor are 0.827 which signifies that there is a positive correlation between the Year of Experience and the High remuneration.

**Table 4.3.4 management policies**

Analysis 1: The correlation is done between Experience and the Management policies factor

H0: There is no correlation between Experience and the Management policies factor.

H1: There is a correlation between Experience and the Management policies factor.

Correlation			
		Years of experience	Work loads
Years of experience	Pearson correlation	1	.777
	Sig (2-tailed)		.000
	N	125	125
Work load	Pearson correlation	.777	1
	Sig (2-tailed)	.000	
	N	125	125

**INTERPRETATION:**

From the above results, the degrees of freedom of Management policies factor are 0.777 which signifies that there is a positive correlation between the Year of Experience and the Work load.



**Table 4.3.5 management policies**

Correlation			
		Years of experience	Job rotation
Years of experience	Pearson correlation	1	.799
	Sig (2-tailed)		.000
	N	125	125
Job rotation	Pearson correlation	.799	1
	Sig (2-tailed)	.000	
	N	125	125

**INTERPRETATION:**

From the above results, the degrees of freedom of Management policies factor are 0.799 which signifies that there is a positive correlation between the Year of Experience and the Job rotation.

## Chi-square Analysis:

The Chi-

Square analysis is between independent factory year of experience of the respondents and I would not like to change from this organization only for the sake of higher remuneration.

**Table 4.4.1 Q6: year of experience of the respondents \* Q26: I would not like to**

Cross tabulation							
		Q26: I would not like to change from this organization only for the sake of higher remuneration.					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Q6: year of experience of the respondents	1 year-2 year	4	7	23	7	3	44
	3 year-5 years	7	10	24	19	7	67
	5 years-10 years	0	0	1	1	2	4
	above 10 years	1	3	2	3	1	10
Total		12	20	50	30	13	125

**change from this organization only for the sake of higher remuneration**

## INTERPRETATION:

The table above shows that among the 125 respondents year of experience of the respondents and I would not like to change from this organization only for the sake of higher remuneration strongly agree respondent 12 in 1 year-2 years, 7 in 3 years-5 years, 0 in 5 years-10 years, 1 in above 10 years. Agree respondents 7 in 1 year-2 years, 10 in 3 years-5 years, 0 in 5 years-10 years, 3 in above 10 years. Neutral respondent 23 in 1 year-2 years, 24 in 3 years-5 years, 1 in 5 years-10 years, 2 in above 10 years. Dis Agree respondent 7 in 1 year-2 years, 19 in 3 years-5 years, 1 in 5 years-

10 years, 3 in above 10 years. Strongly disagree respondent 3 in 1 year- 2 years, 7 in 3 years - 5 years, 2 in 5 years-10 years, 1 in above 10 years

In order to examine the formulated null hypothesis that there is an associative relationship between the year of experience of the respondents and I would not like to change from this organization only for the sake of higher remuneration the computed results are given in Table 4.4.1(a)

**Interpretation**  $< 0.05\%$

**Hypothesis: 1**  $H_0$  the result indicates that the probability values were  $< 0.05$  ( $p = < 0.05$ ). The level

of significance value is greater than the tabulated value, then the null hypothesis  $H_0$  is accepted and an alternative hypothesis  $H_a$  is rejected. There is significant relationship between the year of experience of the respondents and I would not like to change from this organization only for the sake of higher remuneration.

**Table 4.4.1(a)**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.994 <sup>a</sup>	12	.031
Likelihood Ratio	12.170	12	.432
Linear-by-Linear Association	.782	1	.377
N of Valid Cases	125		

The Chi –Square analysis between independent factor year of experience of the respondents and the respondents Salary structure and bonus provided by the organisation.

**Table 4.4.2 Q6: year of experience of the respondents \* Q24: Salary structure**

<b>Crosstabulation</b>							
		Q24: Salary structure and bonus provided by the organisation is					Total
		highly satisfied	satisfied	neutral	dissatisfied	highly dissatisfied	
Q6: year of experience of the respondents	1 year-2 year	5	4	17	13	5	44
	3 year-5 years	11	8	25	13	10	67
	5 years-10 years	0	0	2	1	1	4
	above 10 years	1	3	1	3	2	10
Total		17	15	45	30	18	125

**and bonus provided by the organisation**

### **INTERPRETATION:**

The table above shows that among the 125 respondents year of experience of the respondents Salary structure and bonus provided by the organisation highly satisfied respondent 5 in 1 year- 2 years, 11 in 3 years-5 years, 0 in 5 years-10 years, 1 in above 10 years. Satisfied respondents 4 in 1 year-2 years, 8 in 3 years-5 years, 0 in 5 years-10 years, 1 in above 10 years. Neutral respondent 17 in 1 year-2 years, 25 in 3 years-5 years, 2 in 5 years-10 years, 1 in above 10 years. Dissatisfied respondent 13 in 1 year-2 years, 13 in 3 years-5 years, 1 in 5 years-10 years, 3 in above 10 years. Highly dissatisfied respondent 5 in 1 year-2 years, 10 in 3 years-5 years, 1 in 5 years-10 years, 2 in above 10 years.

In order to examine the formulated null hypothesis that there is an associative relationship between the year of experience of the respondents and the respondents Salary structure and bonus provided by the organisation the computed results are given in Table 4.4.2(a)

**Interpretation**  $< 0.05\%$

**Hypothesis:**  $2H_0$  the result indicates that the probability values were  $< 0.01$  ( $p = < 0.05$ ). The level

of significance value is greater than the tabulated value, then the null hypothesis  $H_0$  is accepted and an alternative hypothesis  $H_a$  is rejected. Hence, it has been inferred that there is an association between year

of experience of the respondents and the respondents Salary structure and bonus provided by the organisation.

**Table 4.4.2 (a)**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.025 <sup>a</sup>	12	.017
Likelihood Ratio	9.938	12	.621
Linear-by-Linear Association	.004	1	.949
N of Valid Cases	125		

**Table 4.4.3 Q6: year of experience of the respondents \* Q13: Do you think that the**

**Implementation of three R's (recognition, reward, respect) will increase employee retention**

The Chi –Square analysis between independent factor year of experience of the respondents and do you think that the implementation of three R's (recognition, reward, respect) will increase employee retention.

<b>Cross tab</b>						
		Q13:Do you think that the implementation of threeR's (recognition, reward, respect) will increaseemployeeeretention				Total
		Never	sometim es	most ofthetim es	all theti me	
Q6:year ofexperience of therespondents	1year- 2year	19	19	5	1	44
	3year- 5years	24	31	10	2	67
	5years- 10years	0	2	1	1	4
	above10 years	3	6	1	0	10
Total		46	58	17	4	125

**INTERPRETATION:**

The table above shows that among the 125respondentsyear ofexperience of the respondentsand do you think that the implementation of three R's (recognition, reward, respect) will increaseemployeeeretentionneverrespondent19in1year-2years,24in3years-5years,0in5years–10 years,3inabove10years.sometimesrespondents19in 1year-2years,31in3years-

5 years, 2 in 5 years-10 years, 6 in above 10 years most of the times respondent 5 in than 1 years- 2 years, 10 in 3 years - 5 years, 1 in 5 years- 10 years, 1 in above 10 years and all the time respondent 1 in 1 years- 2 years, 2 in 3 years-5 years, 1 in 5 years -10 years, 0 in above 10 years.

In order to examine the formulated null hypothesis that there is an associative relationship between years of experience of the respondents and do you think that the implementation of three R's (recognition, reward, respect) will increase employee retention the computed results are given in Table 4.4.3 (a)

**Interpretation**  $< 0.05\%$

**Hypothesis: 3**  $H_0$  the result indicates that the probability values were  $< 0.03$  ( $p = < 0.05$ ). The level

of significance value is greater than the tabulated value, then the null hypothesis  $H_0$  is accepted and an alternative hypothesis  $H_a$  is rejected. There is significant relationship between years of experience of the respondents and do you think that the implementation of three R's (recognition, reward, respect) will increase employee retention.

**Table 4.4.3(a)**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.725 <sup>a</sup>	9	.033
Likelihood Ratio	7.848	9	.550
Linear-by-Linear Association	1.131	1	.288
N of Valid Cases	125		

**Table 4.4.4 Q7: level of income of the respondents \* Q26: I would not like to change from this organization only for the sake of higher remuneration.**

The Chi –Square analysis between independent factor year of experience of the respondents and

<b>Crosstab</b>							
		Q26: I would not like to change from this organization only for the sake of higher remuneration.					Total
		strongly agree	agree	neutral	disagree	strongly disagree	
Q7: level of income of the respondents	8,000-10,000	3	8	21	9	4	45
	10001-15000	5	9	26	13	6	59
	15,001-20,000	4	2	1	4	2	13
	More 20,000	0	1	2	4	1	8
Total		12	20	50	30	13	125

I would not like to change from this organization only for the sake of higher remuneration

## INTERPRETATION:

The table above shows that among the 125 respondents year of experience of the respondents and I would not like to change from this organization only for the sake of higher remuneration strongly agree respondent 3 in 8,000-10,000, 5 in 10,000-15,000, 4 in 15,001-20,000, 0 in more 20,000. Agree respondents 8 in 8,000-10,000, 9 in 10,000-15,000, 26 in 15,001-20,000, and 13 in more 20,000 neutral. Respondent 21 in 8,000-10,000, 26 in 10,000-15,000, 1 in 15,001-20,000, 2 in more 20,000. Disagree respondent 9 in 8,000-10,000, 13 in 10,000-15,000, 4 in 15,001-20,000, 4 in more 20,000 and strongly disagree respondent 4 in 8,000-10,000, 6 in 10,000-



15,000,2 in 15,001-20,000, 1 in more than 20,000.

In order to examine the formulated null hypothesis that there is an associative relationship between the year of experience of the respondents and I would not like to change from this organization only for the sake of higher remuneration the computed results are given in Table

**Interpretation**  $> 0.05\%$

**Hypothesis: 4**  $H_0$  the result indicates that the probability values were  $< 0.02$  ( $p = < 0.05$ ). The level of significance value is greater than the tabulated value, then the null hypothesis  $H_0$  is accepted and an alternative hypothesis  $H_a$  is rejected. There is significant relationship between the year of experience of the respondents and I would not like to change from this organization only for the sake of higher remuneration.

**Table 4.4.4(a)**

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.421 <sup>a</sup>	12	.029
Likelihood Ratio	15.157	12	.233
Linear-by-Linear Association	.405	1	.525
N of Valid Cases	125		

## OneWayAnova:

**Table 4.5.1 Performance appraisal Factor by gender of the respondents**

The One way Anova analysis is done between the independent factor gender of the respondents and the dependent factor do you agree that you are rewarded periodically for your performance with this organization

H1 – There is a significant difference between the gender of the respondents and the dependent factor Do you agree that you are rewarded periodically for your performance.

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.473	4	.118	.907	.042
Within Groups	15.639	120	.130		
Total	16.112	124			

**Interpretation:** It is obvious from the table that there is a no significant difference the null hypothesis is rejected and the alternate hypothesis is accepted. There is a significant difference (0.042) between factor gender of the respondents and the dependent factor Do you agree that you are rewarded periodically for your performance with this organization.

**Table 4.5.2 compensation Factor by gender of the respondents**

The One-way Anova analysis is done between the independent factor Gender of the respondents and they would like to change from this organization name sake for remuneration.

H<sub>2</sub>—

There is a significant difference between experience of the respondents and the dependent factor the employee's opinion regarding the work load in the organization.

ANOVA					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.542	4	.135	1.044	.037
Within Groups	15.570	120	.130		
Total	16.112	124			

**Interpretation:** It is obvious from the table that, the null hypothesis is rejected and the alternate hypothesis is accepted. There is a significant difference (0.037) between Gender of the respondents and they would like to change from this organization name sake for remuneration in the organization.

# CHAPTER V

## **FINDINGS:**

### **Percentage analysis:**

1. It was found that 84% of the respondents' are Female.
2. It was found that 44% of the respondents' age lies between 19years-25years.
3. It was found that 74% of the respondents' are from urban area.
4. It was found that 79% of the respondents' are from nuclear structure.
5. It was found that 74% of the respondents' are married.
6. It was found that 67% of the respondents' have 3 years-5 years of experience.
7. It was found that 47% of the respondents' level of income is 10,001-15,000
8. It was found that 75% of the respondents' are from schooling and 16% are from UG.

### **Weighted average:**

1. It is found that the assessment tools are structured from the management policies factor has the highest weight age of 26.46.
2. It is found that the assessment tools are structured from the training and development factor has the highest weight age of 26.26.
3. It is found that sufficient preparation has been undertaken from the work environment factor has the highest weight age of 25.33.
4. It is found that compensation factor is highest weight age of 26.13.
5. It is found that career growth factor is highest weight age of 27.33.

6. It is found that communication factor is highest weight age of 26.26.

7. It is found that aids the effectiveness of appraisal system factor has the highest weight age of 25.6.

### **Correlation:**

1. There is a positive correlation between the Experience and the Compensation factor.
2. There is a positive correlation between the Age of respondents and the Management respondent policies factor

### **One-way Anova**

1. From the study it is obvious from that there is a no significant difference the null hypothesis is rejected and the alternate hypothesis is accepted between independent factor gender of the respondents and the dependent factor performance appraisal.
2. From the study it is obvious from that there is a no significant difference the null hypothesis is rejected and the alternate hypothesis is accepted between independent factor gender of the respondents and the dependent factor compensation.

### **Chi-square:**

1. The research reveals that there is a significant relationship between the year of experience of the respondents and higher remuneration. Hence established null hypothesis is accepted and alternative hypothesis is rejected it is inferred.
2. The research reveals that there is significant relationship between the year of experience of the respondents and Salary structure. Hence established null hypothesis is accepted and alternative hypothesis is rejected it is inferred.

3. The research reveals that there is significant relationship between years of experience of the respondents and do you think that the implementation of three R's. Hence established null hypothesis is accepted and alternative hypothesis is rejected it is inferred

## **SUGGESTION:**

1. To retain employee in the organization managers could show their employee concern, respect their efforts and recognize their hard work so the turn over abstained.
2. The relationship between employees and management has to improve.
3. Provide proper job rotation to motivate the employees focus on their roles.
4. The organisation should provide promotion policy in practice according to employees work experience to sustain in their organization.
5. Employee should be provided with proper training and appreciated for good work.
6. The organisation should focus on their smooth workload to reduce the stress on employees.
7. The organisation should make their management policies by ensure good understanding and harmony among the different departments.
8. The major ways to retain the employee for longer duration the implementation of responsibility of HR, respect, rewards, relaxation time should be revised.
9. The superiors can give feedback to their subordinates regarding the task completed so that they can have positive attitude
10. Management can take suggestions from the employees to redefine their workplace according to their requirements.
11. Management shall increase employee participation while making decision

## **CONCLUSION:**

According to the study the employees seem quite satisfied and fulfilled in the organization. Still it is very much difficult to work towards perfection. Therefore the organizations are all the time moving towards retention factors like making the work environment, compensation, management policies, and career growth variables towards the employee choice. They are always engaged with their responsible work. The most important thing is that, the best way to improve employee retention is to understand what the employees want and need from the work place and provide it. Companies must meet employees demand within limits and as same time can't approve all demands. So efforts to convince the employees inherited. Organisation should also take effort to bring most of the retention policies into practice which will give a positive effect on the issues. Even the employees should understand the limits of the organisation and act, if there is a better understanding between two parties the problem of employee retention is solved to a great extent. The evaluation was based on the questionnaire supplied. Retention of the employees is difficult task and it requires much planning and effort. The Retention level of employees in Earth India naturals. To conclude this study was a wonderful experience to get knowledge requiring the practical application of the theoretical aspects. It also aids to get knowledge regarding actual functioning of an organization. As further scope of study can conduct similar study from the organization point of view, so it give clearer picture on the employee retention



## BIBLIOGRAPHY

[www.employee-retention-hq.com](http://www.employee-retention-hq.com)  
[www.employeebenchmarkingconsulting.com](http://www.employeebenchmarkingconsulting.com)  
[www.citehe.com](http://www.citehe.com)  
[www.journalslibrary.com](http://www.journalslibrary.com)

1. Chapman, C. (2009), Retention begins before day one: Personnel Review, 39(3), 375-396.
2. Guthrie (2000) identified that paying employees according to their knowledge and skills: Personnel Review, 439-454.
3. Vos&Meganck (2009) indicated that career development plan for the employees play a vital role in the retention of employees: Personnel Review, 28(5/6),439-454.
4. Hiltrop (1999) A study on employee perception towards employee retention system in arun Industries.
5. Hannay&Northan (2000) Employees Attitude Towards retention process in Ethiopian Private Banking Industry.
6. Cotton et al., (1988) Employee's participation in decision has found some positive effects on the performance of employees: A Greek Case, pp 40,495-523.
7. Pierce et al., (1991) Effectiveness of Employee retention System and its Effect on Employee, Research gate 320490099.
8. Rousseau (1990) The Effects of Employee retention process and its effects: A Case Study of First Allied Savings And Loans Ltd.

9. Hansen (2002) A Study on Employee Retention at Wipro Infrastructure Engineering Pvt Ltd , Vol9-issue3
10. Lawler III (2005) The effectiveness of Employee retention and the attitude of the employees, Asia Pacific Journal of Human Resources 35(3):24:32.
11. Gentry et al., (2007) A Study on Effectiveness of Employee Retention.
12. Hyman et al., (2003) A Study of Employee Retention in Service Industry in India.
13. According to Miller, Erickson & Yust (2001) employees get benefited by work environment that provide a sense of belonging: Personnel Review, 375-396
14. James & Mathew (2012) in their studies found out that effective communication plays a greater role to generate an amicable environment at the workplace: Journal of Personal Selling & Sales Management, 7 (May), 41-52.
15. Wells & Thelen (2002) 'Effective Employee Retention for Enhancing Growth', Global Management Journal, 4(1/2): 77-85.
16. Ramlall (2003) A study on the performance of Employee retention and competitiveness of different companies, Global Management Journal, 4(1/2):77-85.
17. Messmer (2000) found that one of the important factors in employee retention: Science –Kailash, 22(1), 2015, 53-63.

18. Tomlinson (2002) Employee retention and commitment: (SHRM) Foundation Effective Practice Guidelines.
19. Garg & Rastogi (2006) Effectiveness of retention, Efficiency, Innovation and, Oxford Bulletin of economics and Statistics 64: 3-15.
20. Handy (2008) Performance of the employee retention, NBER Working Paper No. 6235.
21. Eisenberger and associates (1990), Employee retention process and its effects, Academy of International Management Journal 43: 909-924.
22. McNeese-Smith (1995) effectiveness of employee retention system Journal of Development Economics 47: 313-32.
23. Chung-Hsiung Fang, Sue-Ting Chang, Guan-Li Chen (2009) Employee retention, Journal of International Management 17(1): 99-120.
24. Abegglen (1958) found during the study of Japanese workers that employee retention: Academy of Management Journal 41:7-26.
25. Ashford et al., (1989); Davy et al., (1991) Employee retention of the organization, Journal of International Business Studies 12(3):
26. Rosenblatt and Ruvio, (1996) Employee attitude in employee retention process: Academy of Management Journal 43: 1227-47.
27. Brunetto and Farr-Wharton (2002) Employees' Attitude and its effectiveness in Employee retention system, International Marketing Review 7(4):11.

28. Arnold and Feldman, (1982) Employees' retention system, *International Business Management Journal* 24(10): 1067
29. Arnold, (2005) *Economic Reform and the Process of Global Integration*, Brookings Papers on Economic Activity 1: 1-95, Washington.
30. Boomer Authority, (2009) *Employee retention system in the eco institution*, *The Economic Institutions of Capitalism*, New York.
31. Agrela, et al., (2008) *Understanding business markets: Interaction, relationships, networks*, pp408-420, London: Academic Press
32. Cunningham, (2002) Employee perception on Employee retention system, *International Business Review* 14: 129-46.
33. Eyster, et al (2008) Employee retention system, *The Review of Economics and Statistics* 86: 91-107.
34. Prenda& Stahl, (2001) *Managing Performance of the employee Entry and Expansion*, pp70 New York.
35. Eisen (2005) Employee retention system and its effectiveness in KRS, *Quarterly Journal of Economics* 80: 190-207.
36. McIntosh (2001) *Academy of International Business (AIB) annual meeting November*, Phoenix, AZ, USA, pp.1-27.
37. Maccoby (1984) Employees' retention and its effects, *Harvard Business Review* 69(2): 115-127

38. Moses, (1999) Employee retention system and its motivation in institution, *Journal of International Business Studies* 4.
39. Eyster, et al. (2008) Employees' retention system and Strategic Leadership: Creating a New Mindset (pp255-288).London:Blackwell.
40. Zenger, Ulrich, Smallwood, (2000) Employees' retention and perception of employees', *Journal of Law and Economics* 21: 297-326.
41. Feldman, (2000) An Internationalization Strategy for SMEs, *Small Business Economics* 21: 229-42.
42. Steers (1977) Employees' retention system and its motivation, *Advances in International Marketing* 8: 11-26.
43. According to Arthur (1994) Employees' Attitude and its effectiveness in employees' retention system *Journal of Business and Economic Statistics* 19
44. Owens (2006) *Journal of International Business Studies* 24 (2): 209-31.
45. Gopinath and Becker (2000) Employees' Attitude and its effectiveness in employees' retention system, *Journal of International Business Studies* 24 (2).
46. Thomas, (2000) Employees retention towards performance, *The American Economic Review* 89(3): 605-18.
47. Fitz-enz (1990) Employees retention towards performance, *Journal of Applied Econometrics* 14:57-68.

48. Ganesh (1997) *Frontiers of Entrepreneurship Research*, Center for Entrepreneurial Studies, Babson College pp. 413-424.
49. Osteraker (1999) Effectiveness of Employees retention, *Journal of International Management* 7: 173-89.
50. Sarah Leidner et al., (2013) Employees retention in European institution, *European Journal of Marketing* 29: 60-75.
51. Koh and Goh (1995) Effectiveness of Employees retention System and its Effect on Employee Motivation on the organization, 22-08.
52. Vijaya Mani (2010) Employees' attitude on Employees retention system on SBI, *Fiscal Studies* 21(4): 427-68.
53. Deery (2008) Effectiveness of employees retention system, *Trade Promotion Issues*, unpublished DTI paper, mimeo.
54. KhairunnezamMohd Noor (2011) Based Firms, in D. Jones, and Litvak, I. (Eds), *Technology, innovation and enterprise: The European Experience*.
55. Branch (2011) Employees retentionsystem and employee attitude towards reward system, *Journal of International Business Studies* 12(3): 101-12.
56. Goulet and Frank (2002)Employees retentionsystem, *Academy of Management Journal* 43: 1227-47.
57. Rashmi (2016) The employee attitude towards employee retention , performance *Marketing Review* 7(4): 11-24.

58. Mike Johnson (2004) Employees retention system and employee perception towards reward, *Journal of International Management* 17(1): 99-120.
59. Hemsley and Fraser (2008) Effectiveness in the employee retention system, *Academy of Management Journal* 41:7-26.
60. Singh, S. et al. (2010) Employees retention system and employee attitude towards reward system, *Entrepreneurship Theory and Practice* 20: 44-60.
61. Vijayalakshmi V (2012) The employee attitude towards employee retention system, *McKinsey Quarterly* 4: 45-52.
62. Tripathi et al. (2011) Effectiveness of employee retention system, *McKinsey Quarterly* 4: 45-52.
63. System and its Effect on Employee Motivation, *Perspectives on Industrial and Corporate Change*. Eds. G. Dosi,
64. Kate Hutchings et al. (2011) Effectiveness of Employees retention System and its Effect on Employee Motivation, *Oxford University Press, Oxford*, pp.193-214.
65. Cardy and Lengnick-Hall (2011) The employee perception towards Employees retention system *Management International Review* 39(3): 223-56.
66. Chitra Devi and Latha (2011) The employee attitude towards Employees retention system, *Role of External Knowledge and Expertise at Key Stages of Business Growth and Development*, report to the DTI.

67. Drucker (1999) The employee attitude towards Employees retention system The Economic Institutions of Capitalism, New York.
68. Terence et al., (2001) The employee attitude towards Employees retention system The Firm as a Nexus of Treaties, Sage: London.
69. MaqsoodHaider et al. (2005) The employee Perception towards Employees retention system Oxford Review of Economic Policy 20: 358.
70. Abeysekera (2007) “The Employees retention system in oishee” Applied Economics Letters 11: 153-58.
71. Hay Group (2009) Employees’s satisfaction on Employees retention system: Quarterly Journal of Economics 80: 190-207.
72. Taylor (2010) the employee attitude towards Employees retention system, Fiscal Studies 21(4): 427-68.
73. Frankeiss (2008) The employee attitude towards Employees retention system, Oxford Review of Economic Policy 20: 358-71.
74. Oracle white paper (2012), Employee Perception towards Employees retention System in ArunIndustries.Journal 63/90.
75. Beardwell and Wright (2012) Employees Attitude towards Employees retention in Ethiopian Private Banking Industry.



76. C Schwabenland, (2015) Employee Attitudes towards Employees retention Systems: A Greek Case, pp 40,495-523.
77. S Kar,(2013) Effectiveness of Employees retention System and its Effect on Employee Motivation.
78. Shelton – (2001), The Effects of Employees retention on Employee Attitude: A Case Study of First Allied Savings And Loans Ltd.
79. V Kashyap, (2014)A Study on Employees retention System at Wipro Infrastructure Engineering Pvt Ltd.
80. PK Mahal, (2012) A Study on Employees retention Systems in Service Industry in India.
81. SA Azeez - Journal of Economics, Management and Trade, (2017) ‘Effective Performance Management System for Enhancing Growth’, Global Management Journal, 4(1/2): 77-85.
82. Spink, M. (2006), work life balance: achievable goal or pippe in journal for quality and process, 27 (3), 4-11.
83. Lac Johannes, (2017) The employee attitude towards Employees retention system, McKinsey Quarterly 4: 45-52.
84. Walker,J.W.(2001).“Perspectives”Humanresourceplanning.24(1):6-10.
85. Walsh, K., Taylor, M. (2007), "Developing in-house careers and retaining managementtalent", Cornell Hotel and Restaurant Administration Quarterly, Vol. 48 No.2, pp.163-82.Chapman,C. (2009)

86. Cho, S., Woods, R., Jang, S. and Erdem, M. (2006), "Measuring the impact of humanresource management practices on hospitality firms' performances", *International Journal of Hospitality Management*, Vol. 25 No. 2, pp. 262-77.
87. Cole, C. L. (2000, August). Building loyalty. *Workforce*, 79, 42-47. Available EBSCOHostfulldisplay.
88. Davies, R. (2001). How to boost staff retention. In *people management*.7 (8):54-56.
89. Eisenberger, R. F.-L. (1990). Perceived organizational support and employee diligence, commitment, and innovation. *Journal of applied psychology*, 75, 51-59.
90. Freyermuth. (2007). Retaining Employees in a Tightening Labour Market, RSM McGladrey. Website: [www.cfo.com/whitepapers/index.cfm/displaywhitepaper/10308654?topicid=10240327](http://www.cfo.com/whitepapers/index.cfm/displaywhitepaper/10308654?topicid=10240327) –22k
91. Gentry, W. A., Kuhnert, K. W., Mondore, S. P., & Page, E.E. (2006). The influence of supervisory-support climate and unemployment rate on part-time employee retention. *Journal of Management Development*, 26(10), 1005 – 1022
92. Golden, T. D., Veiga, J.F. (2008). The impact of superior–subordinate relationships on the commitment, job satisfaction, and performance of virtual workers. *Leadership Quarterly*, 19: 77-88.
93. Greenhaus, J.H. and G.A. Callanan (1994). *Career Management*. The Dryden Press, FortWorth, Texas.
94. Hayward A. (2011). Parental leave pay off for business – Fair work ombudsman Nicholas Wilson. <http://www.theaustralian.com.au/business/breaking-news/parental-leave-pays-off->

93. Lockwood, N. R., (2003), Work life balance: Challenges and solutions, HRMagazine, Vol48,Iss 6, p S1,SocietyforHuman ResourceManagement,Alexandria
94. MacDuffie, J. (1995). Human resource bundles and manufacturing performance: Organizational logic and flexible production system in the world auto industry. In industrialandLabourRelations Review.48:197-221.
95. Roberts, S. (2005). Work/Life no longer a "woman's issue". Business Insurance, 39 (32), 3-4.InternationalJournalofAcademicResearch inBusiness andSocialSciences
96. Roepke, R., Agarwal, R., et al. (2000). Aligning the IT Human Resource with BusinessVision:TheLeadershipInitiativeat3M. MISQuarterly24(2):327-353.
97. Shaw, J., Delery, J., Jenkins, G. Jr and Gupta, N. (1998), "An organization-level analysis.
98. Ofvoluntary and involuntary turnover", Academy of Management Journal, Vol. 41 No. 5, pp.511-26.
99. Shekshnia, S. (1994). Managing people in Russia: Challenges for foreign investors, EuropeanManagementJournal, 12:298-305.
100. Spinks, N. (2004). Work-life balance: Achievable goal or pippe dream? Journal for quality landparticipation, 27 (3),4-11.

# APPENDIX

# **A STUDY ON EMPLOYEE RETENTION WITH SPECIAL REFERENCE OF EARTH INDIA NATURALS**

## **QUESTIONNAIRE**

1. Gender: - (a) Male (b) Female
2. Age: - a) 19 years – 25 years b) 26 years- 35 years (c) 36 years-45 years d) 46 years above
3. Area of Residence: - a) rural b) urban c) semi-urban
4. Family Structure: - a) Nuclear b) Joint
5. Marital status: - a) Married b) Unmarried c) Other
6. Years of Experience: - a) 1 years - 2 years b) 3 years – 5 years c) 5 years - 10 years d) above 10 years
7. Level of Income: - a) 8,000 - 10,000 b) 10,001 – 15,000 c) 15,001 – 20,000 d) more than 20,000
8. Educational Qualification: - a) School b) diploma c) Under graduate d) post graduate

**Kindly follow the following categories:**

### **Career growth**

9. I feel that I shall be able to continue & grow with this organization.
- a) Strongly agree b) Agree c) Neutral d) DisAgree e) strongly disagree

### **Management policies**

10. What is your opinion regarding the work load?
- a) Very high b) High c) Average d) Low e) Very Low
11. What is your opinion about the company rules and regulations?
- a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

12. In our organization job rotation is used as important tools of employee development

a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied e) HighlyDissatisfied

13. Do you think that the implementation of three R's (recognition, reward, respect) will increase employee retention?

a) Never b) sometimes c) most of the times d) all the times

### **Training and development**

14. Level of training in organization is Satisfactory?

a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied c) HighlyDissatisfied

15. There is a continuous training given related to the job nature and its helps to increase your knowledge?

a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied c) HighlyDissatisfied

### **Communication**

16. Whether would you have a better co-ordination among co-workers?

a) Strongly Agree b) Agree c) Neutral d) Dis Agree e) Strongly Disagree

17. There are no barriers of communication while you are communicating with your superior

a) Strongly Agree b) Agree c) Neutral d) Dis Agree e) Strongly Disagree

18. Weakness is communicated to them in a non threatening way.

a) Strongly agree b) Agree c) Neutral d) Dis Agree e) strongly disagree

19. Do you have a formalized complaint resolution process within your company?

a) Strongly agree b) Agree c) Neutral d) Dis Agree e) strongly disagree

### **Performance appraisal**

20. Do you agree that you are rewarded periodically for your performance?

a) Strongly agree b) Agree c) Neutral d) Dis Agree e) strongly disagree

21. My superiors give me feedback on regular basis on my performance.

a) Strongly agree b) Agree c) Neutral d) Dis Agree e) strongly disagree

22. The job you are performing is satisfactory?

a) Strongly agree b) Agree c) Neutral d) Dis Agree e) strongly disagree

### **Work Environment**

23. What do you feel about the working environment (Ventilation facility, Cleanliness, Transport facilities)?

a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

### **Compensation**

24. Salary structure and bonus provided by the organisation is

a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

25. Express your level of satisfaction regarding the welfare measures ESI provided by the organization.

a) Highly Satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly Dissatisfied

26. I would not like to change from this organization only for the sake of higher remuneration.

a) Strongly agree b) Agree c) Neutral d) Dis Agree e) strongly disagree





# **A STUDY ON EMPLOYEES QUALITY OF WORK LIFE WITH SPECIAL REFERENCE TO SNP DAIRY MILK**

Submitted in Partial Fulfilment of the Requirements for the Award of the Degree Of  
Master Of Business Administration of Madurai Kamaraj University

**SUBMITTED BY**

**N. ALSHIFA**

**(2019MBA05)**

**UNDER THE GUIDANCE OF**

**Mrs. DR. P. SHYAMALA, MBA, M.Phil, ph.D, PGDCA, SET, NET**



Department of Management Studies

Fatima College (Autonomous)

Madurai -625018

**February 2021**



FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies

MADURAI-625018

### BONAFIDE CERTIFICATE

This is to Certify that the Project Work entitled “A STUDY ON EMPLOYEES QUALITY OF WORK LIFE WITH SPECIAL REFERENCE TO SNP DAIRY MILK” is a Bonafide record of the work done by N. ALSHIFA (2019MBA05) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Mrs. Dr. P. Shyamala)

Head of the Department

(Dr.P.Shyamala)

Director

(Dr. S.Raju)





**SNP DAIRY MILK**  
AN ISO 22000 CERTIFIED COMPANY

Milk: [snp.dairymilk@gmail.com](mailto:snp.dairymilk@gmail.com)  
Biproducs : [snpbiproduct@gmail.com](mailto:snpbiproduct@gmail.com)  
Website : [www.snpdairy.in](http://www.snpdairy.in)

Ref.No: SNP/IPT/2020/33

Date-22/02/2021

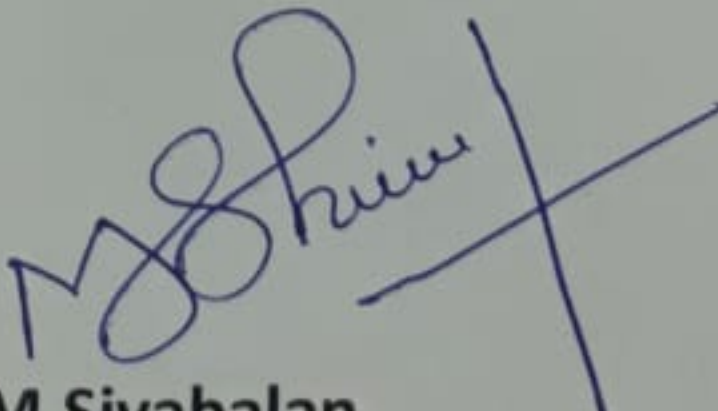
## CERTIFICATE

farm fresh cow's milk...

This is to Certify that Ms.N.ALSHIFA (REG:NO-2019MBA05)studying MBA in **FATIMA COLLEGE (AUTONOMOUS)** .Has undergone in-plant training for Two month (December 2020 - February 2021).

During the training Period her conduct and character is very good.

Thanks & Regards!

  
Mr.M.Sivabalan



Human Resource-Manager.

**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai-625018.**

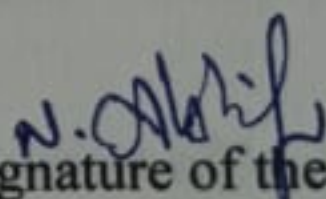
## ACKNOWLEDGMENT

**N. ALSHIFA**

**2019MBA05**

## DECLARATION

I here by declare that the Project done under the title **“A STUDY ON EMPLOYEES QUALITY OF WORK LIFE WITH SPECIAL REFERENCE TO SNP DAIRY MILK”** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.

  
Signature of the student

**N. ALSHIFA**



## TABLE ACKNOWLEDGMENT

I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge My Sincere thanks to **Dr.Sr.G.Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express My Gratitude to **Dr.S.Raju, Director, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr.P.Shyamala HOD, Department of Management Studies** for her moral support to undergo the training/ Project.

I indeed greatly thankful to My faculty guide Mrs. **Dr. P. Shyamala, MBA, M.PHIL.,PH.D, PGDCA, SET NET,** for her moral support to undergo the training/ Project.

It is a great pleasure to acknowledge My sincere thanks to guide **Mr. Prem Kumar, manager, SNP DAIRY MILK, Madurai.**

I wish to express My gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training.

Finally I thank My Teachers, Respondents, Friends and Parents who helped me in completing the training successfully.

**A STUDY ON PERFORMANCE APPRISAL WITH SPECIAL REFERENCE TO  
KADALKANNY FROZEN FOODS LIMITED, KALPAKKAM.**

**Submitted in partial fulfillment of the requirement for the award of the degree of Master of Business  
Administration of Madurai Kamaraj University**

**by**

**T.ANANCIA**

**(2019MBA06)**

**Under the guidance of**

**Dr.P. SHYAMALA, MBA., M.Phil.,Ph.D.,PGDCA**



**DEPARTMENT OF MANAGEMENT STUDIES**

**FATIMA COLLEGE (AUTONOMOUS)**

**MADURAI - 625 018**

**FEBRUARY - 2021**



FATIMA COLLEGE  
DEPARTMENT OF MANAGEMENT STUDIES  
MADURAI- 625018.

**BONA FIDE CERTIFICATE**

This is to certify that the project work entitled "A study on Performance Appraisal with special reference to Kadalkanny Frozen Foods Limited" is a bonafide record of work done by T.ANANCIA (Reg No.2019MBA06), submitted in partial fulfillment of the requirement for the award of the degree of Master of Business Administration of Madurai Kamaraj University

  
Faculty Guide

Dr.P.SIIYAMALA

  
Head of the Department

Dr.P. SIIYAMALA

  
Director (Professional course)

Dr.S. RAJU

# **KADALKANNI FROZEN FOODS LTD**


No.41, Sannathi Street, Marakkanam - 604303

---

Date :

Certified that Miss.**ANACIA.T** (2019MBA06) of Fatima College (Autonomous) Madurai. Have successfully completed her main project work on "A Study on Performance Appraisal with Special Reference to **KADALKANNY FROZEN FOODS LIMITED**" From December 2020 to February 2021.

This Certificate is issued to enable the student to submit the project report.

  
Kadalkanny Frozen Foods Pvt (Ltd)  
Kalpakkam  
**R. ANTHONY SAVIER.**



FATIMA COLLEGE(AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES  
MADURAI- 625018.  
T. ANANCIA  
(Reg.No:2019MBA06)

**DECLARATION**

I hereby declare that the project done under the title "A study on Performance Appraisal with special reference to Kadalkanny Frozen Foods Limited "submitted for the award of the degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*T. Anancia .*  
(T.ANANCIA)

Signature of the student

**"A STUDY ON LEVEL OF SATISFACTION OF EMPLOYEES  
TOWARDS LABOUR WELFARE MEASURES WITH SPECIAL  
REFERENCE TO SHREE BALA MURUGAN TEAXTILES -  
KUMARAPALAYAM**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

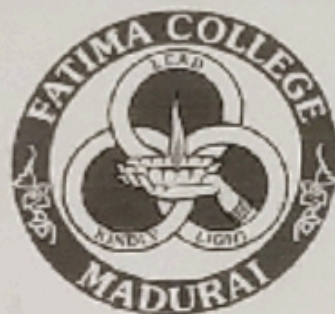
By

E.BAVANI

2019MBA07

Under the guidance of

Mrs. N. Asha, MBA, M.Phil.,(PH.D), NET, SET, CBCPS

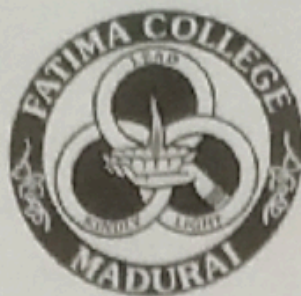


DEPARTMENT OF MANAGEMENT STUDIES

Fatima College (AUTONOMOUS)

Madurai-625018

FEBURARY-2021



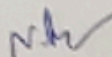
Fatima College (Autonomous)

Department of Management Studies

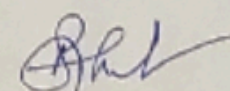
Madurai – 625 018.

**BONAFIDE CERTIFICATE**

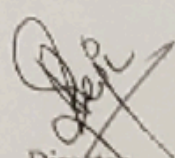
This Is To Certify That The Project Work Entitled "**A Study On Level Of Satisfaction Of Employees Towards Labour Welfare Measures** With Special Reference To **Shree Bala Murugan Textiles, Kumarapalayam**" Is A Bonafide Record Of Work Done By E.Bavani , 2019MBA07 Submitted In Partial Fulfillment Of The Requirement For The Degree Of Master Of Business Administration Of Madurai Kamaraj University.

  
Faculty Guide

(Mrs. N. Asha)

  
Head of the Department

(Dr.P.Shyamala)

  
Director  
(Dr. S. Raju)





**SHREE BALAMURUGAN TEXTILE**

**GARMENTS FOR MEN AND INFANT**

NO.3, PILLAIYAR KOVIL LANE

KUMARAPALAYAM- 63818,

PHONE: 9340756569, 9172527005

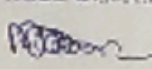
E-MAIL:  
shreebalamurugan@gmail.com

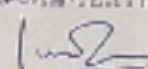
DATE: \_\_\_\_\_

## CERTIFICATE

This Is To Certify That **Miss. Bavani. E** (2019MBA07) Student Of 2<sup>nd</sup> MBA Fatima College (Autonomous) Undergone Her Final Year Project Under The Topic "**A Study On Level Of Satisfaction Of Employees Towards Labour Welfare Measures**" In Our Company From 21<sup>st</sup> December 2020 To 19<sup>th</sup> February 2021. She Has Completed Her Project Study Successfully.

For SHREE BALAMURUGAN TEXTILE

  
(M. Kumar)

 (Tulsi)  
Partner.

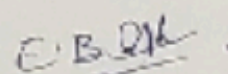
FATIMA COLLEGE (AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT  
STUDIES , MADURAI – 625018.

E.BAVANI

Reg No: 2019MBA07

**DECLARATION**

I Hereby Declare That The Project Done Under The Title "**A Study On Level Of Satisfaction Of Employees Towards Labour Welfare Measures With Special Reference To Shree Bala Murugan Textiles Ltd, Kumarapalayam**" Submitted For The Award Of The Degree Of Master Of Business Administration Is My Original Work And That No Part Of This Project Has Been Submitted Fully Or Partly For Any Other Recognition Earlier.

  
E.BAVANI

**SIGNATURE OF THE STUDENT**

**A STUDY ON EFFECTIVENESS OF STRESS MANAGEMNT WITH  
SPECIAL REFERENCE IN  
THE CAKE POINT PRIVATE LTD, CHENNAI**

Submitted in partial fulfillment of the requirement for the award of the degree of the  
Degree of Master of Business Administration of Madurai Kamaraj University

By

**S.DARSHNI**

**Reg no: (2019MBA08)**

**Under the guidance of**

**Dr. N.ASHA. MBA, M.Phil., Ph.D., NET. SET,CBCPS(Ph.D.)**



**Department of Management Studies**

**Fatima College (Autonomous)**

**Mary land, Madurai – 625018**

**FEBURARY 2021**




**(H) CERTIFICATE**




**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai-625 018.**

**CERTIFICATE**

This is to certify that the project work entitled "**A STUDY ON EFFECTIVENESS OF STRESS MANAGEMENT AT THE CAKE POINT PRIVATE LIMITED, Chennai**" is a bonafide record of work done by **S.DARSHNI - (Reg no: 2019MBA08)**. Submitted in partial fulfillment of the requirement for the degree of Master of business Administration of Madurai Kamaraj University.

  
**Faculty Guide**  
**Dr.N.ASHA**

  
**Director**  
**Dr. S. Raju**

  
**Head of the Department**  
**Dr. P. Shyamala**





Phone : 4216 1516  
Cell : 98840 99748

# CAKE POINT PVT LTD

## Bakers & Confectioners

Date :

### Company certificate

This is certify that M/S S. DARSHNI M.B.A (MASTER OF BUSINESS ADMINISTRATION) Student of FATIMA COLLEGE OF MANAGEMENT STUDIES, MADURAI. She has done her project work on the study on effectiveness of stress management @ THE CAKE POINT PRIVATE LIMITED, CHENNAI from December 2020 to February 2021. we have noticed that during the period ,she has shown her interest in her assignments .

For CAKE POINT PRIVATE LIMITED

~~For~~ CAKE POINT PVT. LTD.

B. Theerth

Managing Director

AUTHORISED SIGNATORY



#### **(IV) DECLARATION**

**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai – 625018.**

**Student Name: S.DARSHNI**

**Register Number: 2019MBA08**



#### **DECLARATION**

I hereby declare that the project done under the title **“A STUDY ON EFFECTIVENESS OF STRESS MANAGEMENT AT THE CAKE POINT PRIVATE LIMITED, CHENNAI ”** submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*S. Darshni*

**S.DARSHNI**

**Signature of the Student**

**"A STUDY ON STRESS MANAGEMENT WITH SPECIAL REFERENCE TO SAWIN  
KNIT WEARS (Manufacturers & Exporters) , TIRUPUR"**

**Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration**

**By**

**S.DHARANI**

**2019MBA10**

**Under the guidance of**

**Dr. R. SUGANYA, MBA, PHD**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima college (AUTONOMOUS)**

**Mary land, Madurai-625018**

**FEBURARY-2021**

Fatima College (AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES  
Mary Land, Madurai-625018.

BONAFIDE CERTIFICATE

This is to certify that the Project work entitled "A study on stress management with special reference to sawin knit wears".is a bonafide record of work done by S. Dharani (2019MBA10) submitted in partial fulfillment of the requirement for the Degree of Master of Business Administration of Madurai Kamaraj University 2019-2021.

  
Faculty Guide  
Dr.R .SUGANYA

  
Head of the Department  
Dr. P.SHYAMALA

  
Director  
Dr.S.RAJU

## COMPANY CERTIFICATE:



**SAWIN KNIT WEARS**  
Manufacturers & Exporters of Knitted Garments

Nc.3, Ammaniammal Lay out, Perichipalayam (North), KNP Colony Post, Dharapuram Road, Tirupur - 641 608.  
Phone : 91 - 421 - 4352426 E-Mail : sukumar.sawin222@gmail.com; sawinknitwears@gmail.com Website : www.sawin.in


20.02.2021

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that Mr.S.DHARANI (Reg.No:2019MBA10) student of Fatima College For Women, Madurai. Has done his final project training in our Sawin knit wears at Tirupur for the period 21/12/2020 to 20/02/2021 and submitted project report titled "A STUDY ON STRESSES MANAGEMENT WITH SPECIAL REFERENCE TO SAWIN KNIT WEARS MANUFACTURERS AND EXPORTS"

During this period, we found his conduct good. We wish best of luck on completion of his project with us.

For SAWIN KNIT WEARS

  
Authorized Signatory

GSTIN : 33AMOPS9513L1ZE AEPC/MEM/SM/MAF/102226 IE Code : 3209017131  
TC No. TIP / 08576 Our Bankers : State Bank of India, Dharapuram Road, Tirupur - 641 608.

Fatima college (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES


Mary land, Madurai-625018.

DHARANI.S

(2019MBA10)

#### DECLARATION

I hereby declare that the project done under the title "A study on stress management with special reference to sawin knit wears " Main project Report on Submitted for the award of the degree of Master of Business Administration is my original work and that no part of this report has been submitted fully or partly for any other recognition earlier.

  
Signature of the student

DHARANI.S

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessing made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G.Celine Sahaya Mary, MBA. , FDP.,PH.D , Principal** ,Fatima College Madurai for giving us a comfortable environment.

I also thank **.Dr.S.RAJU, M.B.A, PhD**, Director Department of management studies ,Fatima college Madurai for granting the permission to live project in the company

I also thank **Dr.P.Shyamala, M.B.A., Ph.D.**, Head of the department, Department of Management Studies , Fatima College .

I indeed greatly thankful to my faculty guide **Dr.R.Sugnaya,M.B.A.,M.Com ,Ph.D.**, Department of Management Studies , Fatima College .

It is a great pleasure to acknowledge my sincere thanks to Company guide MR.

Srinivas for granting a permission to do Main project in "SAWIN KNIT WEARS MANUFACTURERS AND EXPORTS" I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training.

Finally I thank my teacher, respondents, friends and parents who helped me in completing my training successfully.



**‘A STUDY ON QUALITY OF WORK LIFE OF EMPLOYEES WITH  
REFERENCE TO RUBY FOOD PRODUCTS PVT. LTD. , MADURAI’**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

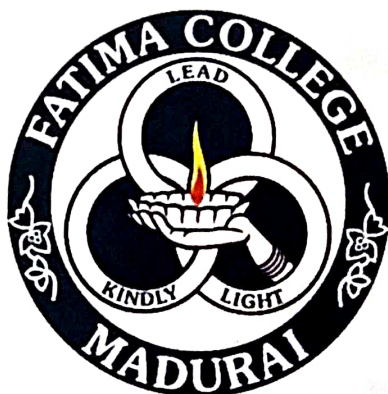
By

Name of the student: **DHIVYA C**

Reg. No: **2019MBA11**

Under the guidance of

DR. R. SUGANYA, MBA, M.COM, PH.D

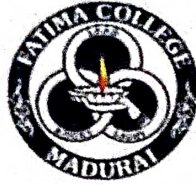


Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**Feb 2021**



Fatima College (Autonomous)

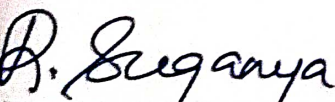
Department of Management Studies

Madurai – 625 018.

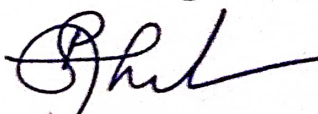
**Certificate**

This is to certify that the project work entitled “A study on Quality of Work life of employees with reference to Ruby Food Products Pvt. Ltd., Madurai”, is a bona fide record of work done by C.DHIVYA, Reg. No. 2019MBA11, submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

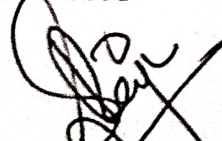
**Faculty Guide**

  
(DR. R. SUGANYA)

**Head of the Department**

  
(DR. P. SHYAMALA)

**Director**

  
(DR. S. RAJU)



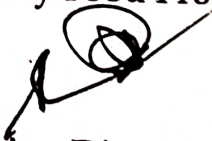
To whom it may concern

Date: 22/02/2021

This is to certify that C. Dhivya MBA HR and Finance (Reg.No. 2019MBA11) a final year student of Fatima College Madurai has successfully completed 2 Months of internship programme in our organization . She has prepared this report under our supervisor and the report covers all aspects of internship Project.

Project Title: 1. A Study on quality of work life of employees with reference to Ruby Food Products Pvt. Ltd., Madurai.

For Ruby Food Products Pvt Ltd.,



Managing Director



Fatima College (Autonomous)

Department of Management Studies

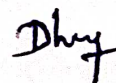
Madurai – 625018.

**Student Name : C. DHIVYA**

**Register Number : 2019MBA11**

### **Declaration**

I hereby declare that the project done under the title “A study on Quality of work life of employees with reference to Ruby Food Products Pvt. Ltd., Madurai “ submitted for the award of the Degree of Master of Business Administration, is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the Student.**



## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary**, Principal, Fatima College (Autonomous), Madurai. I express my gratitude to **Dr. S. Raju**, Director, Department of Management Studies, Fatima College (Autonomous), Madurai for providing me such an opportunity. I also thank **Dr. P. Shyamala**, Head of the Department, Department of Management Studies for her moral support to undergo the project. I am indeed greatly thankful to my faculty guide **Dr. R. Suganya**, MBA, M.Com., Ph.D., for her moral support to undergo the project.

It is a great pleasure to acknowledge my sincere thanks to **Smt. M.Divya**, Manager(HR), Ruby Food Products Pvt. Ltd. and the staff who helped me to complete the project.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project.

Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

# **A STUDY ON STRESS MANAGEMENT AT HIYA TECH SOLUTION.**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

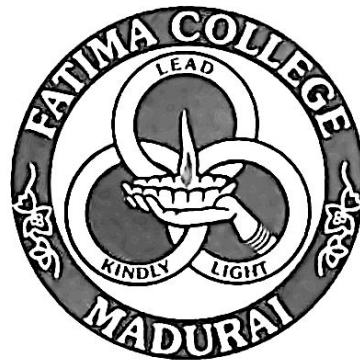
By

**A.FATHIMA NUSHRA**

**2019MBA13**

Under the guidance of

**Dr.P.Shyamala MBA., M.PHIL., PH.D., PGDCA.**



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**February 2021**



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625 018.

Certificate

This is to certify that the project work entitled “A STUDY ON STRESS MANAGEMENT AT HIYA TECH SOLUTION, MADURAI.” is a bonafide record of work done by A.Fathima Nushra, 2019MBA13 submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

Dr.P.Shyamala

Head of the Department

Dr.P.Shyamala

Director

Dr.S.Raju



# HIYA TECH SOLUTIONS

5/389, VOC First Street, Thasildhar nagar, Madurai-20.

---

Date: 16/02/2021

## CERTIFICATE

This is to certify that Ms. A.Fathima Nushra (2019MBA13) of II year MBA, Fatima College, Madurai has successfully completed Internship under Human Resource department for the duration of 2 months from December 2020 to February 2021.

During the training period, her involvement and conduct was very good.

Thanking you.



Sravani  
HR Manager

---

HIYA TECH SOLUTIONS, 5/389, VOC First Street, Thasildhar nagar, Madurai-625020.

PHONE : 0452-4250749 Mail: info@hiyatechsolutions.com

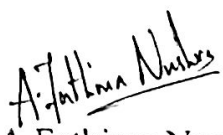
Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018.

**A.Fathima Nushra**

**2019MBA13**

**Declaration**

I hereby declare that the project done under the title “A STUDY ON STRESS MANAGEMENT AT HIYA TECH SOLUTION, MADURAI.” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
A.Fathima Nushra

# **A STUDY ON EMPLOYEES ATTITUDE TOWARDS THE ORGANISATION WITH SPECIAL REFERENCE TO VAIGAI COIR CLUSTER PVT LTD, MADURAI.**

**Submitted in partial fulfillment of the requirement for the award of the  
Degree of Master of Business Administration**

**By**

**GAYATHRI G**

**2019MBA14**

**Under the guidance of**

**Dr.N.ASHA, M.B.A., M.Phil, NET, SET, CBCPS, PhD.**

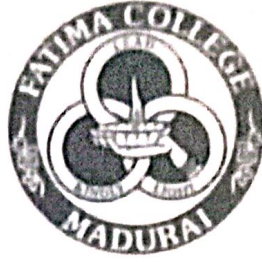


**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS)**

**FEBRUARY 2021**





Fatima College (AUTONOMOUS)

**DEPARTMENT OF MANAGEMENT STUDIES**

**Madurai - 625018.**

**CERTIFICATE**

This is to certify that the project work entitled “**A STUDY ON EMPLOYEES ATTITUDE TOWARDS THE ORGANISATION WITH SPECIAL REFERENCE TO VAIGAI COIR CLUSTER PVT LTD, MADURAI**” is a bonafide record of work done by GAYATHRI G, 2019MBA14 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

A handwritten signature in black ink, appearing to be "N. Asha".

**Faculty Guide**

Dr. N. Asha

A handwritten signature in blue ink, appearing to be "P. Shyamala".

**Head of the Department**

Dr. P. Shyamala

A handwritten signature in black ink, appearing to be "S. Raju", with a large 'X' mark drawn over it.

**Director**  
Dr. S. Raju

**VAIGAI****Vaigai Coir Cluster (P) Ltd.,  
Madurai.**

For Business Enquiry : 220/9B, Karattupatti Pallapatti road,  
Mattaparai Village, Nilakottai (T.K),  
Dindigul-624219.

Phone: 97881-62271, 99769-10819, 9942361709

Mail: Valgaicoircluster@gmail.com,

Website: Vaigaicoir.com

**22<sup>nd</sup> Feb 2021**

**This is certify that Ms.Gayathri G, II MBA Department of Management Studies Fatima College, Madurai. She has done her project work title "The Study on Employees attitude towards the organization with special reference to Vaigai Coir Cluster (P) Ltd" from 21<sup>st</sup> December 2020 to 20<sup>th</sup> February 2021 as part of Curriculum.**

**We have noticed that, during the period she has shows and kept interest in her project.**

**P.Ramesh Kumar**

*P. Ramesh Kumar*

**By HR Manager**



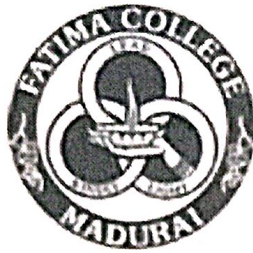
FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

MARY LAND, MADURAI – 625018.

GAYATHRI.G

2019MBA14)



DECLARATION

I hereby declare that the project done under the title “A STUDY ON EMPLOYEES ATTITUDE TOWARDS THE ORGANISATION WITH SPECIAL REFERENCE TO VAIGAI COIR CLUSTER PVT LTD, MADURAI” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*Gr. Gayathri*

Signature of the Candidate

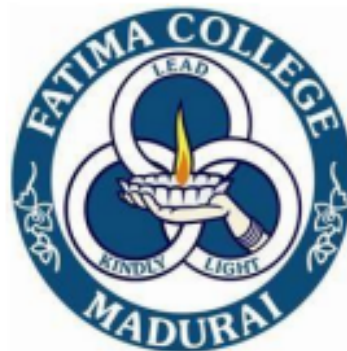
GAYATHRI G

**A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS JOB SATISFACTION IN PKS  
CEMENT BLOCKS LIMITED, TENKASI.**

Submitted in partial fulfilment of the requirement for the award of the degree of Master of  
Business Administration

Submitted By  
**G.JAYA RATHNA**  
(Reg No: 2019MBA18)

Under the guidance of  
**DR.B.JAYANTHI, M.B.A., M.Phil., Ph.D.,**



DEPARTMENT OF MANAGEMENT STUDIES  
Fatima College (AUTONOMOUS)  
Mary Land, Madurai-625018

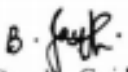
(College with Potential for Excellence)

Feb – 2021

Fatima College (AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES  
Mary Land, Madurai-625018.

BONAFIDE CERTIFICATE

This is to certify that the project work entitled A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS JOB SATISFACTION IN PKS CEMENT BLOCKS LIMITED, IN TENKASI. is a bonafide record of work done by G.JAYA RATHNA (Reg No: 2019MBA18) submitted in partial fulfilment of the requirement for the Degree of Master of Business Administration, 2019-2021.

  
Faculty Guide

DR.B.JAYANTHI

  
Head of the Department

DR.P.SHYAMALA

  
Director

DR.S.RAJU

GSTIN : 33APYPG3440H2ZS

## **P.K.S. CEMENT BLOCKS.**

7/60, KAMARAJ NAGAR, MATHALAMPARAI POST, TENKASI – 627808  
TAMIL NADU (INDIA)

---

DATE.....

### **CERTIFICATE**

This is to certify that Selvi. GJaya Rathna(2019MBA18), Final year MBA student of Fatima College (AUTONOMOUS), Madurai has undergone project work for training in our concern during the period dec 2020 to feb 2021.

During the period of training her performance and conduct was found to be good.

Place: Tenkasi

Date: 05.02.2021.

A handwritten signature in blue ink, appearing to be 'Shanmugam', with a long horizontal stroke extending to the right.

Fatima College (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

Mary Land, Madurai-625018.

GJAYA RATHNA

2019MBA18

DECLARATION

I hereby declare that the project done under the title **A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS JOB SATISFACTION IN PKS CEMENT BLOCKS LIMITED,** in Tenkasi project done under the submitted for the award of the degree of Master of Business Administration is my original work and that no part of this report has been submitted fully or partly for any other recognition earlier.



Signature of the Candidate



## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary**, Principal, Fatima College (Autonomous), Madurai.

I also thank **DR.S.RAJU**, Director of Department of Management Studies Fatima College (Autonomous), Madurai.

I also thank **DR.P.SHYAMALA** HOD, Department of Management Studies for their assistance and guidance.

I indeed greatly thankful to my faculty guide **DR.B.JAYANTHI, M.B.A., M.Phil., Ph.D.**, for her moral support to undergo the project.

It is a great pleasure to acknowledge my sincere thanks to “**PKS CEMENT BLOCKS LIMITED**” in Tenkasi.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project.

Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.



**“A STUDY ON RATIO ANALYSIS ON GLOBAL A CERAMICS”**

**Submitted in partial fulfillment of the requirement for the award of**

**The degree Of Master of Business Administration of Madurai**

**Kamaraj University**

**Submitted by**

**M.JENIFER ROSE MARIYAL**

**Reg no :( 2019MBA19)**

**Under the guidance of**

**Dr .B .Jayanthi, M.B.A., M.phil., Ph.D.,**



**Department of Management Studies**

**Fatima College (Autonomous)**

**Madurai – 625 018.**

**FEBRUARY 2021**




**Fatima College (Autonomous)**


**Department of Management Studies**


**Madurai – 625 018.**

### **BONAFIDE CERTIFICATE**

**This is to certify that the project work entitled “A STUDY ON RATIO ANALYSIS ON GLOBAL A CERAMICS” is a bonafide record of work done by M.JENIFER ROSE MARIYAL, 2019MBA19 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.**

  
**Faculty Guide**  
**Dr.B.Jayanthi)**

  
**Director**  
**(Dr.S.Raju)**

  
**Head of the Department**  
**(Dr.P.Shyamala)**

Cell : +91 98947 52955, 0452 - 2672955

**GLOBAL**  
  
**Ceramics**

40-A, Jeevanagar 1st Street Last,  
Jaihindpuram, Madurai - 625 011. TN  
E.Mail : globalAceramics@gmail.com

DISTRIBUTOR

 **ARIHANT**™

- FLOOR TILES • WALL TILES
- IMPORTED TILES • VITRIFIED TILES

Date: 10.2.2021

## CERTIFICATE

To Whom It May Concern:

This is to certify that **Ms. M.jenifer rose mariyal Reg no: (2019mba19)** a student of **Fatima college Madurai**, Management studies, has successfully completed her project from **20.12.20-10.2.2021** on a project titled

**"A STUDY ON RATIO ANALYSIS A TOOL OF FINANCIAL ASSESSMENT "ON "GLOBAL A CERAMICS", MADURAI.** During this period we found her sincere and result-oriented and wish her success in her career.

All necessary details were provided from our side for the establishment of this project.

We wish her the very best in all her future endeavours.

Thanking you

With regards,

Mr.A.Rajan

A. Rajan





**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai – 625018.**

**Student Name : M. Jenifer Rose Mariyal**

**Register Number: 2019MBA19**

### **Declaration**

**I hereby declare that the project done under the title “A STUDY ON RATIO ANALYSIS ON GLOBAL A CERAMICS” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier:**

*M. Jenifer Rose Mariyal.*  
**Signature of the Student**

**(Ms.M.Jenifer Rose Mariyal)**

**A STUDY ON EMPLOYEE SATISFACTION TOWARDS WELFARE  
MEASURES WITH SPECIAL REFERENCE TO RMG OIL MILLS  
PVT LTD**

Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj

University

By,

K. KANAGAMANI SHOPIKA  
(Reg No:2019MBA21)

**Under the guidance of**

Dr.B.Jayanthi.MBA, M.Phil., Ph.D.



DEPARTMENT OF MANAGEMENT STUDIES

Fatima College

(AUTONOMOUS)

Madurai-625018

FEBRUARY-2021



Fatima College(Autonomous)

Department of Management Studies

Madurai – 625 018.

### Certificate

This is to certify that the project work entitled “A study on employee satisfaction towards welfare measures with special reference to RMG oil mills pvt ltd” is a bonafide record of work done by K. Kanagamani Shopika submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*B. Jayanthi*  
Faculty Guide

Dr.B.Jayanthi

*Dr. S. Raju*  
Director

Dr.S.Raju

*Dr. P. Shyamala*  
Head of the department

Dr.P.Shyamala



# Rm. G. Marketing

Cell : 94434 63363

13/59, High School Road,  
VILATHIKULAM - 628 907.  
Thoothukudi District.

TIN No. 33725880078 | CST No. : 479794

TO WHOMSOEVER IT MAY  
CONCERN

This is to certify that Ms. K.KANAGAMANI SHOPIKA (2019MBA21), is undergoing M.B.A. in Fatima College (Autonomous) madurai, and she has undergone final year Project in our Organization on the topic "A study on employee satisfaction towards the welfare measures", effective from DECEMBER, 2020 to FEBRUARY, 2021.

During the above period, she has shown keen interest to learn and has done all the work assigned to her with a sense of involvement and commitment. Her conduct was found to be good.

We wish all success in her future endeavors.

For RMG MARKETING

  
Proprietor



Fatima College (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

Mary Land, Madurai-625018.

**K. KANAGAMANI SHOPIKA**

**(REG.NO.: 2019MBA21)**

DECLARATION

I hereby declare that the Summer training Report on “RMG OIL MILLS PVT LTD” submitted for the award of the degree of Master of Business Administration is my original work and that no part of this report has been submitted fully or partly for any other recognition earlier.

*K. Shopika.*

Signature of the Candidate

**K. KANAGAMANI SHOPIKA**



## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai**

I express the gratitude to **Dr.S. RAJU, Director of Department of Management Studies Fatima college (Autonomous), Madurai** for providing me such an opportunity

I also thank **Dr.P. SHYAMALA HOD, Department of Management studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide **Dr.B. JAYANTHI, MBA,M.Phil., Ph.D.,** for her moral support to undergo the project.

It is a great pleasure to acknowledge my sincere thanks to **Mr. G.R CHAKKARAVARTHY**

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training.

Finally, I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

**A STUDY ON FACTORS INFLUENCING EMPLOYEE'S MORALE  
WITH SPECIAL REFERENCE TO MERCY GARMENTS,TIRUPUR**

Submitted in partial fulfilment of the requirement for the award of the degree of

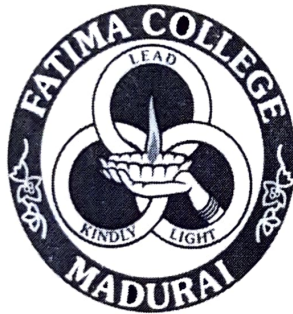
Master of Business Administration of Madurai Kamaraj University By

G. Lega Sri

2019MBA23

Under the guidance of

Dr. M. Nagarenitha, MBA, M.Phil., M.Com.,Ph.D.,

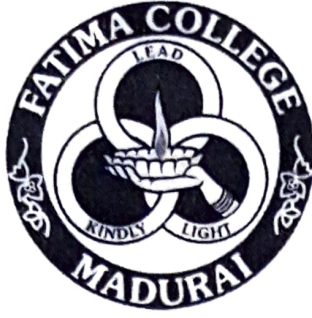


DEPARTMENT OF MANAGEMENT STUDIES

Fatima College (AUTONOMOUS)

Madurai-625018

FEBRUARY-2021



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “A study on Factors Influencing employees’ morale with special reference to Mercy Garments, Tirupur” is a bonafide record of work done by G. Lega Sri, 2019MBA23 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*M. Nagarenitha*  
Faculty Guide

(Dr. M. Nagarenitha)

*[Signature]*  
Head of the Department

(Dr.P.Shyamala)

*[Signature]*  
Director

(Dr. S. Raju)

9/156, Moorthi Nagar (East),

Pappanaicken Palayam

Tirupur – 641 607.


# MERCY GARMENTS

Email – [vmercy03@gmail.com](mailto:vmercy03@gmail.com). Cell: 9944408008

To

The Head of the Department,  
Department of Management Studies,  
Fatima College (Autonomous),  
Madurai.

This is to inform that Ms. LegaSri. G (Roll No: 2019MBA23) from Department of Management Studies, student of your esteemed institutions has completed Main Project on “ Factors influencing Employees morale with special reference ” in Mercy Garments from 29 December 2020 to 3 February 2021.

  
From Mercy Garments  
**MERCY GARMENTS**  
Mr. Vincent Amalan  
Mr. Muthu

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

G.Lega Sri

Reg No: 2019MBA23

**Declaration**

I hereby declare that the project done under the title “A study on Factors Influencing Employees’ Morale with special reference to Mercy Garments,Tirupur” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the Student**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.

I express my gratitude to Dr. S. Raju, Director, Department of Management Studies Fatima College (Autonomous), Madurai for providing me such an opportunity.

I also thank Dr. P. Shyamala HOD, Department of Management Studies for her moral support to undergo the Project.

I indeed greatly thankful to my faculty guide Dr. M. Nagarenitha, M.B.A., M.Phil., M.Com., Ph.D., for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to company guide Mr. M. Vincent Amalan, Mercy Garments, Tirupur.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.



**A STUDY ON EFFECTIVENESS OF PERFORMANCE MANAGEMENT  
SYSTEM IN SUN PRESSING (P) LTD, MADURAI**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

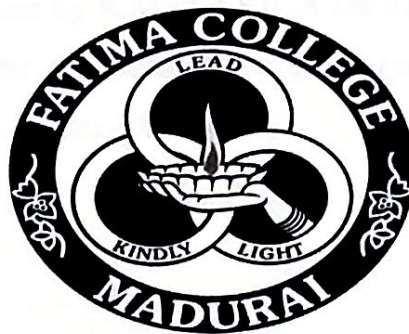
By

**R.MALAVIGA DEVI**

**2019MBA24**

Under the guidance of

**DR. B. JAYANTHI, M.B.A., M.Phil., Ph.D.**

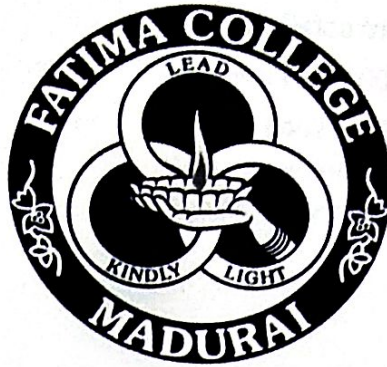


**Department of Management Studies**

**Fatima College (Autonomous)**

**Madurai – 625 018.**


**February 2021**




**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai – 625 018.**

**Certificate**

This is to certify that the project work entitled “ A Study On Effectiveness Of Performance Management System In Sun Pressing (P) Ltd, Madurai” is a bonafide record of work done by **R.MALAVIGA DEVI (2019MBA24)** submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
**Faculty Guide**  
**Dr. B. Jayanthi**

  
**Head of the Department**  
**Dr. Mrs. P. Shyamala**

  
**Director**  
**Dr. S. Raju**





**SUN PRESSING (P) LTD**

*... a passion for Precision*

F 2 & 3, Sidco Industrial Estate, K. Pudur,

Madurai - 625 007. South India

Phone : 0452 - 2566893, 4394455, 80125 13001

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

E-mail : [nippon@sunpressing.com](mailto:nippon@sunpressing.com)



ISO/TS16949

17.02.2021

**CERTIFICATE**

This is to certify that **Ms. R. MALAVIGA DEVI (REG NO-2019MBA24)** MBA FINAL YEAR a student of **FATIMA COLLEGE(AUTONOMUS), MADURAI** has successfully completed a project work between **DECEMBER-2020 to FEBRUARY-2021** entitled "A STUDY ON EFFECTIVENESS OF PERFORMANCE MANAGEMENT SYSTEM "at Sun Pressing (P) Ltd, Madurai.

Thanking You,

Yours Truly,

For SUN PRESSING (P) LTD,

Executive Director

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**R.MALAVIGA DEVI**

**2019MBA24**

**Declaration**

I hereby declare that the project done under the title “A Study On Effectiveness Of Performance Management System In Sun Pressing (P) Ltd, Madurai” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*R. Malaviga Devi*

**Signature of the Student**

## **ACKNOWLEDGEMENT**

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G.Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr.S.Raju, Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr.P.Shyamala , M.B.A, Ph.D., PGDCA, SET, NET Head of the Department of Management Studies** for her moral support to undergo the **training/ Project.**

I indeed greatly thankful to my faculty guide **Dr. B.Jayanthi, M.B.A., M.Phil., Ph.D.** for her moral support to undergo the **training/ Project.**

It is a great pleasure to acknowledge my sincere thanks to guide **Mr. Jafar Bai HR and Employees in Sun Pressing (P) ltd, Madurai.**

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training.

Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.



22/02/2021

The Head of the Department,  
Fatima College(Autonomous),  
Madurai-625018.

To Whomsoever It may Concern

This is to certify that **Ms. Monica.P (2019MBA26)** MBA Final Year Student of your college has undergone Project on "A Study on Organizational Climate and It's Impact on Employee's Performance" in our organization from December 2020 to February 2021.

Thanking You,

For Bhargave Rubber Private Ltd

(L.Aravind)  
Director

**“A STUDY ON EMPLOYEES’ ATTITUDE TOWARDS  
EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM  
WITH SPECIAL REFERENCE TO 360SOFTWARES, MADURAI”.**

Submitted in partial fulfillment of the requirements for the award of the degree  
of Master of Business Administration of Madurai Kamaraj University

**By**

**P.MOONESHA**

**2019MBA27**

**Under the guidance of**

**Dr.P. SHYAMALA, MBA, M. PHIL, Ph.D., PGDCA**



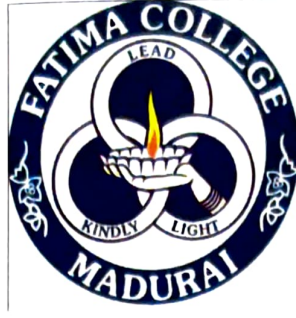
Department of Management Studies

Fatima College (Autonomous)

Madurai -625018.

**February - 2021**





**FATIMA COLLEGE (AUTONOMOUS)**  
**Department of Management Studies**  
**MADURAI-625018**

### **BONAFIDE CERTIFICATE**

This is to certify that the Project Work entitled “**A STUDY ON EMPLOYEES’ ATTITUDE TOWARDS EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM WITH SPECIAL REFERENCE TO 36SOFTWORKS**” is a Bonafide record of the work done by P.MOONESHA (2019MBA27) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Dr.P.Shyamala)

Head of the Department

(Dr.P.Shyamala)

Director

(Dr.S.Raju)



## **TO WHO SOEVER IT MAY CONCERN**

This is to certify that Miss. Moonesha (Roll No: 2019MBA27) student of  
|| MBA Fatima college, Madurai to has undergone her main project in our company from  
December 2020 to Febraury 2022.

During this period, her attendance, conduct and behaviour were good.

We wish her all the best.

Yours Sincerely,

For 36 Softworks Pvt. Ltd.



Human Resource

37, siluvaivaithear lane, New mahalipatti road, Madurai-625001

CALL US AT +9179048 52616.

WWW.36SOFTWORKS.COM. [www.36softworks.com](http://www.36softworks.com)

**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Mary Land, Madurai-625018.**

**P.MOONESHA**  
**2019MBA27**

### **DECLARATION**

I hereby declare that the Project done under the title **“A STUDY ON EMPLOYEES’ ATTITUDE TOWARDS EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM WITH SPECIAL REFERENCE TO 360SOFTWORKS”** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.



**Signature of the student**

**P.MOONESHA**



**“A Study on Employees Attitude towards Quality of  
Work Life With Special Reference to Hari  
Galvanizers Private Limited , Chennai”**

Submitted in partial fulfillment of the requirements for the award of the degree  
of Master of Business Administration of Madurai Kamaraj University

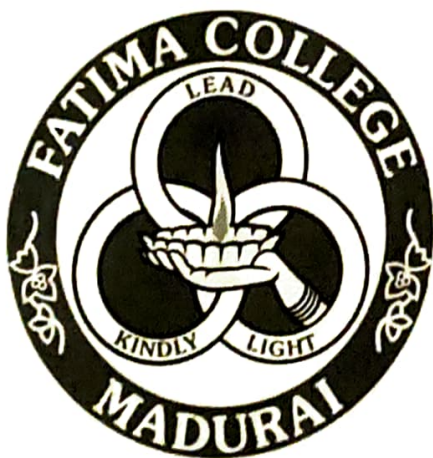
**By**

**MUTHUVISALAKSHI M**

**2019MBA28**

**Under the guidance of**

**Dr.P. SHYAMALA, MBA, M. PHIL, Ph.D., PGDCA**

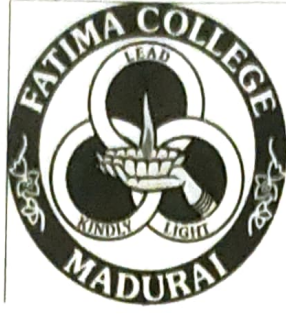


Department of Management Studies

Fatima College (Autonomous)

Madurai -625018.

**February - 2021**



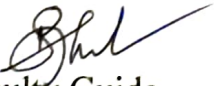
FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies

MADURAI-625018

### BONAFIDE CERTIFICATE

This is to Certify that the Project Work entitled “**A Study on Employees Attitude towards Quality of Work Life With Special Reference to Hari Galvanizers Private Limited Chennai**” is a Bonafide record of the work done by M.Muthu Visalakshi (2019MBA28) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

(Dr.P.Shyamala)

  
Head of the Department

(Dr.P.Shyamala)

  
Director  
(Dr.S.Raju)

# **HARI GALVANIZERS PRIVATE LIMITED**

Date: 19.02.2021

## **TO WHOMSOEVER IT MAY CONCERN**

### **Completion certificate**

This is to certify that Ms.Muthu Visalakshi M,(2019MBA28) student of 2<sup>nd</sup> year MBA Fatima college, Madurai to has undergone her final year project in our company from 21<sup>st</sup> December 2020 to 19<sup>th</sup> February 2021.She has completed the study satisfactorily.

for hari galvanizers pvt ltd,

For. HARI GALVANIZERS PVT. LTD



Managing Director

**Fatima College (Autonomous)**

**Department of Management Studies**

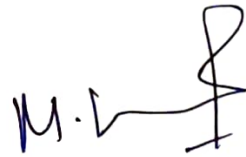
**Mary Land, Madurai-625018.**

**M.Muthu Visalakshi**

**2019MBA28**

### **DECLARATION**

I hereby declare that the Project done under the title **“A Study on Employees Attitude towards Quality of Work Life With Special Reference to Hari Galvanizers Private Limited ,Chennai”** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.

A handwritten signature in blue ink, appearing to read 'M. V.' followed by a stylized flourish.

Signature of the student

M.Muthu Visalakshi

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. Raju, Director, Department of Management Studies Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide **Dr.P. SHYAMALA, MBA, M. PHIL, PhD, PGDCA, SET, NET, HOD, Department of Management Studies** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to **Mrs. Mcennal Manivannan, Managing Partner, Hari Galvanizers Private Limited Chennai.**

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project.

Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.



**A STUDY ON EMPLOYEE ATTITUDE TOWARDS SELECTION PROCEDURE  
WITH SPECIAL REFERENCE MADURA COATS PRIVATE LIMITED-MADURAI**

**Submitted in partial fulfilment of the requirement for the award of the degree of Master  
of Business Administration of Madurai Kamaraj University**

**By**

**M. NIMY ROSE  
(2019MBA29)**

**Under the guidance of**

**DR.P.SHYAMALA, M.B.A., M.Phil., Ph.D., PGDCA**



**DEPARTMENT OF MANAGEMENT STUDIES**

**FATIMA COLLEGE (AUTONOMOUS)**

**MADURAI - 625 018**

**FEBRUARY - 2021**



**FATIMA COLLEGE**

**DEPARTMENT OF MANAGEMENT STUDIES**

**MADURAI- 625018.**

**BONAFIDE CERTIFICATE**

This is to certify that the project work entitled **“A study on Employee attitude towards selection procedure with special references to Madura coats”** is a bonafide record of work done by **M. Nimy rose (RegNo.2019MBA29)**, submitted in partial fulfilment of the requirement for the award of the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty guide department

**P. SHYAMALA**

Head of the department

**P. SHYAMALA**

Director

**Dr.S.RAJU**



# Madura Coats Private Ltd.,

Global Thread Supply India

New Jail Road, Madurai - 625 014.

Telephone : 0452- 6578950 Fax : 0452 - 2309830

CIN U18302KA 1974PTCD47421

IRD

10.02.2021

## CERTIFICATE

This is to certify that the following student has completed the project titled below in our Mills.

Name of the student	:	M. Nimy rose
Register Number	:	2019MBA29
Institution	:	Fatima college Madurai
Course of study	:	MBA(HR)
Project duration	:	December - February
Department	:	HR Department
Project Title	:	"A study on employee attitude towards selection procedure" in Madura coats pvt lmtd. Madurai

Her conduct and character during the said period with us were good.

We wish her all success in her future,

For Madura coats private limited.,

(P. K . ALEXANDER)



*P.K.A.*



**FATIMA COLLEGE**

**DEPARTMENT OF MANAGEMENT STUDIES**

**MADURAI- 625018.**

**M. NIMY ROSE**  
**(Reg.No:2019MBA29)**

**DECLARATION**

I hereby declare that the project done under the title "A study on Employee attitudes towards recruitment and selection procedure with special references to Madura coats" submitted for the award of the degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*M. Nimy Rose.*  
(Signature of the student)



## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank God almighty whose blessings made us to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. CELINE SAHAYA MARY, Principal, Fatima College, and Madurai - 625018.**

I express my gratitude to **Dr.S.RAJU, Director, Department of Management Studies, Fatima College,(AUTONOMOUS)** Madurai for providing me such an opportunity.

I also thank **Dr. SHYAMALA, HOD, Department of Management Studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide **Dr. SHYAMALA** for her Moral support to undergo the project.

It is a great pleasure to acknowledge my sincere thanks to **MR.P.K.ALEXENDAR** (industrial relation manager) Madurai wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally, I thank my teachers, respondents, friends and parents who helped us in completing my project successfully.

# **“A STUDY ON EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS WITH SPECIAL REFERENCE TO DOTCOM INFOWAY, MADURAI.”**

Submitted in partial fulfillment of the requirements for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

**By**

**T. R. NIRANJANI DEVI**

**2019MBA30**

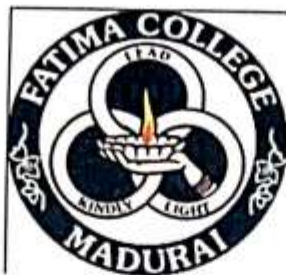
**Under the guidance of**

**Dr.P. SHYAMALA, MBA, M. PHIL, Ph.D., PGDCA**



Department of Management Studies Fatima  
College (Autonomous) Madurai -625018.

**February - 2021**



FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies

MADURAI-625018

### BONAFIDE CERTIFICATE

This is to Certify that the Project Work entitled “A Study on Effectiveness Of Recruitment and Selection Process With Special Reference to Dotcom Infoway” is a Bonafide record of the work done by T.R.Niranjani Devi (2019MBA30) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Dr.P.Shyamala)

Head of the Department

(Dr.P.Shyamala)

Director

(Dr.S.Raju)



**TO WHOM SOEVER IT MAY CONCERN**

This is to certify that **Miss. T.R. NIRANJANI DEVI (Roll No: 2019MBA30)** student of II MBA, Fatima college, Madurai to has undergone her main project in our company from December 2020 to February 2021.

During this period, her attendance, conduct and behavior were good.

We wish her all the best.

Yours Sincerely,

for Dot Com Infoway Ltd.

  
Hemalatha C.

Human Resources



CHENNAI

Dot Com Infoway Ltd., K-48, Anna Nagar East, Chennai - 600 102, Tamilnadu, India.  
Tel: + 91 44 4262 0000

MADURAI

Dot Com Infoway Ltd., 3, Vaigai Colony, 1<sup>st</sup> Floor, Anna Nagar, Madurai - 625 020, Tamilnadu, India.  
Tel: +91 452 252 2257

Email: [ask@dotcominfoway.com](mailto:ask@dotcominfoway.com) Website: [www.dci.in](http://www.dci.in)

**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Mary Land, Madurai-625018.**

T.R.Niranjani Devi  
2019MBA30

### **DECLARATION**

I hereby declare that the Project done under the title **"A Study on Effectiveness Of Recruitment and Selection Process With Special Reference to Dotcom Infoway, Madurai."** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.

*T.R. Niranjani Devi*  
**Signature of the student**

T.R.Niranjani Devi



## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous)**, Madurai.

I express my gratitude to **Dr. S. Raju, Director, Department of Management Studies Fatima College (Autonomous)**, Madurai for providing me such an opportunity.

I also thank **Dr. P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide **Dr.P. SHYAMALA, MBA, M. PHIL, PhD, PGDCA, SET, NET, HOD, Department of Management Studies** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to **Mr. T. Kumerashan**, Managing Partner, Dotcom Infoway Madurai.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

# CONTENT

## Tables of contents

Chapter No.	Content	Page No.
I	<p style="text-align: center;">INTRODUCTION</p> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Industry profile</li> <li>• Company profile</li> <li>• Objectives</li> <li>• Needs of the study</li> </ul>	9-15
II	REVIEW OF LITERATURE	16-40
III	<p style="text-align: center;">RESEARCH METHODOLOGY</p> <ul style="list-style-type: none"> <li>• Data collection</li> <li>• Sampling method</li> <li>• Statistical tools</li> <li>• Limitation</li> </ul>	41-45
IV	ANALYSIS AND INTERPRETATION	46-65
V	<p style="text-align: center;">FINDINGS, SUGGESTIONS AND CONCLUSION</p> <ul style="list-style-type: none"> <li>• BIBLIOGRAPHY</li> <li>• APPENDIX</li> </ul>	66-84

**LIST OF TABLES**

<b>Table No.</b>	<b>Title</b>	<b>Page No.</b>
1	Percentage analysis of gender of respondents	49
2	Percentage analysis of age of respondents	50
3	Percentage analysis of marital status of respondents	51
4	Percentage analysis of department of respondents	52
5	Percentage analysis of Qualification of respondents	53
6	Percentage analysis of income of respondents	54
7	Percentage analysis of experience of respondents	55
8	Percentage analysis of areas of living of respondents Consolidated demographic respondents	56 47
9	Chi square test between experience and promotion	57-58
10	Chi square test between qualification and knowledge	59-60
11	Correlation between aptitude and one to one interview	61
12	Correlation between employee referral and direct applicants	62
13	One way anova between gender and job specification	63
14	One way anova between experience and skill	64

15	Weighted average between variables	65
----	------------------------------------	----

## LIST OF CHARTS

Table No.	Title	Page No.
1	Percentage analysis of gender of respondents	49
2	Percentage analysis of age of respondents	50
3	Percentage analysis of marital status of Respondents	51
4	Percentage analysis of department of Respondents	52
5	Percentage analysis of Qualification of Respondents	53
6	Percentage analysis of income of respondents	54
7	Percentage analysis of experience of Respondents	55
8	Percentage analysis of areas of living of respondents	56

# **CHAPTER - I**

## 1.1 INTRODUCTION:

Recruitment and selection process is a crucial factor in any organization for selecting right person for the right job. Human resource is the most important asset of the company. The success of the company depends much on human resource. Those human resource were brought into the company through the proper and purposeful recruitment process.

Recruitment and selection both are very closely linked. Both of the activities directs towards achieving the appropriate candidate with the requisite competencies and attitudes. The recruitment can also be understood as the foundation for the selection process by providing number of applicants from which the selection panel and select the suitable candidates. So it is the source of manpower to meet the requirements which are needed in the staffing. The recruitment process is conducted in a cost effective manner. There are two types of recruitment, internal and external. The term selection can be the best understood as the process to fill the vacancy either internally or externally. It is to make a choice among all the applicants and to choose the best for the organization.

Recruitment and selection process costs to the company and the selectors want the best candidate.

Basically the objectives of the selection are as follows:

- ☐ To collect the relevant information.
- ☐ Organize and study the information collected.
- ☐ Evaluate each candidate.

In current scenario, the company invests the considerable amount of money to recruit and select the best suitable person for the organization so that the person could be an asset for the organization. The long process starts from, Identifying requirements, screening, process design and the process end by offering the appointment letter. After this the training is provide to the candidate. The training also cost a considerable amount of money on the candidate. The following stages are used in the recruitment process.

Hence, it could be better understood as the important aspects in the organization. The organization does the recruitment and selection to achieve the organizational goals. The inappropriate selection can result in the loss to the organization. There are various ways of doing the recruitment, like advertisement, head hunters and some do the recruitment fairs. Hence the recruitment and selection process differs from the sector to sector.

## **1.2 INDUSTRY PROFILE**

Software developers are the creative, brainstorming masterminds behind computer programs of all sorts. While some software developers may focus on a specific program or app, others create giant networks or underlying systems that help trigger and power other programs. This is why there are two main classifications of developers: applications software developers and systems software developers.

According to the U.S. Department of Labor (DOL), developers in this sector are responsible for designing computer or mobile applications. The nature of their work is largely focused on creating for consumers. This involves understanding user needs, developing software solutions, monitoring performance and modifying programs as needed. These professionals are focused on operating systems-level software, compilers and network distribution software, as outlined by the DOL. This role is geared more toward designing solutions for enterprise organizations. This includes developing software for medical, industrial, military, communications, aerospace, business, scientific and general computing applications.

Much of the actual creation of software programs happens through the writing of code, and software developers oversee that. Depending on the company where they work, a software developer will analyze the needs of the user and then create, test and develop software that will solve a problem, provide entertainment or simply make life easier for its intended audience. After mapping out the design, creating flowcharts and drafting out each step of the process, developers will build diagrams and models to instruct programmers how to write the code for the program. Other job duties include mapping out the software to have on record for future upgrades and enhancements, testing the software, and collaborating with other computer specialists to make sure the software is top notch and functioning properly



Software developers must have a healthy balance of hard and soft skills. Not only are software developers in charge of outlining and creating the code and design for a program, but these types of careers generally involve a lot of collaboration between various stakeholders.

## **1.3 COMPANY PROFILE**

Dot com infoway is a digital marketing company located in Madurai. over 18 + years of experience in offshore IT services, grown from 5 employees in 2000 to more than 100+ full-time staff in 2019.

Highly talented team of English-speaking software developers, mobile app developers, Web developers, website designers, mobile app UI and UX designers, block chain developers, SEO experts, social media experts, SEO copywriters, technical writers, mobile marketers, email marketers, QA professionals, digital marketing experts and others guided by PMI-trained, PMP-certified Project Managers, software architects and proactive team leaders.

Core technologies delivered have been Microsoft Technologies, Open Source Platforms (Linux). JavaScript Frameworks, PHP, ASP.NET, Angular, Laravel and Sun/Java Technologies, Swift, Objective-C, Android Studio, Kotlin, Xamarin, PHP7, CakePHP, Codeigniter, yiiframework.

Vast experience with international offshore projects (95% of our clients are overseas).

### **Vision**

Their vision is to be a globally reputed IT company that leverages technology to deliver customized, cost-effective solutions. We hope to be recognized as one of the Top 50 IT solutions companies in India by the year 2020.

## **Mission**

To provide innovative IT solutions and services that streamline business processes, galvanize enterprise productivity and help our clients achieve their business objectives with the aim of achieving 100% customer satisfaction every time.

## **Flexibility and Scalability**

- ☐ With our client-centric business model, we serve our clients in their preferred business operation hours – ‘round-the-clock business enabling services’.
- ☐ Our geographical location enables 24×7 service offering and reduction in turn-around time due to time zone differences.
- ☐ We have a diversified talent pool and local availability of skilled experts to provide quick scalability.
- ☐ We currently have over more than 100+ employees and can scale up our team strength, if required, very fast.

## **Quality Certifications**

- ☐ Compatibility Maturity Model Integration (CMMI) Maturity Level (ML) 3 (version 1.2 Dev) certification for software engineering & organizational management.
- ☐ Microsoft Certified Gold Partner for expertise in Microsoft technologies.
- ☐ Dedicated internal ISO Audit team to ensure quality service, on time, all the time.

## **Project Management Expertise:**

- ☐ At Dot Com Infoway, the emphasis is to deliver quality products on-time and within budgets and we achieve this through superlative Project Management.
- ☐ Project Managers in DCI are PMP-certified and PMI-trained professionals.
- ☐ Project managers from Dot Com Infoway know how to:

- Identify and manage risks right from the start
- Define and manage project scope
- Deliver project results on time and within budget
- Ensure deliverables meet or exceed user needs.
- Deliver products of high quality
- Deliver the benefits that justify the client's investment
- Consistent project management discipline is part of every Dot Com Infoway service offering.

#### **1.4 OBJECTIVE OF THE STUDY**

- ☐ To study the existing recruitment and selection process the organization is using.
- ☐ To study various factors involved in recruitment and selection process.
- ☐ To study the methods and techniques used in recruitment and selection process.
- ☐ To study and identify how the present process affects the organizational outcomes.
- ☐ To find employers and employees opinion about present process and provide suggestion for improvement.

### **1.5 NEED FOR THE STUDY:**

- This study was carried out in order to find the recruitment and selection process activity carried out for employees.
- Analyze the satisfaction of the company on the recruitment and selection process.

### **1.6 SCOPE OF THE STUDY:**

- ❖ The study is to determine the factor influencing effectiveness of recruitment and selection process
- ❖ The study is also to determine the nature of recruitment and selection process of the company
- ❖ The study covers the impact of recruitment and selection process on employee's performance and productivity

# **CHAPTER - II**

## REVIEW OF LILTERATURE

1. French says that the importance of certain selection and recruitment activities in the organizations (G.R. French, 2012).
2. Sangeetha (2010). Decisions made in the recruitment and selection process or stage will impact on the company in the future. Bad decisions made in the selection process can create serious costs for an organization vice versa.
3. Neeraj (2012) defined selection as the process of picking individuals who have relevant qualifications to fill jobs in an organization. Selecting the right employees is important for three main reasons: performance, costs and legal obligations.
4. Florae (2014) argued that merit and demerit of the use of recruitment agencies to a firm is the same thing with that of external recruitment sources which he listed be: qualified personnel, a wider choice of candidates, fresh talent, competitive spirit among candidate etc. International Journal of Pure and Applied Mathematics Special Issue
5. Olatunji and ugoji (2013) in a study of personnel recruitment on organizational development.
6. Adeyemi et. al (2015) also opined that employees should all be treated fairly in the recruitment and selection process and be appraised constantly to ensure that they improve their performance.
7. Ekwoaba, Ikeije, and Ufoma (2015) in a study of the impact of recruitment and selection criteria on organizational performance revealed that recruitment and selection criteria have a significant.

8. Mustapha et.al (2013) opined that the aim of recruitment goes beyond mere filling of vacancies to include individual development and achievement and building a strong organization where effective team work and the individual's needs are realized at the same time.
9. Stephen, Cowgill, Hoffman, and Housman (2013), study shows that employee referrals enhance monitoring and coaching and makes the work environment more enjoyable as they work with friends because workers refer others like themselves, not only in characteristics but in behavior.
10. Gilbert, De Winnie, & Seals, 2011, says Intended practices are developed by the policy-makers of the organization so as to accomplish the desired attitudes and behaviors.
11. Compton, Morrissey, Nankervis 2014, says Getting recruitment and selection processes and techniques right the first time is crucial and is the product of human resource planning, job design, human resource development, remuneration systems, career and succession plans to satisfy and motivate qualified applicants (Compton, Morrissey, Nankervis 2014).
12. As Mullins, Gill (2010, p 485) says that if the HRM function is to remain effective, there must be consistently good levels of teamwork, plus ongoing co-operation and consultation between line managers and the HR manager.
13. Ntiamoah et al., p. 4, 2014 say that recruitment and selection have become ever more important as organizations increasingly regard their workforce as a source of competitive advantage.
14. Nartey, 2012 says recruitment and selection process should be done at each and every sector for fulfilling their organizational goals.
15. Absar (2012) says the importance of recruitment and selection in his paper by considering both public and private manufacturing firms.



16. French says that the importance of certain selection and recruitment activities in the organizations (G.R. French, 2012)

17. Sangeetha (2010). Decisions made in the recruitment and selection process or stage will impact on the company in the future. Bad decisions made in the selection process can create serious costs for an organization vice versa.

18. Neeraj (2012) defined selection as the process of picking individuals who have relevant qualifications to fill jobs in an organization. Selecting the right employees is important for three main reasons: performance, costs and legal obligations.

19. Florae (2014) argued that merit and demerit of the use of recruitment agencies to a firm is the same thing with that of external recruitment sources which he listed be: qualified personnel, a wider choice of candidates, fresh talent, competitive spirit among candidate etc. International Journal of Pure and Applied Mathematics Special Issue

20. Olatunji and ugoji (2013) in a study of personnel recruitment on organizational development.

21. Adeyemi et. al (2015) also opined that employees should all be treated fairly in the recruitment and selection process and be appraised constantly to ensure that they improve their performance.

22. Ekwoaba, Ikeije, and Ufoma (2015) in a study of the impact of recruitment and selection criteria on organizational performance revealed that recruitment and selection criteria have a significant effect on organization's performance that the more objective the recruitment and selection criteria, the better the organization's performance.

23. Mustapha et.l (2013) opined that the aim of recruitment goes beyond mere filling of vacancies to include individual development and achievement and building a strong organization where effective team work and the individual's needs are realized at the same time.

24. Stephen, Cowgill, Hoffman, and Housman (2013), study shows that employee referrals enhance monitoring and coaching and makes the work environment more enjoyable as they work with friends because workers refer others like themselves, not only in characteristics but in behavior.

25. Gilbert, De Winnie, & Seals, 2011, says Intended practices are developed by the policymakers of the organization so as to accomplish the desired attitudes and behaviors.

26. Compton, Morrissey, Nankervis 2014, says Getting recruitment and selection processes and techniques right the first time is crucial and is the product of human resource planning, job design, human resource development, remuneration systems, career and succession plans to satisfy and motivate qualified applicants (Compton, Morrissey, and Nankervis 2014).

27. As Mullins, Gill (2010, p 485) says that if the HRM function is to remain effective, there must be consistently good levels of teamwork, plus ongoing co-operation and consultation between line managers and the HR manager.

28. Ntiamoah et al., p. 4, 2014 say that recruitment and selection have become ever more important as organizations increasingly regard their workforce as a source of competitive advantage.

29. Nartey, 2012 says recruitment and selection process should be done at each and every sector for fulfilling their organizational goals.

30. Absar (2012) says the importance of recruitment and selection in his paper by considering both public and private manufacturing firms.

31. Recruitment is the process whereby an organization generates a pool of qualified, skilled and knowledgeable persons applying to an organization for employment (Gold, 2007). In view of the above the aim of the organization is to find suitable candidates who satisfy the requirements for employment.

32. In the view of Adu-Darko (2014) it is the process of obtaining applicants with the required experience, knowledge, skills, qualifications and attitude for a job vacancy.

33. Armstrong (2006) posits that recruitment is aimed at obtaining the right caliber and number of suitable persons to fill vacant positions in an organization.

34. Castillo (2006) posits that recruitment is described as a process European Scientific Journal May 2018 edition Vol.14, No.13 ISSN: 1857 – 7881 (Print) e - ISSN 1857- 7431 203 where management uses methods and processes to legally obtain qualified persons to fill vacant positions.

35. Dessler (2002), points out that recruitment and selection is a process of attracting people for a job opening.

36. Jovanovic (2004) said recruitment is a process of attracting a pool of high quality applicants so as to select the best among them.

37. Yaseen (2015), recruitment is basically attracting and finding competent pool of candidates according to the requirements of the job or key position.

38. One of the most important functions of the Human Resource Department of every organization is attracting potential employee(s) who have the requisite qualification, skills, knowledge, experience and attitude to take up the job offer to fill a vacancy (Muscalu, 2015). In attracting applicants for a job, management should Identifying sources of recruitment. The sources of recruitment an organization could consider are; internal sources and external sources.

However, according to Muscalu (2015) it is appropriate to use both sources so as to increase the company's chances of attracting the most qualified person for the job.

39. According to Korsten (2003) and), has taken up a research titled on 'A study on recruitment and selection "and the purpose of study is to Creating a large talent pool of candidates to ensure the organization can hire the best employee. Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment. And the major tool used in this analysis of variance with the help of simple percentage. Psychometric examinations as employee selection process and major finding is stated that recruitment process may be internal or external or may also be conducted online. Finally this process is based on the levels of recruitment policies, job postings and details, advertising, job application and interviewing process, assessment, decision making, formal selection and training.

40. Jones et al. (2006), has undergone a research 'A Study on recruitment and selection" and the purpose of study is to finding people who will fit in with the company culture and contribute to the organization's goals. And the major tool used in this chi square. Suggested that examples of recruitment policies in the healthcare, business or industrial sector may offer insights into the processes involved in establishing recruitment policies and defining managerial objectives. Successful recruitment techniques involve an incisive analysis of the job, the labor market scenario/ conditions and interviews, and psychometric tests in order to find out the potentialities of job seekers.

41. Price (2007), has taken up a research titled on recruitment and training cost and efforts. And the major tool used in this chi square in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment. He states that the process of recruitment is not a simple selection process, while it needs management decision making and broad planning in order to appoint the most appropriate manpower. Their existing competition among business enterprises for recruiting the most potential workers in on the pathway towards creating innovations, with management decision making and employers attempting to hire only the best

applicants who would be the best fit for the corporate culture and ethics specific to the company. This would reflect the fact that the management would particularly shortlist able candidates who are well equipped with the requirements of the position they are applying for, including team work. Since possessing qualities of being a team player would be essential in any management position.

42. Hiltrop (1996) has taken up a research titled on study is to Decreasing the likelihood that a new hire won't work out. And the major tool used in this correlation was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. He conducted his research on HR manager and company officials of 319 companies in Europe regarding HR practices and policies of their respective companies and discovered that employment security, training and development programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices. As a matter of fact, the primary role of HR is to develop, control, manage, incite, and achieve the commitment of the employees. The findings of work also showed that selectively hiring has a positive impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved. Furthermore, staffing and selection remains to be an area of substantial interest.

43. Silzer et al (2010) has undergone research entitled on the purpose of study is to motivating employees to work harder to obtain promotions. However, filling a role with someone already familiar with company procedures and culture. Their main tool used in this research descriptive and analytical tool with the help of simple percentage, the process of recruitment does not cease with application of candidature and selection of the appropriate candidates, but involves sustaining and retaining the employees that are selected, as stated by Work was largely concerned with Talent management, and through their work they were successful in resolving issues like whether or not talent is something one can be born with or is it something that can be acquired through development.

43. Silzer et al (2010) has undergone research entitled on the purpose of study is to motivating employees to work harder to obtain promotions. however, filling a role with someone already familiar with company procedures and culture. Their main tool used in this research descriptive and analytical tool with the help of simple percentage, the process of recruitment does not cease with application of candidature and selection of the appropriate candidates, but involves sustaining and retaining the employees that are selected, as stated by Work was largely concerned with Talent management, and through their work they were successful in resolving issues like whether or not talent is something one can be born with or is it something that can be acquired through development

44. Taher et al. (2000) has undergone research entitled on the purpose of study is to carried out a study the employee satisfactory level with the existing recruitment policy in the industry. critique the value-added and non-value activities in a recruitment and selection process. The strategic manpower planning of a company, training and development program, performance appraisal, reward system and industrial relations, was also appropriately outlined in the study.

This study was based on the fact that efficient HR planning is an essence of organization success, which flows naturally into employee recruitment and selection Therefore, demand, rather than supply must be the prime focus of the recruitment and selection process and a greater emphasis must be put on planning, supervising and control rather than mediation. Extending this principle, a realistic approach to recruitment and selection process was demonstrated, and the study found that an organization is efficient only when the value it commands exceeds the price involved in determining the process of decision making or product. In other words, value-added and non- value added activities associated with a company's recruitment and selection process impacts its role in creating motivated and skilled workforce in the country.

45. A.M. Gurav and Pralhad Krishna Mudalkar(2011) has undergone research entitled on 'A study on recruitment and selection' and the purpose of study is to find out the various recruitment sources used by the selected industries. And the major tool used in this chi squar. "This research paper highlights Human resource Practices is one of the essential factors of organizations and also it examine the role of human resource workforce and its contribution to the development of

sugar factories”

46. Andries du Plisses, (June 2008) has undergone research entitled on the purpose of study is to “In 21st century it necessary for organization that they should develop their competitive advantage and for this fulfillment of the this need HR functions and activities should assist the organization. for surviving in global market and for meeting changing demand of customer HRM should give stress on proper recruitment and selection, development of employees and their career development opportunities ” .

47. Arrey Mbongaya Ivo (2006) has taken up a research titled on “This study specially focus on the concepts of Hard and Soft approaches to Human Resource Management, Hard HRM gives emphasis on employee’s compliance, quantitative output, managers, task and development of the organization on other hand Soft HRM emphasis on flexibility, negotiation, performance quality recognition of environment and rights in employment relation”

48. Ashok Som (2008) has taken up a research titled on “Initially author give reference about liberalization period of India and then the direction of study is to see significance of innovative HRM Practices and to see whether it is really effective for enhancing performance of the organization ” “the objective behind this study is to evaluate performance of the depots and to prepare rank of depots on the basis of performance, for such evaluation author has decided some indicators of performance like no. of buses, no. of schedules, profit margin per bus etc and after analysis of data author gave a rank of 12 depots and also suggest for deliberate policy action.”

49. Chatterjee, S. R. (2007) has taken up a research titled on “India is developing from economic point of view and it happening because of growth in inputs specially in labor, but on other hand still training and development program in India is undeveloped form skill and value development point of view, career planning has limited scope ,another side of this aspect is some organizations are adopting effective policies regarding employees like „Wings Within“ in Wipro etc.”

50. Dana B. Minbaeva (2005) has undergone research entitled “This research is aim at to determine the effect of Human Resource Practices on Knowledge transfer. For study author take in consideration four functions of HRM like manpower planning, performance appraisal, reward



system and career management, and the effect of these factor on knowledge transfer if positive ,it a conclusion of authorCompetitive advantage in product could not sustain for long period but now a day it is important that organizations should reinvent themselves and change itself according to changing environment we can it as innovation and innovation has close relation with culture of organization, employee behavior and all HR functions of the organization.

51. Mane Kiran Harish Chndra (2010) has undergone research entitled “In this study An Author took Opinion of 200 employees about “Salary ” , and employees gave information that they are not able to meet their expenses with the salary and that is why they are not that satisfied ” This article presents differences and similarities between public and private sectors firms of Bangladesh in the area of recruitment and selection Practices, sources of recruitment and selection devices, and at the end it is suggested that, public sector should analyze job, there should be farness in selection process, private sector should adopt formal recruitment policy.”

52. M.Manonmani(2012) has undergone research entitled on “The author has covered rural, urban and aggregate industries of India to examine linkage between wage and Productivity, it concluded that in rural industry that there is strong association of wage rate and labor productivity, in urban industries there is positive and statistically significant association between wage rate and labor productivity This article aims to measure training and development at substantial level and it concludes that if training Process needs to achieve its objectives then HR training professionals have to master the training measurement methodologies using impact of measurement.”

53. Ashraf(2012) has undergone research entitled on “In this research paper author focus on evaluation strategy of training program in public organization, for such evaluation one should answers of questions like how, what and when about training, then training outcomes should evaluate through a process “This research article gives information about effectiveness of training program from trainees prospective and its outcome of factor analysis indicate similarity with Kirkpatric’s Model of training evaluation and chi-square analysis tells that the demographic variable does not influence the psyche of trainees for judging the efficiency of training program ”

54. R.KalpnaSastry (2009) has taken up a research titled on ‘A study on recruitment and selection “and the purpose of study is to “The author has used a case for analysis of topic and suggested that for managing Human Resource effectively it is necessary to observe human resource management principles and strategies.”The research paper focus on welfare provision for workmen in milk factory, established under the cooperative sector and at the end of study the author concluded that when employer expects good performance from employees then she should provide welfare facilities to them and also the author gave stress on Humanistic approach.

55. Richard Saundry and Gemma Wimberley(2012) has taken up a research titled on ‘A study on recruitment and selection “and the purpose of study is to “Author talk about actual meaning of Dispute, Grievance, Discipline, and traditional way of handling dispute and new procedure of the same, there are sets of factors which shaped forms of individual dispute, study shows how old long process of dispute resolution replaced by shorter process” Training has significant impact on employees turnover and success of organization and success of organization ids depend on Human Resource strategies and approaches and employee commitment is part of it and with the help of training and development program organization can develop such commitment of employees towards the organization and it will effect employee turnover also. ”

56. Shashank Shah (2012) has taken up a research titled on ‘A study on recruitment and selection “and the purpose of study is to “In this Research paper, an author propose a society and local community welfare Framework for Indian corporate organizations based on the existing practices of eminent corporate organization In today’s world we can see use of internet rapidly developed and those development has effected human Resource Management Functions also. With the help if empirical study and factors like actors , strategies , activities and technologies author tries to explain the concept of eHRM “this research is combination of theoretical and empirical research, for studying factors which affect training program. Training environment, work environment, employee’s characteristics these factors effect on effectiveness of training. ”

56. Shashank Shah (2012) has taken up a research titled on ‘A study on recruitment and selection “and the purpose of study is to “In this Research paper, an author propose a society and local community welfare Framework for Indian corporate organizations based on the existing

practices of eminent corporate organization In today's world we can see use of internet rapidly developed and those development has effected human Resource Management Functions also. With the help if empirical study and factors like actors , strategies , activities and technologies author tries to explain the concept of eHRM "this research is combination of theoretical and empirical research, for studying factors which affect training program. Training environment, work environment , employees characteristics these factors effect on effectiveness of training. "

57. Jovanovic (2004) ) has undergone research entitled on 'A study on recruitment and selection' and the purpose of study is to a Attract and empower an ever increasing number of applicants to apply in the organization.said recruitment is a process of attracting a pool of high quality applicants so as to select the best among them. For this reason, top performing companies devoted considerable resources and energy to creating high quality selection systems. Due to the fact that organizations are always fortified by information technology to be more competitive, it is natural to also consider utilizing this technology to re-organize the traditional recruitment and selection process through proper decision techniques, with that both the effectiveness and the efficiency of the processes can be increased and the quality of the recruitment and selection decision improved.

58. Dessler, (2000) has undergone research entitled on 'A study on recruitment and selection' and the purpose of study is to Build positive impression of the recruitment process. found in his study that the Recruitment and selection forms a core part of the central activities underlying human resource management: namely, the acquisition, development and reward of the workers. It frequently forms an important part of the work of human resource managers – or designated specialists within work organizations. However, and importantly, recruitment and selection decisions are often for good reason taken by non-specialists, by the line managers. Recruitment and selection also have an important role to play in ensuring worker performance and positive organizational outcomes. Recruitment and selection had the capacity to form a key part of the process of managing and leading people as a routine part of organizational life, it is suggested here that recruitment and selection has become ever more important as organizations increasingly regard their workforce as a source of competitive advantage. Of course, not all employers engage with this proposition even at the rhetorical level. However, there is evidence of increased interest

in the utilization of employee selection methods which are valid, reliable and fair.

59. Mullins (1999) indicated that to be a high performing organization, human resource management must be able to assist the organization to place the right person in the right job. The human resource management practices include recruitment, selection, placement, evaluation, training and development, compensation and benefits, and retention of the employees of an organization. Businesses have developed human resource information systems that support: (i) recruitment, selection, and hiring, (ii) job placement, (iii) performance appraisals, (iv) employee benefits analysis, (v) training and development, and (vi) health, safety, and security.

60. Smith et al. (1989) argue that the more effectively the recruitment stage is carried out, the less important the actual selection process becomes. When an organization makes the decision to fill an existing vacancy through recruitment, the first stage in the process involves conducting a comprehensive job analysis. This may already have been conducted through the human resource planning process, particularly where recruitment is a relatively frequent occurrence. Once a job analysis has been conducted, the organization has a clear indication of the particular requirements of the job, where that job fits into the overall organization structure, and can then begin the process of recruitment to attract suitable candidates for the particular vacancy.

61. According to Odiorne, (1984) one result of effective recruitment and selection is reduced labour turnover and good employee morale. Recruiting ineffectively is costly, since poor recruits may perform badly and/or leave their employment, thus requiring further recruitment. In a cross national study of recruitment practices, suggests that, in 48 reality, recruitment practices involve little or no attempt to validate practices. Personnel managers tend to rely on feedback from line managers and probationary periods and disciplinary procedures to weed out mistakes. Firms with high quit rates live with them and tend to build them into their recruitment practices and they do not analyze the constitution of their labor turnover. A number of recent studies have suggested that some recruitment methods are more effective than others in terms of the value of the employees recruited. Miyake, (2002) indicated that while advertising is usual for job vacancies.

62. Miyake, (2002) indicated that while advertising is usual for job vacancies, applicants were sometimes recruited by word of mouth, through existing employees. Besides being cheaper, the

“grapevine” finds employees who stay longer (low voluntary turnover) and who are less likely to be dismissed (low involuntary turnover). People recruited by word of mouth stay longer because they have a clearer idea of what the job really involves. The study reviewed five studies in which average labor turnover of those recruited by advertising was 51 percent. The labor turnover for spontaneous applicants was 37 per cent and turnover for applicants recommended by existing employees was 30 percent. One hypothesis proposed to account for this was the “best information” hypothesis. It was argued that people who were suggested by other employees were better and more realistically informed about the job than those who applied through newspapers and agencies.

63. Burack, (1985) argues that recruitment sources are significantly linked to differences in employee performance, turnover, satisfaction and organizational commitment. In a survey of 201 large US companies, Burack asked respondents to rate the effectiveness of nine recruitment sources in yielding high-quality, high-performing employees. The three top ranked sources were employee referrals, college recruiting and executive search firms. However, cautions that, while these general results are useful, there is a need for greater internal analysis of the relative quality of recruits yielded by different sources.

64. Kersley et al (1997) reiterated the anticipatory socialization stage for students planning to enter professions, and in particular the effects of recruitment and selection experiences on career expectations and orientation. They agreed that the nature of students’ job search activity, the possession of relevant work experience, and exposure to employers through recruitment and selection activities may form part of the “evolving sequence of a person’s work experiences” which contributes to anticipatory socialization. It has been argued that exposure to employers through recruitment and selection is a social process where employers and potential employees gradually perceive a match. Through job search activities and awareness of employers’ recruitment literature and events, students gather information about the organization’s goals, values, and climate and work practices to guide their ultimate decision.

65. Gould, (1984) argues that most mistakes are caused by the fact that managers generally give little thought to the critical nature of the decisions. Employers are surprised and disappointed when an appointment fails, and often the person appointed is blamed rather than recognizing the

weaknesses in the process and methodology, even the soundest of techniques and best practice (in selection) contain scope for error. Some of this is due to the methods themselves, but the main source is the frailty of the human decision makers. Selection tools available to organizations can be characterized along a continuum that ranges from the more traditional methods of interviews, application forms and references, through to the more sophisticated techniques that encapsulate biographical data, aptitude tests, assessment centres, work samples, psychological testing, and so forth.

66. Miyake, (2002) In a comparison of personnel selection practices in seven European countries explored the utilization of a range of established selection methods. They reported a general trend towards structured interviews in all countries and, while the general validity and acceptability of methods such as work samples, group exercises and assessment centres were widely recognized, reported usage of these methods was infrequent.

67. Burton (2001) in his study of recruitment and selection practices in the USA, found that approximately 25 percent of respondent organizations conducted validation studies on their selection methods. Furthermore, in a rating of various selection methods, those perceived to be above average in their ability to predict employees' job performance included work samples, references/recommendations, unstructured interviews, structured interviews and assessment centres.

68. Cran (1995) suggests that developments in the realm of selection lend some support to those who propound the HRM thesis, where a key feature has been the increase in testing designed explicitly to assess behavioral and attitudinal characteristics. He further indicates that the extent to which these more sophisticated and systematic approaches can be, and are, deployed, depends to a large degree, on sectoral circumstances and on the wider employment-management policies being pursued.

69. According to Kaplan and Norton, (2004) a common problem in recruitment and selection is poor HR planning. Rigorous HR planning translates business strategies into specific HRM

policies and practices. This is particularly so with recruitment and selection policies and practices. The key goal of HR planning is to get the right number of people with the right skills, experience and competencies in the right jobs at the right time at the right cost. Past research shows that the competency level of HR managers has a major influence on recruitment and selection and experienced HR experts within the HR department will not only shorten vacancy duration, but also improve the quality of the applicants. Moreover, effective recruitment and selection is possible only if there is a dedicated and competent HR team.

70. Whitmell Associates, (2004) observed that the extent of recruitment and selection strategy integration can be gauged through four distinctive indicators. These indicators are: the timely supply of an adequately qualified workforce, effective job analysis and descriptions, effective selection, and the involvement of line managers in the recruitment and selection practices. A key source of uncertainty in the business strategy implementation is whether there is a timely supply of adequately qualified people, and to a great extent this uncertainty involves the quality of employees. An organization can successfully eliminate this uncertainty if its recruitment and selection policies and practices are strategically integrated with the business.

71. Johnston, (1999) analyzed that for every job in the organization, a thorough job analysis, which includes the job description and job specification, is necessary and based on this, an appropriate selection criteria is vital. The job description provides indications of the duties to be undertaken, and the job specification usually prescribes relevant personal qualities and attitudes as well as skills and knowledge required for the job.

72. Dess and Jason, (2001) suggest that in business strategy implementation the involvement of line managers in the entire staffing process (i.e., drafting of job descriptions, setting selection criteria and being on the panel of recruitment) is vital for ensuring recruitment and selection to meet business needs. In other words, the line managers are the owner of the recruitment and selection process along with HR playing a facilitator role. Scholars have argued that other key issues and controversies run through analyses of human resource management and recruitment and selection: efficiency, control, and the difficulty of orienting practice towards social justice are often cited. The first two problematic have been central to the management of people for as



long as managers have been present in organizations. The latter is also common across all organizations, but is a particular academic and policy concern for smaller or growing organizations.

73. Froschheiser (2008) has claimed that putting the wrong person into the wrong position just to fill it can have dire consequences to your organisation, it may cause poor employee morale, low productivity and lost opportunities- all of which will have a negative impact on your organisations bottom line. As a result of this there is increasing pressure on organisations to ensure that they implement the best recruitment and selection method applicable to their organisation or industry otherwise they risk becoming uncompetitive. Turner (2010) backs this up with this when he claims that the success of any organisation depends on its ability to get the right people, in the right place at the right time.

74. Taylor, P. (1998). Seven staff selection myths This article outlines seven commonly held misconceptions about recruitment and selection practices. Areas discussed include the validity of various Recruitment and selection measures (e.g., interviewing, reference checks), the Conditions necessary to maximize the effectiveness of these practices, and Common mistaken perceptions of the interview process. This article is most Useful for readers interested in workforce development theory and research. XIV. CONCLUSION In every organization recruitment and selection plays a vital role. The study reveals that the recruitment and selection process offered in three selected industries is effective. The HR manager of the selected industries have to focus on selecting the right persons through other sources like campus placements, job.com, data banks etc. The selection is done by evaluating the candidate's skills, knowledge and abilities which are highly required to the vacancies in selected industries.

75. Bennett (1994) also defined selection as 'matching the requirements of a job with the attributes of candidates'. This mean by drafting a person' specification is, defining the background of the person, education, training, personality and other characteristics of the ideal candidates. Recruitment is the set of activities an organization uses to attract job candidates who have the abilities and attitudes needed to help the organization achieve its objectives.

76. Hellriegel (1995) also defined recruitment as the 'process of searching both inside and outside

the organization for people to fill vacant position'. He also noted that recruitment should be concerned with identifying potential employees or new recruitment needs. pointed out that, recruitment is a form of business competition, whereby the organization that succeeds in recruiting the best job candidates, has competitive advantage over the others.

77. Ashok Som (2008) "Initially author give reference about liberalization period of India and then the direction of study is to see significance of innovative HRM Practices and to see whether it is really effective for enhancing performance of the organization "the objective behind this study is to evaluate performance of the depots and to prepare rank of depots on the basis of performance, for such evaluation author has decided some indicators of performance like no. of buses, no. of schedules, profit margin per bus etcand after analysis of data author gave a rank of 12 depots and also suggest for deliberate policy action."

78. According to Edwin B. Flippo". (1979) has undergone research entitled on 'A study on recruitment and selection "And the purpose of study is to Create a talent pool of candidates to enable the selection of best candidates for the organization. "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization Recruitment is an activity that links the employers and the job seekers. So we can say that recruitment is a process of finding and attracting capable applicants for 19 employment. The process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applications from which new employees are selected. In simple terms, recruitment is understood as the process of searching for and obtaining applicants for jobs, from among whom the right people can be selected. Though, theoretically, recruitment process is said to end with the receipt of applications, in practice the activity extends to the screening of applications so as to eliminate those who are not qualified for the job.

79. Michael J. Jucius defined personnel management as "The field of management which has to do with planning, organizing, directing and controlling the functions of producing, developing, maintaining and utilizing a labour force, such that the Objectives for which the company is establishes are attained economically and effectively Objectives of all levels of personnel are served to the highest possible degree Objectives of society are duly considered and served".

80. According to PulapaSubba Rao, Human Resource Management (HRM) is managing (planning, organizing and controlling) the functions of employing, developing and compensating human resources resulting in creating and developing human relations and utilization of human resources with a view to contribute proportionately (due to them) to the organizational, individual and social goals

81. Henry and Temtime (2009) construed recruitment as the entry point of manpower into an organization and the path an organization must follow from there on in order to make sure that they have attracted the right individuals for their culture and vibes so that the overall strategic goals are achieved. On the other hand, selection is the process of making the choice of the most suitable applicant from the pool of applicants recruited to fill the relevant job vacancy (Opatha, 2010). Selection is the process by which specific instruments are engaged to choose from the pool of individuals most suitable for the job available (Ofori&Aryeetey, 2011). Selection involves the use of one or more methods to assess applicant's suitability in order to make the correct selection decision and can be alternatively seen as a process of rejection as it rejects a number of applicants and select only a few applicants to fill the vacancy. Thus, selection function may be a negative function rather than a positive function

82. Leopold (2002) defined recruiting as a "positive process of generating a pool of candidates by reaching the right " audience, suitable to fill the vacancy", he further stated that once these candidates are identified, the process of selecting appropriate employees for employment can begin through the means of collecting, measuring, and evaluating information about candidates" qualifications for specified vacant positions.

83. Sangeetha (2010) opined that recruitment process involves the sourcing, advertising and interviewing of future employees, however the selection process entails the staffing and training of new employees on the roll of their new job. Organization needs careful time and consideration to sustain competitive advantage in developing strategy on recruitment and selection process. Decisions made in the recruitment and selection process or stage will impact on the company in the future. Bad decisions made in the selection process can create serious costs for an organization vice versa.

84. Purcell and Wright (2007), in their study highlighted five different questions an organization has to answer to have an effective recruitment strategy to ensure survival and success. The questions are “Whom to recruit?”, “Where to recruit?”, “What recruitment sources to use?”, “When to recruit?” and “What message to communicate?” the above question is patient to get appropriate answer before establishing recruitment strategy.

85. Work by John T. Delaney and Mark A. Huselid (1996), In 590 for-profit and nonprofit firms from the National Organizations Survey, we found positive associations between human resource management (HRM) practices, such as training and staffing selectivity, and perceptual firm performance measures. Results also suggest methodological issues for consideration in examinations of the relationship between HRM systems and firm performance.

86. Raymond J. Stone (2005) in the fifth edition of his book Human Resource Management defines recruitment as the process of „seeking and attracting a pool of applicants from which qualified candidates for job vacancies within an organization can be selected.

87. (Gamage, 2014) According to Gamage (2014) the objectives of selection function are to get the right person to the right job, establish and maintain a good image as a good employer, and maintain the selection process as cost effective as possible. Selection is an extremely important aspect to consider for businesses due to a number of reasons. Often the performance of businesses relates directly to the people working within it, meaning the right people need to be hired to ensure organizational success

88. Ofori&Aryetey 2011. Recruiting and selecting the wrong candidates who are not capable come with a huge negative cost which businesses cannot afford. Thus, the overall aim of recruitment and selection within the organization is to obtain the number and quality of employees that are required to satisfy the strategic objectives of the organization, at minimal cost

89. Recruitment and selection are vital functions of human resource management for any type of business organization. These are terms that refer to the process of attracting

and choosing

candidates for employment. The quality of the human resource the firm has heavily depends on the effectiveness of these two functions (Gamage, 2014). Recruiting and selecting the wrong candidates who are not capable come with a huge negative cost which businesses cannot afford. Thus, the overall aim of recruitment and selection within the organization is to obtain the number and quality of employees that are required to satisfy the strategic objectives of the organization, at minimal cost (Ofori & Aryeetey, 2011).

90. As explained by Opatha (2010) recruitment is the process of finding and attracting suitably qualified people to apply for job vacancies in the organization. It is a set of activities an organization uses to attract job candidates who have the needed abilities and attitudes. Recruitment is the process of generating a pool of qualified applicants for organizational job vacancies. For Ofori and Aryeetey (2011) recruitment is the process of generating a pool of competent individuals to apply for employment within an organization. Evidence has shown that larger corporations are more likely than smaller organizations in implementing sophisticated recruitment processes (Bacon & Hoque, 2005) with majority of smaller organizations relying on referrals and advertising as their recruitment practices of choice (Barber, Wesson, Roberso & Taylor, 1999).

91. The general purpose of recruitment according to Gamage (2014) is to provide the organization with a pool of potentially qualified job candidates. The quality of human resource in an organization highly depends on the quality of applicants attracted because organization is going to select employees from those who were attracted. In the same vein, Henry and Temtime (2009) construed recruitment as the entry point of manpower into an organization and the path an organization must follow from there on in order to make sure that they have attracted the right individuals for their culture and vibes so that the overall strategic goals are achieved .

92. Available evidence indicates that there is a positive and significant relationship between recruitment and selection and the performance of an enterprise (Gamage, 2014). Sang (2005) for example discovered a positive association between recruitment and selection

and business performance. Such were also of positive results between recruitment and selection and performance as seen in Ichniowski and Shaw (1999), Katou and Budhwar (2006) and Wright et al. (2005). Other studies such as Syed and Jama (2012) have equally shown that implementing an effective recruitment and selection process is positively related to organizational performance.

93. With specific reference to recruitment and selection criteria and organizational performance, Montana and Charnov (2000) maintained that recruitment and selection include sourcing candidates by advertising or other methods, screening potential candidates using tests and interviews, selecting candidates based on the results of the tests or interviews, and on-boarding to ensure that the candidates are able to fulfill their new roles effectively. According to Huselid Global Journal of Human Resource Management it is recruitment procedures that provide a large pool of qualified applicants, paired with a reliable and valid selection regime that will have a substantial influence over the quality and type of skills new employees possess.

94. Writing on some of the challenges facing recruitment and selection criteria in organizations, István (2010) observed that there are a plenty of techniques used in recruitment and hiring today among which are some methods not accepted by experts universally, or not recommended for the hiring process. As argued by István (2010), selection methods can be evaluated in several ways. One possible approach is to compare hiring techniques on the basis of their validity, impartiality, scope of usage, and cost.

95. In all, Sinha and Thaly (2013) noted that there is a variety of recruitment approaches (e.g. employee referral, campus recruitment, advertising, recruitment agencies/consultants, job sites/portals, company websites, social media etc.); and most organizations will use a combination of two or more of these as part of a recruitment process or to deliver their overall recruitment strategy. However, which recruiting channels should be used depends on the job position, on the company's employer brand, on the resources the company has on its recruiting team, on how much recruiting budget the company has, etc. One can use them all and find out which suits the best.

96. Sinha & Thaly, 2013 The effectiveness of different recruitment and selection criteria of employees has been the topic of research for over 60 years (Sinha & Thaly, 2013). The effectiveness has primarily been assessed by examining the rates of turnover, job survival and job performance along with organizational issues such as referrals by current personnel, in-house job postings, and the rehiring of former employees (Zottoli & Wanous, 2000).

97. The study by Sen and Saxena (1997) has emphasized the importance of a quality process during the time of recruitment and hiring given that the right type of labor is hard to come by. In fact, while lending credence to the importance of hiring quality candidates who are hard to find Tendon (2006) warned that talent deficiency is unrelated to huge population. While reporting that recruitment is the only component for attracting and retaining knowledge workers, Unwin (2005) gave significance to the process involved during the time of recruiting and hiring good candidate.

98. Although the study conducted by Subbarao (2006) explained the recruitment sources used by individual job seekers at various levels, the study further highlighted the importance of different types of approaches used at the time of recruitment which in turn makes any organization well established or less established. According to Sarkar and Kumar (2007) organizational performance is hinged on the approach which the organization adopts in the recruitment and selection of employees. To this end, Sarkar and Kumar (2007) spoke of a holistic model of recruitment i.e. emphasizing the importance of the whole process of recruitment and the interdependence of its parts (Sinha & Thaly, 2013).

99. Vyas (2011) asserted that the current trend is that organizations are looking for methods of reducing the time and effort in the recruitment and selection process. However, Munyon, summers, Ferris and Gerald (2011) admonished that methods of team staffing should translate to competitive advantages to a firms. In similar vein, DeVaro (2008) demonstrated that recruitment strategies can lead to positive organizational outcomes. For Sinha and Thaly (2013) adopting qualitative system in recruitment and selection has helped

organizations to grow as they have been able to get the right people for their vacancies. In addition, the appropriate channels have helped the organizations to get the different and varied sources to which they can turn to for effective hiring (Sinha & Thaly, 2013).

100. Recruitment and selection in any organization is a serious business as the success of any organization or efficiency in service delivery depends on the quality of its workforce who was recruited into the organization through recruitment and selection exercises (Ezeali and Esiagu, 2010). Since recruitment and selection involve getting the best applicant for a job (Obikeze & Obi, 2004), it has been emphasized that recruitment procedures that provide a large pool of qualified applicants, paired with a reliable and valid selection regime, will have a substantial influence over the quality and type of skills new employees possess (Okoh, 2005). For Mullins (1999) the important thing is for some suitable plan to be used, complying with all legal requirements relating to employment and equal opportunities, to follow recommended codes of practice and to ensure justice and fair treatment for all applicants.

101. Bohlander, Snell & Sherman (2001) reported that it is important for managers to understand the objectives, policies and practices used for selection. More importantly, those responsible for making selection decisions should have adequate information upon which to base their decisions. As Robbins (2005) observed, organization's human resource policies and practices represent important forces for shaping employee behavior and attitudes.



# **CHAPTER - III**

### **3.1 RESEARCH METHODOLOGY:**

Research Methodology is a systematic approach to solve the research problem. It can be considered as a new research is done scientifically. Research methodology has many dimensions & research methods are a part of it. For conducting for the first time and thus are original in character. Secondary data is collected by some, which already have through to statistical process. It is necessary for the researcher to know not only research method/techniques but also methodology.

### **3.2 RESEARCH DESIGN:**

Research in common parlance refers to a search of knowledge. It is an art of scientific investigation. Research is a careful investigation or inquiry specifically through search for new facts in any branch of knowledge.

### **3.3 DATA COLLECTION:**

Data collection are classified into two,

1. Primary data
2. Secondary data

The researcher has done through primary and secondary data.

Primary data is collected through questionnaire

The secondary data is collected through website, library, newspaper; questionnaires are both demographic and dependent variables.

### **3.4 SAMPLING METHOD:**

Sampling size: 125

Sampling unit: employees satisfaction

Sampling Area: Employees in DOTCOM INFOWAY

Sampling Technique: Random Sampling Technique

The researcher has done the project by simple random sampling method. Simple random sampling from a finite population refers to that method of sample selection which gives each possible sample combination and equal probability of being picked up and each item in the entire population to have an equal chance of being included in the sample.

### **3.5 LIMITATION OF THE STUDY:**

- Limitations of study include data are only collected through primary data and secondary data.
- Time limitations of the study were only 2 months.
- The administration and management activities reported here are based on the direct observation carried out during the project period.

### **3.6 STATISTICAL TOOLS USED FOR ANALYSIS:**

The researcher uses two tools for analyzing the data. They are

- Percentage Analysis
- Weighted Average Method.
- Chi square test
- One way Anova
- Correlation

### **3.7 PERCENTAGE ANALYSIS:**

The expression of data in terms of percentage is one of the simplest statistical devices used in economic statistics, the percentage of aiding comparison. Percentage refers to a special kind of ratio; it is used for comparison between two or more series of data. They can be used to compare the relative items, the distribution of two or more series of data.

### **3.8 WEIGHTED AVERAGE METHOD:**

Weighted Average Cost is a method of calculating Ending Inventory cost. It is also known as WAVCOs. It takes Cost of Goods Available for Sale and divides it by the number of units available for sale. This gives a Weighted Average Cost per Unit. Retailers and other businesses that keep and sell inventory must keep track of the cost of inventory on hand as well as the cost of inventory that was sold

### **3.9 CHI – SQUARE TEST:**

Chi – square test is applied to test the goodness of fit, to verify the distribution of observed data with assumed theoretical distribution. Therefore, it is a measure to study the divergence of actual and expected frequencies; Karl Pearson's has developed a method to test the difference between the theoretical (hypothesis) and the observed value.

$$\text{Chi – square (X}^2\text{)} = (\text{O-E}) / \text{E}$$

O – Observed frequency

E – Expected frequency

### **1. 3.10 ONE WAY ANOVA:**

One way anova ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test.

### **2. 3.11 CORRELATION:**

Correlation analysis is a method of statistical evaluation used to **study** the strength of a relationship between two, numerically measured, continuous variables (e.g. height and weight).

# **CHAPTER – IV**

## ANALYSIS AND INTERPRETATION

### CONSOLIDATED DEMOGRAPHIC RESPONDENTS:

Q1.Gender	Male	Female		
	67.2	32.8		
Q2.Age	20-30 years	30 – 40 years	40 – 50 years	Above 50 years
	39.2	32.8	18.4	9.6
Q3. Marital status	Married	unmarried		
	40.8	59.2		
Q4. Department	HR	Digital marketing	Business development	Mobile app development
	27.2	35.2	21.6	16
Q5. Qualification	Arts	Science	engineering	Diploma
	31.2	0	53.6	15.2
Q6. Income	7500- 10,000	10,000-25,000	25,000-50,000	More than 50,000
	32.8	32.8	24.8	9.6
Q7. Work Experience	Below 2 years	3-5 years	5-10 years	Above 10years
	26.4	35.2	19.2	19.2
Q8. Area	Urban	Rural	semi urban	
	61.6	5.6	32.8	

### INTERPRETATION:

Table represents the distribution of respondents in Dot Com Infoway Madurai. The respondents were based on the following demographic variables such as gender, age, marital status, department,

qualification, income, work experience and area of residence

From the above table it is inferred that 67.8 of the respondents belong to the male gender and 32.8 belong to the female gender category.

The table depicts the distribution of respondents according to their age. It could be inferred that 39.2 of the respondents belong to the age group 20- 30 years, 32.8 belong to the age group of 30 – 40 years, and 18.4 of the respondents come under the age group of 40 – 50 years, 9.6 falls under the age group of Above 50 years.

The same table shows the respondents according to their marital status. It could be inferred that 40.8 of the respondents are married, 59.2 of the respondents are unmarried.

The same table depicts classification of respondents based on their department. It could be inferred that 27.2 of the respondents belong to HR, 35.2 of the respondents belong to the digital marketing, 21.6 of the respondents belong to business development, and 16 of respondents belong to mobile app development.

The table also provides details bring about educational qualification. It could be inferred that 31.2 of the respondents belong to arts, 0 of the respondents belong to science, 53.2 of the respondents belongs to engineering, and 15.2 of the respondents belong to diploma.

The table depicts the respondents based on income .It could be inferred that 32.8 of the respondents belong to 7500-10000, 32.8 of the respondents belong to 10000-25000 ,24.8 of the respondents belong to 25000-50000 , 9.6 of the respondents belong to above 50000.

The table brings out the classification of respondents based on their work experience. It could be inferred that 26.4 of the respondents belong to below 2 years, 35.2 of the respondents belong to 3 to 5 years. 19.2 of the respondents belong to 5 to 10 years. 19.2 of the respondents belong to above



10 years

The same table statistically shows the distribution of respondents according to their area of residence. It could be inferred that 61.6 of the respondents belong to urban, 5.6 of the respondents belong to rural. 32.8 of the respondents belong to semi urban.

**TABLE 4.1:**

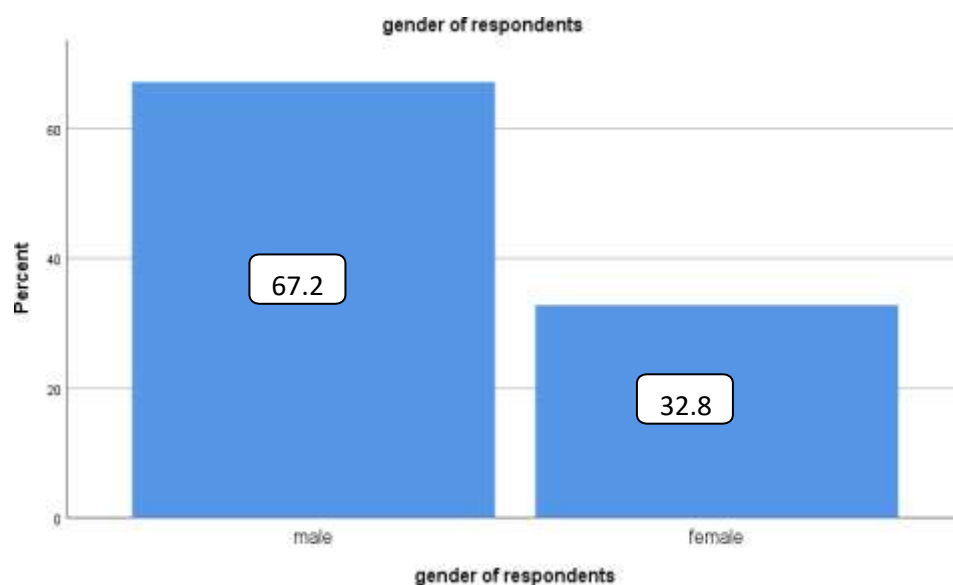
**GENDER OF THE RESPONDENTS**

Gender	Frequency	Percentage
Male	84	67.2
Female	41	32.8
Total	125	100

**INTERPRETATION:**

From the above table it is inferred that 67.2% of respondents are male and 32.8% of respondents are female.

**CHART 4.1**



**TABLE 4. 2:**

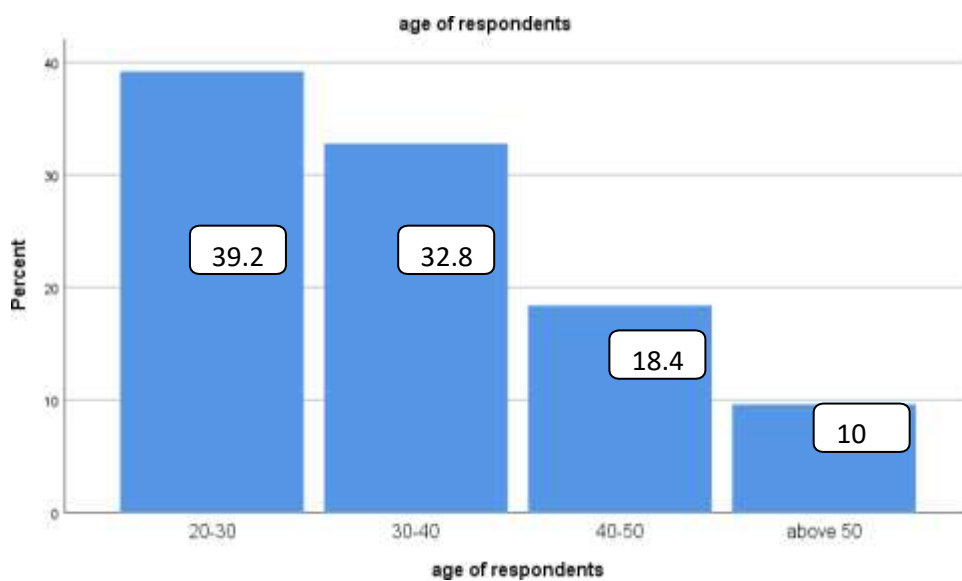
**AGE OF RESPONDENTS:**

Age of respondents	Frequency	Percentage
20-30	49	39.2
30-40	41	32.8
40-50	23	18.4
Above 50	12	9.6
Total	125	100

**INTERPRETATION:**

From the above table it is inferred that 39.2% of respondents are between 20-30 and 9.6% of respondents are above 50.

**CHART 4.2:**



**TABLE 4.3:**

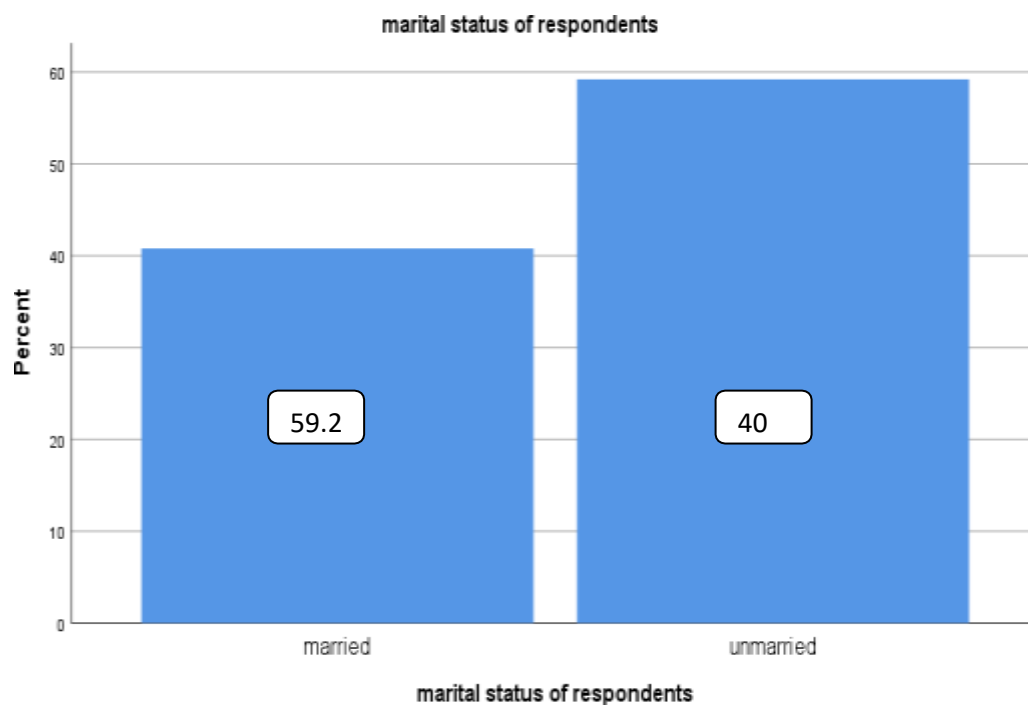
**MARITAL STATUS OF RESPONDENTS:**

Marital status	Frequency	Percentage
Married	51	40.8
Unmarried	74	59.2
Total	125	100

**INTERPRETATION:**

From the above table it is inferred that 59.2% of respondents are married and 40.8% of respondents are unmarried.

**CHART 4.3:**



**TABLE 4.4:**

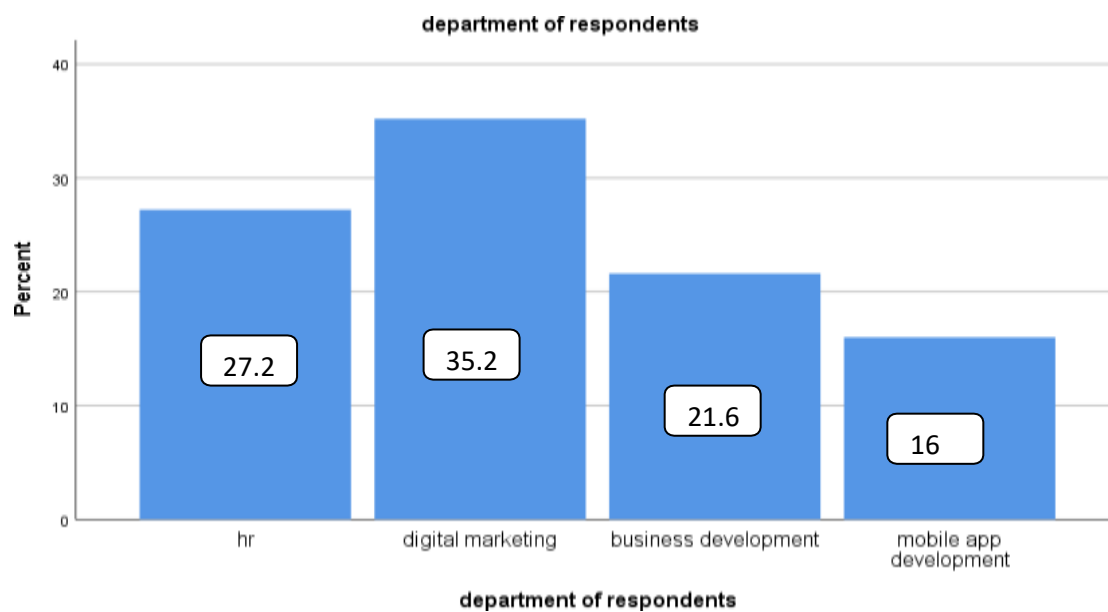
**DEPARTMENT OF RESPONDENTS:**

Departments	Frequency	Percentage
Hr	34	27.2
digital marketing	44	35.2
business development	27	21.6
mobile app development	20	16.0
Total	125	100

**INTERPRETATION:**

From the above table it is inferred that 35.2% of respondents are from digital marketing and 16.0% of respondents are from app development.

**CHART 4.4:**



**TABLE 4.5:**

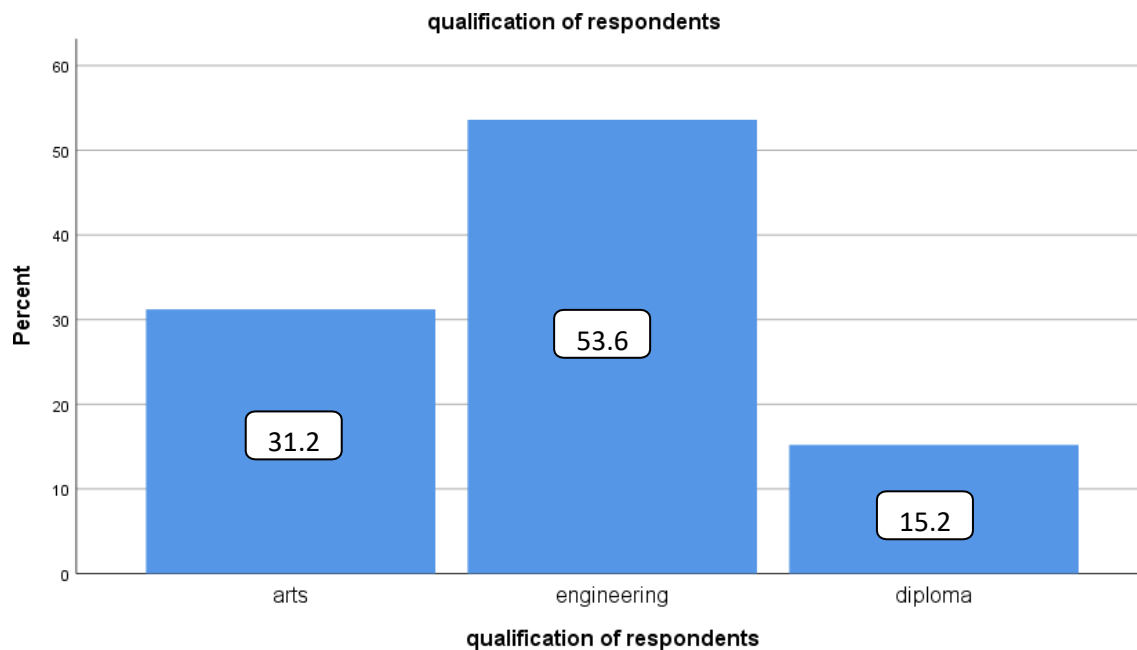
**QUALIFICATION OF RESPONDENTS:**

Qualification	Frequency	Percentage
Arts	39	31.2
Engineering	67	53.6
Diploma	19	15.2
Total	125	100

**INTERPRETATION:**

From the above table it is inferred that 53.6% of respondents are from engineering and 15.2% of respondents are from diploma.

**CHART 4.5:**



**TABLE 4.6:**

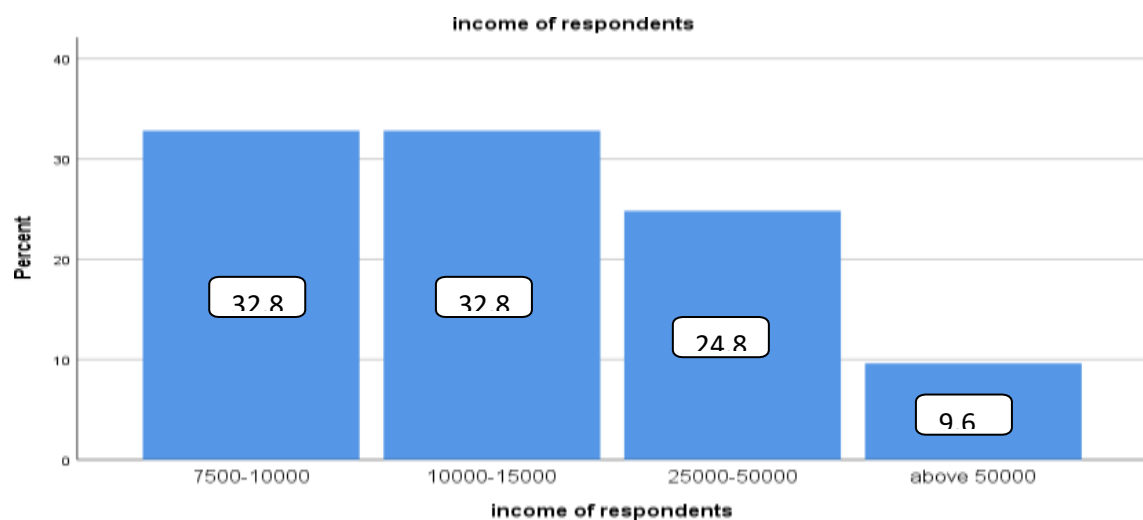
**INCOME OF RESPONDENTS:**

Income	Frequency	Percentage
7500-10000	41	32.8
10000-15000	41	32.8
25000-50000	31	24.8
above 50000	12	9.6
Total	125	100

**INTERPRETATION:**

From the above table it is inferred that 32.8% of respondents are getting the income from 7500-10000 and 9.6% of respondents are getting above 50000.

**CHART 4.6:**



**TABLE 4.7:**

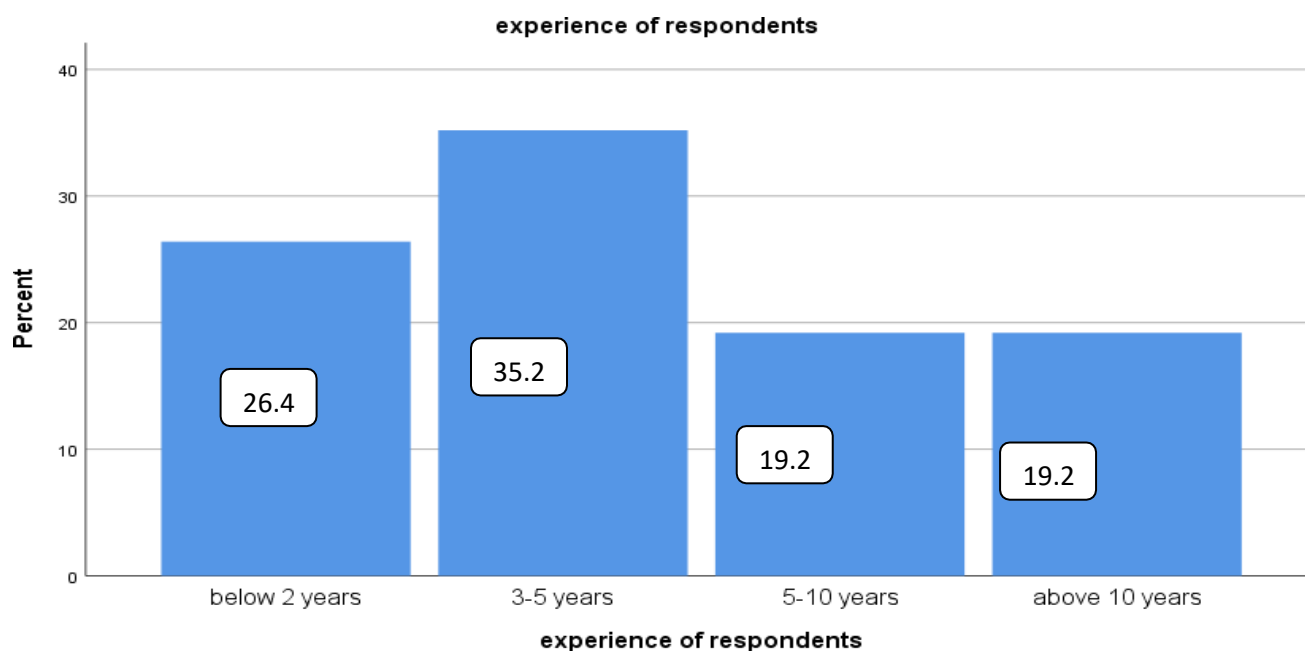
**EXPERIENCE OF RESPONDENTS:**

Experience	Frequency	Percentage
below 2 years	33	26.4
3-5 years	44	35.2
5-10 years	24	19.2
above 10 years	24	19.2
Total	125	100

**INTERPRETATION:**

From the above table it is inferred that 35.2% of respondents are having 3-5 years of experience and 19.2% of respondents are having above 10 years of experience.

**CHART 4.7:**



**TABLE 4.8:**

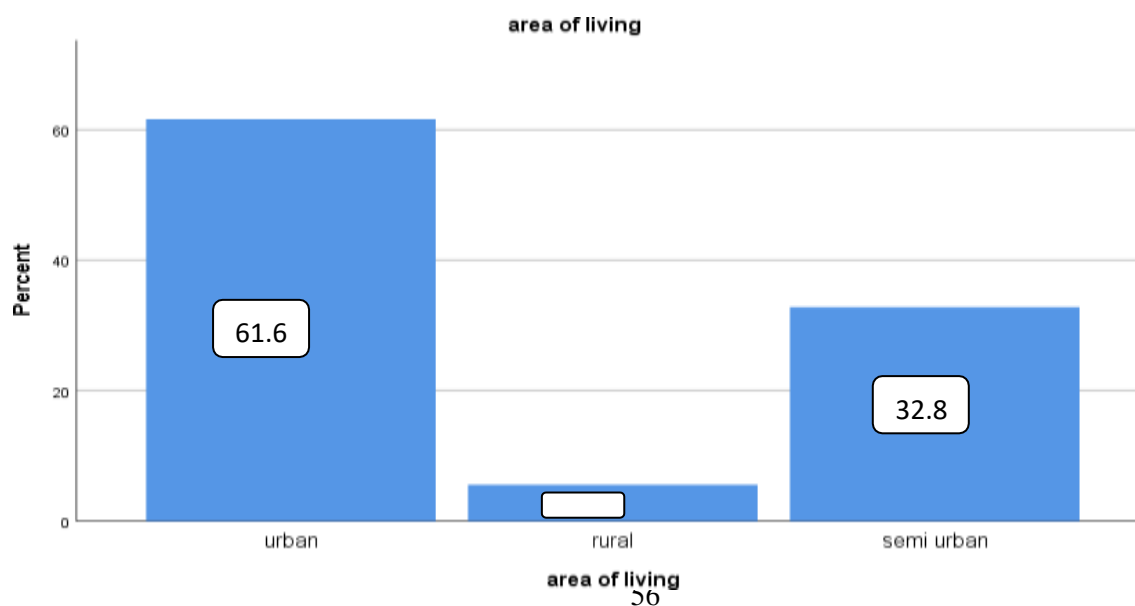
**AREA OF LIVING:**

Area of living	Frequency	Percentage
Urban	77	61.6
Rural	7	5.6
semi urban	41	32.8
Total	125	100

**INTERPRETATION:**

From the above table it is inferred that 61.6% of respondents are from urban area and 5.6% of respondents are from rural area.

**CHART 4.8:**





## CHI-SQUARE TEST

**TABLE 4. 9:**

### RELATIONSHIP BETWEEN EXPERIENCE AND PROMOTION

H0 – There is no associative relationship between the level of experience and the promotion of employees based on perceived notions of bias.

H1 – There is associative relationship between the level experience and the promotion of employees based on perceived notions of bias.

experience of respondents * managerial level Cross tabulation							
Count							
		Managerial level					Total
		never	rarely	sometimes	frequently	always	
Experience of respondents	below 2 years	5	10	5	3	10	33
	3-5 years	9	12	3	4	16	44
	5-10 years	0	9	1	4	10	24
	above 10 years	5	8	3	3	5	24
Total		19	39	12	14	41	125

<b>Chi-Square Tests</b>			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.716 <sup>a</sup>	12	.553
Likelihood Ratio	14.328	12	.280
Linear-by-Linear Association	.047	1	.829
N of Valid Cases	125		
a. 10 cells (50.0%) have expected count less than 5. The minimum expected count is 2.30.			

#### **INTERPRETATION:**

The result of the table indicates that, the probability value is more than 0.05( $p < 0.05$ ), hence the established hypothesis is accepted and there is associative relationship between level of experience of the respondents and the promotion of employees based on perceived notions of bias with the value of 0.553.

**TABLE 4. 10:**

**RELATIONSHIP BETWEEN QUALIFICATION AND KNOWLEDGE**

H0 – There is no associative relationship between the qualification and the knowledge of employees based on perceived notions of bias.

H1 – There is a associative relationship between the qualification and the knowledge of employees based on perceived notions of bias.

qualification of respondents * technical level Cross tabulation							
Count							
		Technical level					Total
		Never	rarely	sometimes	frequently	always	
qualification of respondents	Arts	6	20	5	2	6	39
	engineering	16	28	10	7	6	67
	diploma	5	7	5	1	1	19
Total		27	55	20	10	13	125

<b>Chi-Square Tests</b>			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.008 <sup>a</sup>	8	.046
Likelihood Ratio	5.903	8	.658
Linear-by-Linear Association	.717	1	.397
N of Valid Cases	125		
a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is 1.52.			

### **INTERPRETATION:**

The result of the table indicates that, the probability value is less than 0.05( $p < 0.05$ ), hence the established null hypothesis is rejected and there is associative relationship between level of qualification of the respondents and the knowledge of employees based on perceived notions of bias with the value of 0.046

## CORRELATIONS

**TABLE 4.11:**

### APTITUDE AND ONE TO ONE INTERVIEW

Correlations			
		Entry level	Technical level
Entry level	Pearson Correlation	1	-.077
	Sig. (2-tailed)		.396
	N	125	125
Technical level	Pearson Correlation	-.077	1
	Sig. (2-tailed)	.396	
	N	125	125

### INTERPRETATION:

The above table correlation gives as a relationship between category of aptitude test and one to one interview (-.090) indicates a negative relationship.

**TABLE 4.12:****EMPLOYEE REFERRALS AND DIRECT APPLICANTS**

<b>Correlations</b>			
		Entry level	Technical level
Entry level	Pearson Correlation	1	-.060
	Sig. (2-tailed)		.509
	N	125	125
Technical level	Pearson Correlation	-.060	1
	Sig. (2-tailed)	.509	
	N	125	125

**INTERPRETATION:**

The above table correlation gives as a relationship between category of employee referrals and direct applicants (-.090) indicates a negative relationship.

## ANOVA

**TABLE 4.13:**

### **GENDER AND JOB SPECIFICATION**

<b>ANOVA</b>					
gender of respondents					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.297	4	.074	.307	.873
Within Groups	29.031	120	.242		
Total	29.328	124			

### **INTERPRETATION:**

In the above table there is no significant difference (sig= .873) in gender of respondents at 5% level. This finding indicates that gender and job specification of the respondents do not vary with their gender at 5%.

**TABLE 4.14:**

**EXPERIENCE AND SKILL KNOWLEDGE**

<b>ANOVA</b>					
experience of respondents					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	4.237	4	1.059	.930	.449
Within Groups	136.595	120	1.138		
Total	140.832	124			

**INTERPRETATION:**

In the above table there is no significant difference (sig= .449) in experience of respondents at 5% level. This finding indicates that the experience and level of knowledge do not vary with their experience at 5%.



## WEIGHTED AVERAGE ANALYSIS

**TABLE 4.15**

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Percentage	Rank
Job analysis	29	47	16	10	23	21.7	4
Job description	26	40	26	14	19	22.33	2
Job specification	33	53	9	8	22	22.44	1
Position objectives	23	54	17	9	22	21.86	3
Quality +applicants	25	57	20	10	13	20.26	6
Tools and techniques	32	47	13	13	20	21.13	5
E recruitment	31	52	7	7	18	18.26	7

### INTERPRETATION:

From the above table it could be inferred that company ranks job specification first then comes jobs description to analyze their job. Position objectives ranked 3 then job analysis comes 4. Tools and techniques ranked 5, then comes quality applicants and E recruitment ranks last.

# **CHAPTER - V**

## **FINDINGS:**

- From the study the researcher found that majority of the respondents are male and female are less.
- Majority of respondents are from digital marketing and few of respondents are from app development
- Researcher found that majority of the respondents are from engineering and least of respondents are from diploma.
- Researcher found that, the probability value is more than 0.05( $p < 0.05$ ), hence the established alternative hypothesis is accepted and there is associative relationship between level of experience of the respondents and the promotion of employees based on perceived notions of bias with the value of 0.553.
- From the study researcher found that the probability value is less than 0.05( $p < 0.05$ ), hence the established null hypothesis is rejected and there is associative relationship between level of qualification of the respondents and the knowledge of employees based on perceived notions of bias with the value of 0.046.
- Researcher found that the correlation gives that there is a relationship between category of aptitude test and one to one interview (-.090) indicates a negative relationship.
- From the study it is found that there is no significant difference ( $\text{sig} = .873$ ) in gender of respondents at 5% level. This finding indicates that gender and job specification of the respondents do not vary with their gender at 5%.
- Researcher found that company ranks job specification first then comes jobs description to analyze their job. Position objectives ranked 3 then job analysis comes 4. Tools and techniques ranked 5, then comes quality applicants and E recruitment ranks last.

## **SUGGESTIONS:**

- Dot com infoway can develop a unique brand, which will help to reach many people and it will also be helpful for the company.
- They can create job posts by using technologies which will reflect the company.
- Use social media like facebook, LinkedIn, twitter etc can be used effectively, which will be helpful for the company to recruit the right candidate.
- Invest in a applicants tracking system like naukri, indeed etc to get the right candidate for the suitable position.
- Company can also consider college recruiting and provide workshop for the students related to digital marketing.
- They can communicate a lot which will help to reach many people, and they will know about the company.
- After recruiting the candidate they can give training to the candidate which will help them to do the job effectively.
- They can also use innovative screening and interviewing techniques

## **CONCLUSION:**

From the project the researcher gained the practical knowledge about recruitment and selection process in an industry. It helps to analyze how selection and recruitment is being done in an organization. It also helps to understand the different types of recruitment and selection process. This experience will be helpful during my placement. It helps to examine the importance and types of recruitment and selection process. This project gives an overview of recruitment and selection process of an organization.

## BIBLIOGRAPHY

1. French GR. Recruitment and Selection. Managing and Developing 2012; 12-32. Strategy, 7(1/2), pp. 93-107,
2. Business Source Complete, EBSCOhost. [Online]. (Accessed: 7 March 2015).
3. Neeraj, (2012). A Study of the Recruitment and Selection process: SMC Global Industrial Engineering Letters ISSN 2224-6096 (print) ISSN 2225-0581 (online) Vol 2, No.1, 2012 [www.iiste.org](http://www.iiste.org) International Journal of Pure and Applied Mathematics Special Issue
4. Florea, N. V, (2014). Using Recruitment Agencies to Obtain the Best Candidates
5. Olatunji, E. S. & Ugoji, I. E. (2013). Impact of Personal Recruitment on Organizational Development: A Survey of Selected Nigerian Workplace International Journal of Business Administration [www.sciedu.ca/ijba](http://www.sciedu.ca/ijba) vol.4 No 2;2 2013 (2012)
6. Adeyemi, O. S. Dumade, E. O, & Fadare, O. M. (2015). The influence of recruitment and selection on organizational performance the influence of recruitment and selection on organizational performance IJAAR
7. Ekwoaba, J. O., Ikeije, U. U, & Ufoma, N., (2015). The impact of recruitment and selection criteria on organizational performance Global Journal of Human Resource Management Vol.3, No.2, pp.22-33, March 2015 Published by European Centre for Research Training and Development UK ([www.eajournals.org](http://www.eajournals.org))
8. Mustapha, A. M, Ilesanmi, O. A, & Aremu, M. (2013). impacts of well-planned recruitment and selection process on corporate performance in Nigerian banking industry International Journal of Academic Research in Business and Social Sciences September, Vol. 3, No. 9 ISSN: 2222-6990

9. Stephen, M., Cowgill, M., Hoffman, B., & Housman, B. (2013). Understanding the Value of Hiring through Referrals Forschungs institute zur Zukunft der Arbeit Institute for the Study of Labour IZA DP No. 7382: the University of Minnesota, Morris Division of Social Sciences 600 East 4th Street Morris, MN 56267-2134 the USA
10. Gilbert, C., De Winnie, S., & Sels, L. (2011). The influence of line managers and HR department on The International Journal of Human
11. Resource Management[online], 22, Australia Limited. ISBN: 978-1-925091-15-1.
12. Mullins, L.J., Ch. Gill. 2010. Management and Organisational Behaviour. Financial Times Prentice Hall. ISBN 978-0273-728-610 and Management. 2 (11): 1-11. ISSN 2348-0386.
14. Nartey D. Recruitment and Selection Practices of organisations, A Case Study of HFC Bank (GH) LTD. Ghana: Kwame Nkrumah University of Science and Technology, 2012.
15. Absar MM. Recruitment & Selection practices in Manufacturing Firms in Bangladesh. The Indian Journal of Industrial Relations 2012; 436-448.
16. French GR. Recruitment and Selection. Managing and Developing 2012; 12-32.
17. Sangeetha, K. (2010) „Effective Recruitment: A Framework“, IUP Journal of Business Strategy, 7(1/2), pp. 93-107, Business Source Complete, EBSCOhost. [Online]. (Accessed: 7 March 2015).
18. Neeraj, (2012). A Study of the Recruitment and Selection process: SMC Global Industrial Engineering Letters ISSN 2224-6096 (print) ISSN 2225-0581 (online) Vol 2, No.1, 2012 [www.iiste.org](http://www.iiste.org) International Journal of Pure and Applied Mathematics Special Issue
19. Florea, N. V, (2014). Using Recruitment Agencies to Obtain the Best Candidates “Valahia” University, Târgoviște, Romania

20. Olatunji, E. S. & Ugoji, I. E. (2013). Impact of Personal Recruitment on Organizational Development: A Survey of Selected Nigerian Workplace International Journal of Business Administration [www.sciedu.ca/ijba](http://www.sciedu.ca/ijba) vol.4 No 2;2 2013 (2012)
  
21. Adeyemi, O. S. Dumade, E. O, & Fadare, O. M. (2015). The influence of recruitment and selection on organizational performance the influence of recruitment and selection on organizational performance IJAAR
  
22. Ekwoaba, J. O., Ikeije, U. U, & Ufoma, N., (2015). The impact of recruitment and selection criteria on organizational performance Global Journal of Human Resource Management Vol.3, No.2, pp.22-33, March 2015 Published by European Centre for Research Training and Development UK
  
23. Mustapha, A. M, Ilesanmi, O. A, & Aremu, M. (2013). impacts of well-planned recruitment and selection process on corporate performance in Nigerian banking industry International Journal of Academic Research in Business and Social Sciences September, Vol. 3, No. 9 ISSN: 2222-6990
  
24. Stephen, M., Cowgill, M., Hoffman, B., & Housman, B. (2013). Understanding the Value of Hiring through Referrals Forschungs institute zur Zukunft der Arbeit Institute for the Study of Labour IZA DP No. 7382: the University of Minnesota, Morris Division of Social Sciences 600 East 4th Street Morris, MN 56267-2134 the USA
  
25. Gilbert, C., De Winnie, S., & Sels, L. (2011). The influence of line managers and HR department on employees“ affective commitment. The International Journal of Human Resource Management[online]
  
26. Compton R.L., B. Morrissey, and N. A. Nankervis. 2014. „Effective Recruitment and Selection Practices “. Australia: CCH Australia Limited. ISBN: 978-1-925091-15-1.
  
27. Mullins, L.J., Ch. Gill. 2010. Management and Organisational Behaviour. Financial Times Prentice Hall. ISBN 978-0273-728-610.

28. Ntiamoah, E.B. 2014. „An investigation into recruitment and selection practices and organizational performance. “In International Journal of Economics, Commerce, and Management. 2 (11): 1-11. ISSN 2348-0386.
29. Nartey D. Recruitment and Selection Practices of organisations, A Case Study of HFC Bank (GH) LTD. Ghana: Kwame Nkrumah University of Science and Technology, 2012.
30. Absar MM. Recruitment & Selection practices in Manufacturing Firms in Bangladesh. The Indian Journal of Industrial Relations 2012; 436-448. International Journal of Pure and Applied Mathematics
31. Chapman, C. (2009), Retention begins before day one: Personnel Review, 39(3), 375-396. Guthrie (2000) identified that paying employees according to their knowledge and skills: Personnel Review, 439-454.
32. Vos & Meganck (2009) indicated that career development plan for the employees play a vital role in the recruitment of employees: Personnel Review, 28(5/6),439-454.
33. Hiltrop (1999) A study on recruitment of employee in arun Industries.
34. Hannay & Northan (2000) Employees Attitude Towards recruitment process in Ethiopian Private Banking Industry.
35. Cotton et al., (1988) Employee’s participation in decision has found some positive effects on the recruitment of employees: A Greek Case, pp 40,495-523.
36. Pierce et al., (1991) Effectiveness of Employee recruitment System and its Effect on Employee, Research gate 320490099.
37. Rousseau (1990) The Effects of Employee recruitment process and its effects: A Case Study of First Allied Savings And Loans Ltd.



38. Hansen (2002) A Study on Employee recruitment at Wipro Infrastructure Engineering Pvt Ltd , Vol9-issue3
39. Lawler III (2005) The effectiveness of Employee recruitment and the attitude of the employees, Asia Pacific Journal of Human Resources 35(3):24:32.
40. Gentry et al., (2007) A Study on Effectiveness of Employee recruitment.
41. Hyman et al., (2003) A Study of Employee recruitment in Service Industry in India.
42. According to Miller, Erickson & Yust (2001) employees get benefited by work environment that provide a sense of belonging: Personnel Review, 375-396
43. James & Mathew (2012) in their studies found out that effective communication plays a greater role to generate an amicable environment at the workplace: Journal of Personal Selling & Sales Management, 7 (May), 41-52.
44. Wells & Thelen (2002) 'Effective Employee recruitment for Enhancing Growth', Global Management Journal, 4(1/2): 77-85.
45. Ramlall (2003) A study on the performance of Employee recruitment and competitiveness of different companies, Global Management Journal, 4(1/2):77-85.
46. Messmer (2000) found that one of the important factors in employee recruitment: Science – Kailash, 22(1), 2015, 53-63.
47. Tomlinson (2002) Employee recruitment and commitment: (SHRM) Foundation Effective Practice Guidelines.
48. Garg & Rastogi (2006) Effectiveness of recruitment, Efficiency, Innovation and, Oxford Bulletin of economics and Statistics 64: 3-15.
49. Handy (2008) Performance of the employee recruitment, NBER Working Paper No. 6235.
50. Eisenberger and associates (1990), Employee recruitment process and its effects, Academy of International Management Journal 43: 909-924.
51. McNeese-Smith (1995) effectiveness of employee recruitment system Journal of Development Economics 47: 313-32.
52. Chung-Hsiung Fang, Sue-Ting Chang, Guan-Li Chen (2009) Employee recruitment, Journal of

International Management 17(1): 99-120.

53. Abegglen (1958) found during the study of Japanese workers that employee recruitment: Academy of Management Journal 41:7-26.

54. Ashford et al., (1989); Davy et al., (1991) Employee recruitment of the organization, Journal of International Business Studies 12(3):

55. Rosenblatt and Ruvio, (1996) Employee attitude in employee recruitment process: Academy of Management Journal 43: 1227-47.

56. Brunetto and Farr-Wharton (2002) Employees' Attitude and its effectiveness in Employee recruitment system, International Marketing Review 7(4):11.

57. Arnold and Feldman, (1982) Employees' recruitment system, International Business Management Journal 24(10): 1067

58. Arnold, (2005) Economic Reform and the Process of Global Integration, Brookings Papers on Economic Activity 1: 1-95, Washington.

59. Boomer Authority, (2009) Employee recruitment system in the eco institution, The Economic Institutions of Capitalism, New York.

60. Agrela, et al., (2008) Understanding business markets: Interaction, relationships, networks, pp408-420, London: Academic Press

61. Cunningham, (2002) Employee perception on Employee recruitment system, International Business Review 14: 129-46.

62. Eyster, et al (2008) Employee recruitment system, The Review of Economics and Statistics 86: 91-107.

63. Prenda & Stahl, (2001) Managing Performance of the employee Entry and Expansion, pp70 New York.
64. Eisen (2005) Employee recruitment system and its effectiveness in KRS, Quarterly Journal of Economics 80: 190-207.
65. McIntosh (2001) Academy of International Business (AIB) annual meeting November, Phoenix, AZ, USA, pp.1-27.
66. Maccoby (1984) Employees' recruitment and its effects, Harvard Business Review 69(2): 115-127
67. Moses, (1999) Employee recruitment system and its motivation in institution, Journal of International Business Studies 4.
68. Eyster, et al. (2008) Employees' recruitment system and Strategic Leadership: Creating a New Mindset (pp255-288). London: Blackwell.
69. Zenger, Ulrich, Smallwood, (2000) Employees' recruitment and perception of employees', Journal of Law and Economics 21: 297-326.
70. Feldman, (2000) An Internationalization Strategy for SMEs, Small Business Economics 21: 229-42.
71. Steers (1977) Employees' recruitment system and its motivation, Advances in International Marketing 8: 11-26.
72. According to Arthur (1994) Employees' Attitude and its effectiveness in employees' recruitment system Journal of Business and Economic Statistics 19
73. Owens (2006) Journal of International Business Studies 24 (2): 209-31.
74. Gopinath and Becker (2000) Employees' Attitude and its effectiveness in employees' recruitment

system, *Journal of International Business Studies* 24 (2).

75.Thomas, (2000) Employees recruitment towards performance, *The American Economic Review* 89(3): 605-18.

76.Fitz-enz (1990) Employees recruitment towards performance, *Journal of Applied Econometrics* 14:57-68.

77.Ganesh (1997) *Frontiers of Entrepreneurship Research*, Center for Entrepreneurial Studies, Babson College pp. 413-424.

78.Osteraker (1999) Effectiveness of Employees recruitment, *Journal of International Management* 7: 173-89.

79.Sarah Leidner et al., (2013) Employees recruitment in European institution, *European Journal of Marketing* 29: 60-75.

80.Koh and Goh (1995) Effectiveness of Employees recruitment System and its Effect on Employee Motivation on the organization, 22-08.

81. Vijaya Mani (2010) Employees' attitude on Employees recruitment system on SBI, *Fiscal Studies* 21(4): 427-68.

82. Deery (2008) Effectiveness of employees recruitment system, *Trade Promotion Issues*, unpublished DTI paper, mimeo.

83. Khairunnezam Mohd Noor (2011) Based Firms, in D. Jones, and Litvak, I. (Eds), *Technology, innovation and enterprise: The European Experience*.

84. Branch (2011) Employees recruitment system and employee attitude towards reward system, *Journal of International Business Studies* 12(3): 101-12.

85. Goulet and Frank (2002) Employees recruitment system, Academy of Management Journal 43: 1227-47.
86. Rashmi (2016) The employee attitude towards employee recruitment, performance Marketing Review 7(4): 11-24.
87. Mike Johnson (2004) Employees recruitment system and employee perception towards reward, Journal of International Management 17(1): 99-120.
88. Hemsley and Fraser (2008) Effectiveness in the employee recruitment system, Academy of Management Journal 41:7-26.
89. Singh, S. et al. (2010) Employees recruitment system and employee attitude towards reward system, Entrepreneurship Theory and Practice 20: 44-60.
90. Vijayalakshmi V (2012) The employee attitude towards employee recruitment system, McKinsey Quarterly 4: 45-52.
91. Tripathi et al. (2011) Effectiveness of employee recruitment system, McKinsey Quarterly 4: 45-52.
92. System and its Effect on Employee Motivation, Perspectives on Industrial and Corporate Change. Eds. G. Dosi,
93. Kate Hutchings et al. (2011) Effectiveness of Employees recruitment System and its Effect on Employee Motivation, Oxford University Press, Oxford, pp.193-214.
94. Cardy and Lengnick-Hall (2011) The employee perception towards Employees recruitment system Management International Review 39(3): 223-56.
95. Chitra Devi and Latha (2011) The employee attitude towards Employees recruitment system, Role of External Knowledge and Expertise at Key Stages of Business Growth and Development, report to the DTI.

96. Drucker (1999) The employee attitude towards Employees recruitment system The Economic Institutions of Capitalism, New York.
97. Terence et al., (2001) The employee attitude towards Employees recruitment system The Firm as a Nexus of Treaties, Sage: London.
98. Maqsood Haider et al. (2005) The employee Perception towards Employees recruitment system Oxford Review of Economic Policy 20: 358.
99. Abeysekera (2007) “The Employees recruitment system in oishee” Applied Economics Letters 11: 153-58.
100. Hay Group (2009) Employees’s satisfaction on Employees recruitment system: Quarterly Journal of Economics 80: 190-207.

**QUESTIONNAIRE:**  
**A Study on Effectiveness Of Recruitment and Selection Process With Special Reference to Dot com Infoway**

**QUESTIONNAIRE:**

- |                   |                          |                            |
|-------------------|--------------------------|----------------------------|
| 1. gender         | : ( ) Male               | ( ) female                 |
| 2. Age            | : (a) 20-30              | (b) 30-40                  |
|                   | (c) 40-50                | (d) above 50               |
| 3. Marital status | : (a) married            | (b) unmarried              |
| 4. Department     | : (a) HR                 | (b) digital marketing      |
|                   | (c) Business development | (d) mobile app development |
| 5. Qualification  | : (a) arts               | (b) science                |
|                   | (c) Engineering          | (d) diploma                |
| 6. Monthly income | : (a) 7500-10000         | (b) 15000-25000            |
|                   | (c) 25000-50000          | (d) above 50000            |
| 7. Experience     | : (a) below 2 years      | (b) 3-5 years              |
|                   | (c) 5-10 years           | (d) above 10 years         |
| 8. Area of living | : (a) urban              | (b) rural                  |
|                   | (c) Semi urban           |                            |

9. Are you satisfied with the job analysis in recruitment and selection process?

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>

10. Are you satisfied with the job description (the purpose, the major duties and responsibilities contained in a job) in the process?

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>

11. Are you satisfied with the job specification (the required attributes and qualities of the applicants) in the process?

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>

12. Does the organization clearly defined the position objectives, requirements and candidate specifications in the recruitment process?

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>



13. Does the HR provides adequate pool of quality applicants?

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>

14. Advanced tools and techniques will enhance success rate of recruitment and selection process

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>

15. E-recruitment like portals, social websites have become must to survive in the competitive markets

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>

16. Does the HR train the hiring employees to make the best hiring decisions?

<b>STRONGLY AGREE</b>	<b>AGREE</b>	<b>NEUTRAL</b>	<b>DISAGREE</b>	<b>STRONGLY DISAGREE</b>

SELECTION:

17. Please indicate how frequently each of the following selection techniques are used for filling vacancies at managerial level.

S.N O	SELECTION TECHNIQUES	NEVER	RARELY	SOMETIMES	FREQUENTLY	ALWAYS
1	Application forms (eg.Resumes, biodata)					
2	psychometric tests					

18. Please indicate how each of the following selection techniques are used for filling vacancies at entry level.

S.N O	SELECTION TECHNIQUES	NEVER	RARELY	SOMETIMES	FREQUENTLY	ALWAYS
1	aptitude tests					
2	Panel interview					

19. Please indicate how each of the following selection techniques are used for filling vacancies at technical level.

S.N O	SELECTION TECHNIQUES	NEVER	RARELY	SOMETIMES	FREQUENTLY	ALWAYS
1	One to one interview					
2	Skill or knowledge					

**RECRUITMENT:**

20. Please indicate how frequently each of the following recruitment methods are used for filling vacancies at managerial level.

<b>S.N</b>	<b>RECRUITMENT METHODS</b>	<b>NEVER</b>	<b>RARELY</b>	<b>SOMETIMES</b>	<b>FREQUENTLY</b>	<b>ALWAYS</b>
1	Promotion from Within					
2	Transfers					

21. Please indicate how each of the following recruitment methods are used for filling vacancies at entry level.

<b>S.N</b>	<b>RECRUITMENT METHODS</b>	<b>NEVER</b>	<b>RARELY</b>	<b>SOMETIMES</b>	<b>FREQUENTLY</b>	<b>ALWAYS</b>
1	Advertisement					
2	Employee referrals (eg.relatives,friends)					

22. Please indicate how each of the following recruitment methods are used for filling vacancies at technical level.

S.N	RECRUITMENT METHODS	NEVER	RARELY	SOMETIMES	FREQUENTLY	ALWAYS
1	Direct applicants (eg. Walk-ins or write-ins)					
2	Job rotation					

23. How is the final hiring decision normally made?

- a. only by HR department
- b. HR department in consultation with line management
- c. By line management in consultation with HR department
- d. other, please specify

24. Is selection process is centralized in your company?

- (a) Yes
- (b) No

25. Suggestion ( if any)























































**A Study on Employee's Attitude towards Quality of Work Life with  
Special Reference to Durotech sleep products private limited,  
Kangayam**

Submitted in Partial Fulfilment of the Requirements for the Award of the Degree of Master of  
Business Administration of Madurai Kamaraj University

**Submitted By**

Praveena U V

2019MBA32

**UNDER THE GUIDANCE OF**

Dr. N.ASHA, MBA, M.PHIL. NET, SET, CBCPS, PH.D.



Department of Management Studies

Fatima College (Autonomous)

Madurai -625018.

(College with Potential for Excellence)

FEBRUARY 2021




**FATIMA COLLEGE (AUTONOMOUS)**


Department of Management Studies

**MADURAI-625018**

**CERTIFICATE**

This is to certify that the Project Work entitled **"A Study on Employee's Attitude Towards Quality of Work Life With Special Reference to DUROTECH SLEEP PRODUCTS PRIVATE LIMITED, KANGAYAM"** is a Bonafide record of the work done by **PRAVEENA.U.V (2019MBA32)** Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
(Dr.N.ASHA)

  
Head of the Department  
(Dr.P.SHYAMALA)

  
Director  
(Dr.S.RAJU)

# Durotech<sup>TM</sup>

## Sleep Products Private Limited

CIN NO U36999TZ2017PTC028316

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mrs.PRAVEENA.U.V.(2019MBA32)**, student of Fatima College for Women, Madurai. She has done her Final Project training in our Durotech Sleep Products Private Limited at Thirupur for the period 24/12/2020 to 15/02/2021 and submitted project report titled **"A STUDY ON EMPLOYEES ATTITUDE TOWARDS QUALITY OF WORK LIFE WITH SPECIAL REFERENCE TO DUROTECH SLEEP PRODUCTS PRIVATE LIMITED, KANGAYAM"**

During this period, we found her conduct is good. We wish best of luck on completion of her project with us.

For DUROTECH SLEEP PRODUCTS Pvt Ltd

  
FACTORY MANEGAR

**Fatima College (Autonomous)**

**Department of Management Studies**

**Mary Land, Madurai-625018.**

**PRAVEENA.U.V**

**2019MBA32**

### **DECLARATION**

I hereby declare that the Project done under the title **"A Study on Employee's Attitude towards Quality of Work Life With Special Reference to FUROTECH SLEEP PRODUCTS PRIVATE LIMITED"** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.



**Signature of the student**

**Praveena.U.V**



## **ACKNOWLEDGEMENT**

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge My Sincere thanks to **Dr.Sr.G.Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express My Gratitude to **Dr.S.RAJU, Director, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr.PSHYAMALA HOD, Department of Management Studies** for her moral support to undergo the training/ Project.

I indeed greatly thankful to my faculty guide **Dr. N.Asha, MBA, and M.PHIL. NET, SET, CBCPS, PH.D.** for her moral support to undergo the training/ Project.

It is a great pleasure to acknowledge my sincere thanks to guide **Mr. Prasad, Durotech Sleep Products Private Limited**

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training.

Finally I thank My Teachers, Respondents, Friends and Parents who helped me in completing the training successfully.

**A STUDY ON EFFECT OF MOTIVATIONAL TOOLS ON  
EMPLOYEES MORALE WITH SPECIAL REFERENCE  
TO SRI MOOKAMBIKA INFOSOLUTIONS PRIVATE LIMITED,  
MADURAI**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

By

J.PREETHI

2019MBA33

Under the guidance of

Mrs. N. Asha, MBA, M.Phil., NET, SET, CBCPS, Ph.D.



DEPARTMENT OF MANAGEMENT STUDIES

Fatima College (AUTONOMOUS)

Madurai-625018

FEBURARY-2021



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “A study on effects of motivational tools on employees morale with special reference to Sri Mookambika Infosolutions Pvt Ltd, Madurai” is a bonafide record of work done by J.PREETHI, 2019MBA33 submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Mrs. N. Asha)

Head of the Department

(Dr. P. Shyamala)

Director

(Dr. S. Raju)

# Sri Mookambika Infosolutions (P) Ltd

Date: 23.02.2021

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. J. Preethi - Reg No : 2019MBA33 second year MBA student from Fathima College - Madurai has under gone her internship on " A STUDY ON EFFECT OF MOTIVATIONAL TOOLS ON EMPLOYEES MORALE " in our Organization from Dec-2020 to Feb- 2021.

During this period her conduct and character were found to be good. We wish her all success in her future endeavors.

For Sri Mookambika Infosolutions Pvt Ltd

  
Priya Vijayan

Manager - Human Resources



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

J.PREETHI

Reg. No: 2019MBA33

**Declaration**

I hereby declare that the project done under the title "A study on effects of motivational tools on Employees' Morale with special reference to Sri Mookambika Infosolutions Pvt Ltd, Madurai" submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the Student**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.

I express my gratitude to Dr .S. Raju, Director, Department of Management Studies Fatima College (Autonomous), Madurai for providing me such an opportunity.

I also thank Dr. P. Shyamala HOD, Department of Management Studies for her moral support to undergo the Project.

I indeed greatly thankful to my faculty guide Mrs. N. Asha, MBA, M.Phil. Ph.D. for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to company guide Mrs .V. Priya, HR Manager, Sri Mookambika Infosolutions Pvt Ltd, Madurai.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

**“A STUDY ON EMPLOYEE PERCEPTION TOWARDS EXPORT  
PROCEDURE  
AND DOCUMENTATION AT AVP NATURAL PRIVATE LIMITED“,  
MADURAI**

Submitted in partial fulfillment of the requirements for the award of the degree  
of Master of Business Administration of Madurai Kamaraj University

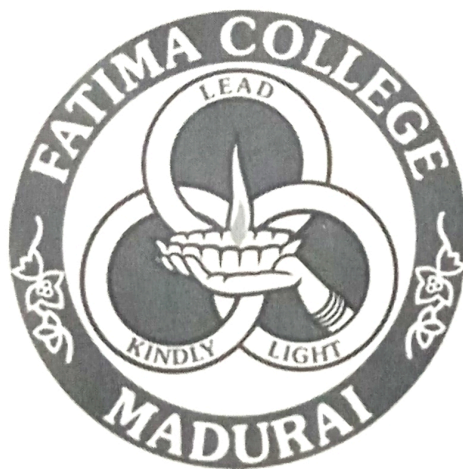
By

**PRIYAMEENA A**

**2019MBA34**

Under the guidance of

**Mrs. N.ASHA, MBA, M.PHIL., NET, SET, CBCPS, (PH.D.)**



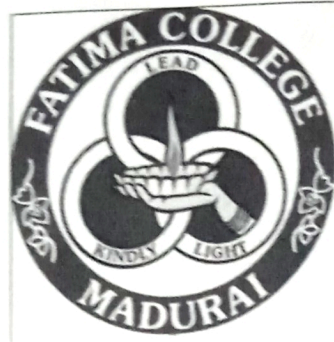
Department of Management Studies

Fatima College (Autonomous)

Madurai -625018.

**February - 2021**




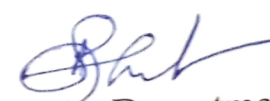



FATIMA COLLEGE (AUTONOMOUS)  
Department of Management Studies  
MADURAI-625018

### BONAFIDE CERTIFICATE

This is to Certify that the Project Work entitled "A Study on Employee Perception towards Export Procedure and Documentation at AVP Natural Private Limited" is a Bonafide record of the work done by PRIYAMEENA A (2019MBA34) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide  
(Mrs. N. Asha)

  
Head of the Department  
(Dr.P.Shyamala)

  
Director  
(Dr.S.Raju)



# AVP natural

Plot No .2A,

Marudhupandiyar 2nd cross Street,

Viswanathapuram

Madurai - 625014.



## TO WHOMSOEVER IT MAY CONCERN

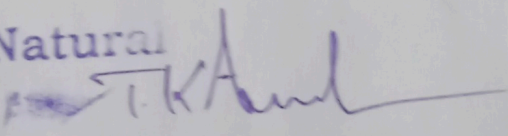
This is to Certify that Ms. A.Priyameena - (2019MBA34)  
MBA Student (Major in International Business and Finance) from your College had undergone project at  
our outlet and has Successfully completed her project from December 2020 - February 2021.

"During her project her attitude and behavior is good.

Wishing all the very best for future endeavors.

Warm regards,

**AVP NATURAL**  
No.2, Marudhupandiyar 2nd Cross St.  
Viswanathapuram,  
Madurai - 625 014.

T.K. Angel  
For **AVP Natural**  
Proprietor  
  
Proprietor

GSTIN : 33BEYPA4984E227

Mobile : 9655668905 / 9444233601

avpnatural@gmail.com

WWW.avpnatural.com

**Fatima College (Autonomous)**

**Department of Management Studies**

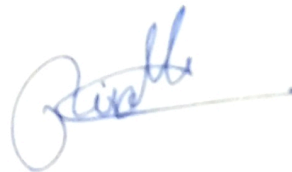
**Mary Land, Madurai-625018.**

**Priyameena A**

**2019MBA34**

### **DECLARATION**

I hereby declare that the Project done under the title **“A Study on Employee Perception towards Export Procedure and Documentation at AVP Natural Private Limited”** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.



Signature of the student

**A Priyameena**



# **A STUDY ON IMPACT OF TEAMWORK ON ORGANIZATIONAL PRODUCTIVITY IN SPS DAIRY MILK PVT.LTD.**

**Submitted in partial fulfillment of the requirement for the award of the Degree of  
Master of Business Administration**

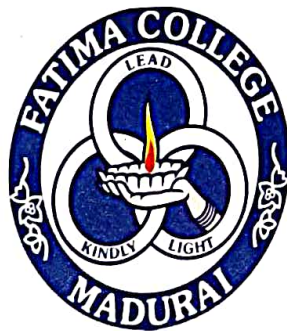
**By**

**RAJESWARI. S**

**(2019MBA35)**

**Under the guidance of**

**Dr. M. NAGARENITHA, M.B.A., M.Phil., PhD.**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (Autonomous)**

**February 2021**



Fatima College (Autonomous)

Department of Management Studies

Madurai -625018.

**CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON IMPACT OF TEAMWORK ON ORGANIZATIONAL PRODUCTIVITY IN SPS DAIRY MILK PVT.LTD" is a bonafide record of work done by RAJESWARIS 2019MBA35 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*M. Nagarenitha*  
Faculty Guide  
(Dr. M.Nagarenitha)

*Dr. P. Shyamala*  
Head of the Department  
Dr. P. Shyamala

*Dr. S. Raju*  
Director  
(Dr. S. Raju)

**SPS DAIRY MILK Pvt. Ltd- Kodairoad, Dindigul,  
Tami Nadu**

**CERTIFICATE**

Certified that **MISS. S. RAJESWARI (2019MBA35)** of Fatima College (Autonomous) undertook an internship training work on **"A study on impact of teamwork on organizational productivity in SPS Dairymilk pvt.ltd"** in our company from Dec (28.12.2020) to Feb (20.02.2021). During this period, hers performance and conduct were found to be good. We wish her all success in hers future.

Date: 20.02.2021

Place: kodairoad

MANAGER




Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018.

RAJESWARIS  
(2019MBA35)

DECLARATION

I hereby declare that the project done under the title "A STUDY ON IMPACT OF TEAMWORK ON ORGANIZATIONAL PRODUCTIVITY IN SPS DAIRY MILK PVT.LTD" submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
Signature of the Candidate

RAJESWARIS

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to Dr.Sr.G.Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.

I express my gratitude to Dr.S.Raju, Director, Department of Management Studies, Fatima College (Autonomous), Madurai for providing me such an opportunity.

I also thank Dr.P.Shyamala HOD, Department of Management Studies for her moral support to undergo the Project.

I indeed greatly thankful to my faculty guide Dr. N. Nagarenitha, M.B.A., M.Phil.,PhD. for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to Company guide

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training. Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.

**A STUDY ON EMPLOYEE SATISFACTION TOWARDS WELFARE SCHEMES  
ON PLATINUM TEXTILES PVT LTD**

**C.K .MANGALAM**

**Submitted in partial fulfilment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj University**

**By**

**K.R.RASIKA**

**2019MBA36**

**Under the guidance of**

**Dr. M. NAGARENITHA, MBA, M. Phil, Ph.D.**



**DEPARTMENT OF MANAGEMENT STUDIES**

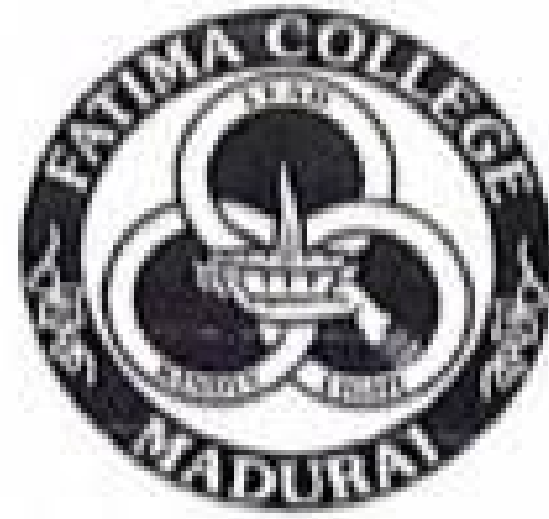
**Fatima college (AUTONOMOUS)**

**Mary land, Madurai-625018**

**(College with potential for excellence)**

**November- 2020**





**Fatima college (AUTONOMOUS)**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**Mary land, Madurai-625018.**

**CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON  
EMPLOYEE SATISFACTION TOWARDS WELFARE SCHEMES ON  
PLATINUM TEXTILES PVT LTD C.K. MANGAIAM ", is a bonafide  
record of work done by K.R.RASIKA(2019MBA36) Submitted in partial  
fulfillment of the requirement for the Degree of Master of Business  
Administration of Madurai kamaraj university.

*M. Naganenthia*  
**Faculty Guide**

Dr. M. NAGARENTHA

*P. Shyamala*  
**Head of the Department**

Dr. P. SHYAMALA

*S. Raju*  
**Director**

Dr. S. RAJU

# Platinum Textiles Ltd

C.K.mangalam , Tiruvadanai - 623 407, Tamilnadu INDIA

Tel: 04561 -254534, 254222, Fax : 04561 - 254234 E-mail : [platinum\\_textiles@yahoo.com](mailto:platinum_textiles@yahoo.com)

CSTIN :33AABBCN1537HIZT

---

REF NO. **73** 2020-2021

Date: 20 02 2021

## TO WHOMSOEVER IT MAY CONCERN

This is to Certify that Mr. K.R. Rasika (REG NO: 2019MBA36) student of Fatima College For Women Madurai Has done his final project training in our at Our Organization Platinum Textiles Ltd – Thiruvadanai From (21 12 2020 to 20 02 2021) and submitted project report titled "A STUDY ON EMPLOYEES SATISFACTION TOWARDS WELFARE SCHEMES ON PLATINUM TEXTILES PRIVATE LIMITED "

During this period we found this conduct good we wish best of luck on completion of his

Thanking You,

For Platinum Textiles Ltd

  
Authorized Signatory

Fatima college (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

Mary land, Madurai-625018.

**K.R.RASIKA**

**(2019MBA36)**

**DECLARATION**

I hereby declare that the project done under the title "**A STUDY ON EMPLOYEE SATISFACTION TOWARDS WELFARE SCHEMES ON PLATINUM TEXTILES C.K. MANGALAM**", Submitted for the award of the degree of Master of Business Administration is my original work and that no part of this report has been submitted fully or partly for any other recognition earlier.

*K.R. Rasika*

**Signature of the Student**

**K.R.RASIKA**

**A STUDY ON EMPLOYEE SATISFACTION TOWARDS WELFARE  
MEASURES IN IHITA INDUSTRIES PRIVATE LIMITED, MADURAI**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

By

M.REGINA MARY

2019MBA37

Under the guidance of

Dr. M. NAGARENITHA MBA., MPhil., Ph.D.



Department of Management Studies

Fatima College (Autonomous)

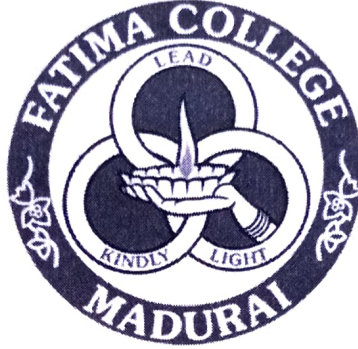
Mary land, Madurai-6250018

February-2021

Fatima college (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

Mary land, Madurai-625018.



BONAFIDE CERTIFICATE

This is to certify that the project work entitled **A STUDY ON EMPLOYEE SATISFICATION TOWARDS WELFARE MEASURES IN IHITA INDUSTRIES PRIVATE LIMITED MADURAI** is a bonafide record of work done by **M. REGINA MARY, 2019MBA37** submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj university.

*M. Nagarenitha*  
Faculty Guide

Dr. M. Nagarenitha

*[Signature]*  
Director

Dr. S. Raju

*[Signature]*  
Head of the Department

Dr. P. Shyamala

**IHITA INDUSTRIES PRIVATE LIMITED**

45 Sidco industrial Estate Kappalur

, Madurai - 625 008.

O452-2489170, +91 9500012170

ihitaindustries@gmail.com

**TO WHOM SO EVER IT MAY CONCERN**

This certify that Ms. **M. REGINA MARY (2019MBA37)** MBA student of Fatima college of management studies Madurai. She done her final project work titles **A STUDY ON EMPLOYEE SATISFICATION TOWARDS WELFARE MEASURES in IHITA INDUSTRIES PRIVATE LIMITED** "from 21.12.2020 to 20.02.21. curriculum.

We have noticed that during the period she has shown keep interest in his assignment.



Fatima college (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

Mary land, Madurai-625018.

M.REGINA MARY

(2019MBA37)

### DECLARATION

I hereby declare that the project done under the title "A STUDY ON EMPLOYEE SATISFICATION TOWARDS WELFARE MEASURES IN IHITA INDUSTRIES submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier:

*M. Regina Mary*

Signature of the Student

M.Regina Mary



## ACKNOWLEDGEMENT

First and foremost, I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr.S. Raju, Director, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr.P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the Project.

I indeed greatly thankful to my faculty guide, **Dr. M. Nagarenitha MBA, M.Phil., Ph.D.,** for her moral support to undergo theProject.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training. Finally, I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.



**“A STUDY ON STRESS MANAGEMENT IN TECHFIDELITE  
SOLUTIONS PRIVATE LIMITED”**

Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj University

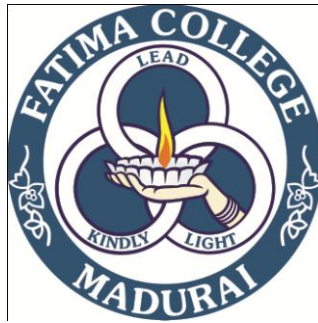
**By**

**K. REVATHI**

**2019MBA38**

**Under the guidance of**

**Dr. R. SUGANYA, M.BA.,Ph.D.**

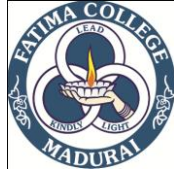


**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (Autonomous)**

**Mary Land, Madurai – 625 018.**

**February - 2021**



FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies

Maryland, Madurai – 625 018.

### **BONAFIDE CERTIFICATE**

This is to certify that the project work entitled “A STUDY ON STRESS MANAGEMENT IN TECHFIDELITE SOLUTIONS PRIVATE LIMITED” is a bonafide record of work done by K. REVATHI (2019MBA38) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide  
(Dr. R. SUGANYA)

Head of the Department  
(Dr. P. Shyamala)

Director  
(Dr. S. Raju)



## Techfidelite Solutions Pvt. Ltd.,

Suite No 9, 2nd Floor, A Space - No:42  
near Pon Vidhya School, Srinivasa Nagar  
Madipakkam, Chennai - 600091

20 Feb 2021

### TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms.K.REVATHI (Reg No :2019MBA38)** student of Fatima college for women, Madurai has done her final project training in **Techfidelite Solutions Pvt. Ltd.,** at Chennai in the period 21/12/2020 to 20/2/2021 and submitted project titled "**A STUDY ON STRESS MANAGEMENT IN TECHFIDELITE SOLUTIONS PRIVATE LIMITED**"

During this period, we found her conduct is really good and appreciable. We wish the best of luck on completion of her project with us.



UMAYA ESWARANI - J

FATIMA COLLEGE (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

MARY LAND, MADURAI – 625018.

### **Declaration**

I hereby declare that the project done under the title “A STUDY ON STRESS MANAGEMENT IN TECHFIDELITE SOLUTIONS PRIVATE LIMITED” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the Student**

**(K. Revathi)**

**“A STUDY ON THE EFFECTIVENESS ON EMPLOYEE’S  
ATTITUDE TOWARDS QUALITY OF WORK LIFE WITH  
SPECIAL REFERENCE TO SUNDARAM INDUSTRY PRIVATE  
LIMITED RUBBER FACTORY, MADURAI”**

Submitted in partial fulfillment of the requirements for the award of the degree  
of Master of Business Administration of Madurai Kamaraj University

**By**

**K. ROOPASRI**

**2019MBA39**

**Under the guidance of**

**Dr.P. SHYAMALA, MBA, M. PHIL, Ph.D., PGDCA**

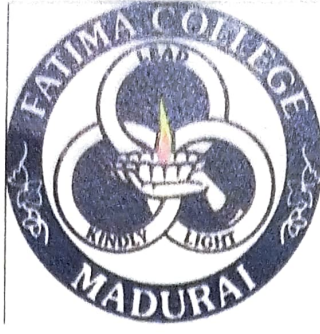


Department of Management Studies

Fatima College (Autonomous)

Madurai -625018.

**February - 2021**



FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies

MADURAI-625018

### BONAFIDE CERTIFICATE

This is to certify that the Project Work entitled “**A study on the employee’s attitude towards quality of work life with special reference to sundaram industry private limited rubber factory, Madurai**” is a Bonafide record of the work done by K. ROOPASRI (2019MBA39) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Dr.P.Shyamala)

Head of the Department

(Dr.P.Shyamala)

Director

(Dr.S.Raju)

SUNDARAM INDUSTRIES PRIVATE LIMITED  
Rubber Factory : Post Box No.8, Utharasipathi Road  
Rochadai, Madurai-625 016, India  
Ph : 91-452-4348888, Fax : 91 - 452 - 2381240  
GIN NO : U65991TN1943PTC002656  
Website : www.tvsrubber.com

20.02.2021

**TO WHOMSOEVER IT MAY CONCERN**

**This is to certify that Ms. K.ROOPASRI, II Year -MBA Student of  
Fathima College has done a project titled “ A Study on the Effectiveness on  
Employee’s Attitude Towards Quality of Work Life” in our organization  
From December 2020 to February 2021**

***We wish her all the best***

**For SUNDARAM INDUSTRIES PVT LIMITED**



**K.N BETRAAJ  
General Manager – HR**



Registered Office : TVS Building, West Vall Street, Madurai - 625 001  
Central Marketing Office : V Floor, 14, Whites Road, Chennai - 600 014



**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Mary Land, Madurai-625018.**

**K. ROOPASRI**  
**2019MBA39**

### **DECLARATION**

I hereby declare that the Project done under the title **“A study on the employee’s attitude towards quality of work life with special reference to sundaram industry private limited rubber factory, Madurai”** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.



**Signature of the student**

**K. ROOPASRI**



## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. Raju, Director, Department of Management Studies Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide **Dr.P. SHYAMALA, MBA, M. PHIL, PhD, PGDCA, SET, NET, HOD, Department of Management Studies** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to **Mrs B. SANGEETHA** Assistant manager, Sundaram industry private limited rubber factory, Madurai.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

## LIST OF TABLES

TABLE NO	CONTENT	PAGE NO
<b>Percentage Analysis</b>		
4.1	Gender Of The Respondents	61
4.2	Age Of The Respondents	62
4.3	Educational Qualification Of The Respondents	63
4.4	Department Of The Respondents	64
4.5	Level at the Management Of The Respondents	65
4.6	Marital Status Of The Respondents	66
4.7	Locality Of The Respondents	67
4.8	Monthly Income Of The Respondents	68
4.9	Experience Of The Respondents	69
4.10	Work Load	70
4.11	Compensations	71
4.12	Work Environment & Conditions	72
4.13	Supervisors	73

4.14	Benefits	74
4.15	Colleagues	75
4.16	Career Growth	76

### Weighted Average Analysis

4.18	Work Load	77
4.19	Compensations	78
4.20	Work Environment & Conditions	79
4.21	Supervisors	80
4.22	Benefits	81
4.23	Colleagues	82
4.24	Career Growth	83

### Chi Square Test Analysis

4.32(a)	Educational Qualification * Comfortable with the work environment allotted cross tabulation	84
4.32(b)	Educational Qualification * Provided with a clean and hygienic working environment cross tabulation	84

4.32(c)	Educational Qualification * The work environment improves the quality of life cross tabulation	85
4.32(d)	Educational Qualification * work contributes to the overall success of company cross tabulation	85
4.32(e)	Educational Qualification * The company rules are followed fairly cross tabulation	85
4.32(f)	Chi-Square Tests	86

4.33(a)	Experience * The supervisor provides you with adequate feedback on your performance cross tabulation	87
4.33(b)	Experience * The supervisor treats you with respect cross tabulation	87
4.33(c)	Experience * The supervisor demonstrates integrity and sets the example for others to follow cross tabulation	88
4.33(d)	Experience * The supervisor treats equally or fairly cross tabulation	88
4.33(e)	Experience * There exists any differentiation based on perceived notions of bias cross tabulation	88
4.33(f)	Chi-Square Tests	89

### One Way Anova Analysis

4.34	Work Load Factor by Experience	90
4.35	Benefit Factor by Experience	91
Correlation Analysis		

4.38	Age * Compensation Factor	92
4.39	Level of Management * Compensation Factor	93

**A STUDY ON WORK LIFE BALANCE IN THANGAGURU INDUSTRIES**  
**COIMBATORE**

Submitted in partial fulfillment of the requirement for the award of the Degree of  
**Master of Business Administration**

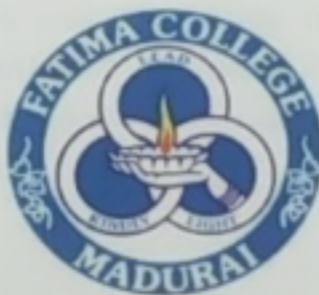
By

**SANGEETHA R**

**2019MBA42**

Under the guidance of

**Dr.R.SUGANYA, M.B.A.,Ph.D.**



**DEPARTMENT OF MANAGEMENT**

**STUDIES FATIMA COLLEGE**

**(AUTONOMOUS) MADURAI - 625 018**

**FEBRUARY - 2021**





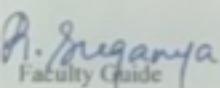
FATIMA COLLEGE

DEPARTMENT OF MANAGEMENT STUDIES

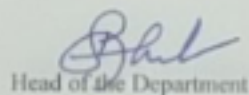
MADURAI- 625018.

**BONAFIDE CERTIFICATE**

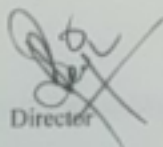
This is to certify that the project work entitled "A STUDY ON WORK LIFE BALANCE IN THANGAGURU INDUSTRIES COIMBATORE" is a bonafide record of work done by **SANGEETHA R ( 2019MBA42 )** submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

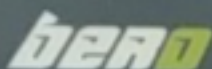
**Dr.R.SUGANYA**

  
Head of the Department

**Dr.P.SHYAMALA**

  
Director

**Dr. S. RAJU**



## **THANGAGURU INDUSTRIES PRIVATE LIMITED**

**(315 315, cinnappa gounder thottam jayaprakash nagar, ganapathy, COIMBATORE,  
Tamil Nadu 641006) PH No: +91 90037 78840**

### **CERTIFICATE**

Certified that **MISS.R.SANGEETHA (2019MBA35)** of Fatima College (Autonomous) undertook an internship training work on "A STUDY ON WORK LIFE BALANCE IN THANAGAGURU INDUSTRIES COIMBATORE" in our company from Dec (28.12.2020) to Feb (20.02.2021). During this period, hers performance and conduct were found to be good. We wish her all success in hers future.

**DATE: 20.02.2021**

**PLACE: COIMBATORE**

**MANAGER**



FATIMA COLLEGE

DEPARTMENT OF MANAGEMENT

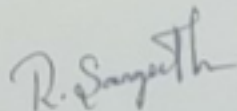
STUDIES MADURAI- 625018.

**SANGEETHA R**

**2019MBA42**

**DECLARATION**

I hereby declare that the project done under the title "A STUDY ON WORK LIFE BALANCE IN THANGAGURU INDUSTRIES COIMBATORE" submitted for the award of the degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



Signature of the student

**SANGEETHA R**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G.Celine Sahaya Mary, MBA. , FDP.,PHD , Principal ,Fatima College Madurai** for giving us a comfortable environment.

I also thank **Dr.S.Raju,M.B.A,Ph.D ,Director Department of management studies ,Fatima college Madurai** for granting the permission to project in the company

I also thank **Dr.P.Shyamala,M.B.A.,Ph.D., Head of the department, Department of Management Studies , Fatima College .**

I indeed greatly thankful to my faculty guide **Dr.R.Sugnaya,M.B.A.,Ph.D., Department of Management Studies , Fatima College .**

It is a great pleasure to acknowledge my sincere thanks to Company guide **Mr.B.Anand** for granting a permission to do project I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training.

Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.

---

**A STUDY ON EMPLOYEE SATISFACTION TOWARDS  
WELFARE FACILITIES AT J.K.FENNER, MADURAI**

**Submitted in partial fulfillment of the requirement for the award of the degree of Master  
of Business Administration of Madurai Kamaraj University**

**Submitted By**

**M.Sathya sheela**

**2019MBA43**

**Under the Guidance of**

**Dr. M . NAGARENITHA, MBA, M.PHIL. Ph.D., NET, SET.**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (Autonomous)**

**Madurai -625018.**

**(College with Potential for Excellence)**

**FEBRUARY 2021**

**Fatima College (AUTONOMOUS)**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**Madurai-625018**



**BONAFIDE CERTIFICATE**

This is to Certify that the Project Work entitled “**A Study on Employee Satisfaction towards Welfare Facilities at J.K.Fenner, Madurai** ” is a Bonafide record of the work done by M. Sathya sheela (2019MBA43) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

*M. Nagarenitha*

Faculty Guide  
(Dr.M. Nagarenitha)

*Shyl*

Head of the Department  
(Dr.P.Shyamala)

*[Signature]*  
Director

(Dr.S.Raju)

19.02.2021

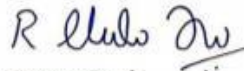
To Whomsoever It May Concern

This is to certify that Mrs. Sathya sheela.M (2019MBA43), II year MBA student of Fatima College, Madurai had undergone Internship Training in our company on project titled "A Study of Employee Satisfaction toward Welfare Facilities at J.K Fenner (India) Limited" from December 2021 to February 2021.

During this period, her Performance and conduct were found to be good.

We wish her all success in her future endeavors.

For J.K Fenner (India) Limited



R.Chitra Devi

Deputy Manager- HR & Admin

---

**Fatima College(Autonomous)**  
**Department of Management Studies**

**Mary Land, Madurai-625018.**

**M.Sathya Sheela**

**2019MBA43**



### **DECLARATION**

I hereby declare that the Project done under the title **“A Study on Employee satisfaction towards Welfare Facilities at J.K.Fenner, Madurai”** submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.

Signature of the student  
M.Sathya sheela





**“A STUDY ON EMPLOYEE WELFARE AND ITS IMPACT ON JOB  
SATISFACTION IN SHRI RAMALINGA MILLS LTD,  
ARUPPUKOTTAL.”**

Submitted in partial fulfilment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

By  
**S.SELVALAKSHMI**  
**2019MBA44**

Under the guidance of  
**DR. B.JAYANTHI, M.B.A., M.Phil., Ph.D.**



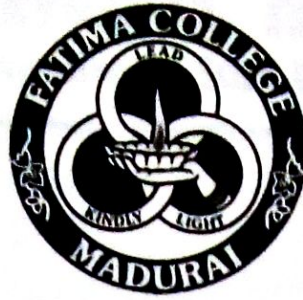
**Department of Management Studies**

**Fatima College (Autonomous)**

**Madurai – 625 018.**

**February 2021**





**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai – 625 018.**

**Certificate**

This is to certify that the project work entitled “A Study on Employee Welfare and its Impact on Job Satisfaction in Shri Ramalinga Mills Ltd, Aruppukottai.” is a bonafide record of work done by, **S.SELVALAKSHMI (2019MBA44)** submitted in partial fulfilment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*B. Jayanthi*  
**Faculty Guide**

**Dr. B.Jayanthi**

*Dr. S. Raju*  
**Director**

**Dr. S. Raju**

*Dr. P. Shyamala*  
**Head of the Department**  
**Dr. Mrs. P. Shyamala**

IAADCS8769A1ZC

SRI RAMAJAYAM

CST. RC. No. 493966

# SHRI RAMALINGA MILLS LIMITED

(Govt. Recognised Star Export House)

RAMALINGA  
240282  
04566 - 240019  
srmaunit@dataone.in

Regd. Office :

212, Ramasamy Nagar  
Post Box No. 18  
ARUPPUKOTTAI - 626 105  
TAMILNADU - INDIA

21.02.2021

Date : .....

## TO WHOM SO EVER IT MAY CONCERN

is to certify that Ms.S. SELVALAKSHMI (Reg. No.2019MBA44) Final  
r M.B.A student of FATIMA COLLEGE (AUTONOMOUS), MADURAI  
undergone project in "A STUDY ON EMPLOYEES WELFARE AND  
PACT ON JOB SATISFACTION" for the period from 21.12.2020 to  
02.2021 in our mills. She was industrious and sincere in her assignment.  
ing this project period her conduct and behavior were found good.

For Shri Ramalinga Mills Ltd.

  
Personnel Manager



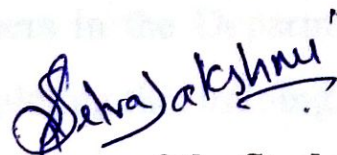
Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018

**S.SELVALAKSHMI**

**2019MBA44**

**Declaration**

I hereby declare that the project done under the title “**A Study on Employee Welfare and its Impact on Job Satisfaction in Shri Ramalinga Mills Ltd, Aruppukottai.**” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the Student**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G.Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr.S.Raju, Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr.P.Shyamala HOD, Department of Management Studies** for her moral support to undergo the **training/ Project.**

I indeed greatly thankful to my faculty guide **Dr.B.Jayanthi, M.B.A., M.Phil., Ph.D.,** for her moral support to undergo the **training/ Project.**

It is a great pleasure to acknowledge my sincere thanks to guide **Mr. Kotiswaran, Personnel Manager in Shri Ramalinga Mills Ltd.**

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training.

Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.



# **A STUDY ON EFFECTIVENESS ON EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO HI BERYL EXPORT PVT LTD**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

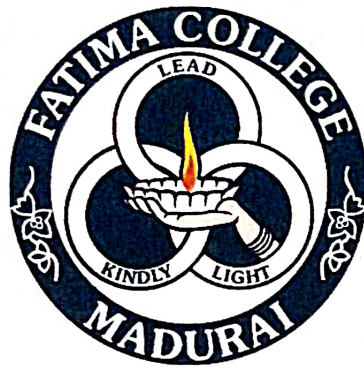
By

R. Shalini

(2019MBA45)

**Under the guidance of**

Dr. B. Jayanthi., MBA, M.Phil., Ph.D.



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**Feb 2021**



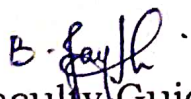
Fatima College (Autonomous)

Department of Management Studies

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “A STUDY ON EFFECTIVENESS ON EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO HI BERYL PVT LTD” is a bonafide record of work done by R. Shalini, 2019MBA45 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

Dr. B. Jayanthi

  
Director

Dr. S. Raju

  
Head of the Department

Dr. P. Shyamala

**Hiberyl Exports Pvt Ltd.,**

#10/15-I, O.Thulukkapatti P.O., Pappakudi Via,  
Cheranmahadevi Tk, Tirunelveli, Tamilnadu - 627 60  
e-mail: [hiberylexportspvtltd@gmail.com](mailto:hiberylexportspvtltd@gmail.com)  
Tel : 04634 2750 89 Mob : 80125 12580 / 82

Dated:22.02.2021.

TO WHOMSOEVER IT MAY  
CONCERN

This is to certify that Ms. **R.SHALINI(2019MBA45)**, is undergoing M.B.A. in Fatima College (Autonomous) Madurai, and she has undergone final year project in our Organization on the topic “ **Study on Effectiveness on Employee Engagement**”, effective from DECEMBER, 2020 to FEBRUARY,2021.

During the above period, she has shown keen interest to learn and has done all the work assigned to her with a sense of involvement and commitment. Her conduct was found to be good.

We wish all success in her future endeavors.

Best Regards

*N.K .Rasheed*

(Managing Director  
Hiberyl Exports pvt Ltd)

For HIBERYL EXPORTS PVT. LTD.

  
Managing Director



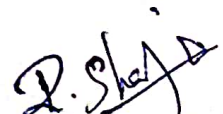


Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625018.

**Student Name : R. Shalini**  
**Register Number : 2019MBA45**

**Declaration**

I hereby declare that the project done under the title “A STUDY ON EFFECTIVENESS ON EMPLOYEE ENGAGEMENT WITH SPECIAL REFERENCE TO HI BERYL PVT LTD” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
**Signature of the Student.**



## ACKNOWLEDGEMENT

First and foremost, I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr.S.Raju, Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr.P.Shyamala HOD, Department of Management Studies** for her moral support to undergo the **Project.**

I indeed greatly thankful to my faculty guide **Dr. B. Jayanthi., MBA, M.Phil., Ph.D.,** for her moral support to undergo the **Project.**

It is a great pleasure to acknowledge my sincere thanks to guide **S. Rajendra Kumar., B.Sc.,** human resources Manager in Hi beryl pvt lmt .

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training. Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.

**A STUDY ON CUSTOMER SATISFACTION IN DIGITAL MARKETING  
SERVICES PROVIDED BY PIXEL WEB SOLUTIONS, MADURAI.**

Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration of Madurai Kamaraj

University

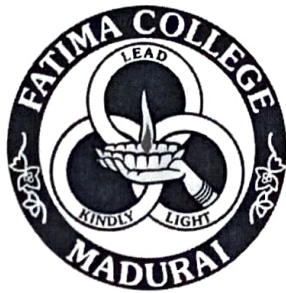
By

G.SHIRLY JUDITH

(Reg No: 2019MBA46)

Under the guidance of

Dr.B.Jayanthi, M.B.A, M.Phil., Ph.d.



DEPARTMENT OF MANAGEMENT STUDIES

Fatima College (AUTONOMOUS)

Mary Land, Madurai-625018

**February 2021**



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “A STUDY ON CUSTOMER SATISFACTION IN DIGITAL MARKETING SERVICES PROVIDED BY PIXEL WEB SOLUTIONS, MADURAI” is a bonafide record of work done by G. Shirly Judith (Reg.No.2019MBA46) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

(Dr.B.Jayanthi)

  
Head of the Department

(Dr.P.Shyamala)



Director

(Dr.R.Raju)

15<sup>th</sup> February 2021

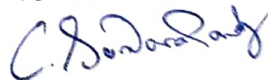
To,  
  
The Head of Department,  
  
Fatima College,  
  
Madurai.

### CERTIFICATE

This is to certify that **Ms. G. Shirly Judith(Reg.No:2019MBA46)**, student of **M.B.A.** Course in the Department of Management Studies, Fatima College, Madurai, has carried out "**A study on customer satisfaction in digital marketing services**" in our Company from **December 2020 to February 2021**.

She has completed the study satisfactorily.

For Pixel Web Solutions, Madurai



**PIXEL WEB SOLUTIONS**

No: 30-C, Rakesh tower 3rd Floor,  
Bye Pass Road,

**MADURAI-625 016.**

Phone: 0452-4365409

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**G. Shirly Judith**

**(Reg.No: 2019MBA46)**

**Declaration**

I hereby declare that the project done under the title “A STUDY ON CUSTOMER SATISFACTION IN DIGITAL MARKETING SERVICES PROVIDED BY PIXEL WEB SOLUTIONS, MADURAI” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier

*G. Shirly Judith*

**Signature of the Student**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. Raju, Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the Project.

I indeed greatly thankful to my faculty guide **Dr. B. Jayanthi, M.B.A., M.Phil., Ph.D.,** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to guide **MR.SUNDRAPANDY, CEO** in Pixel web solutions.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training. Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.



# **A STUDY ON JOB SATISFACTION LEVEL TO THE EMPLOYEES IN NIKIPET**

Submitted in partial fulfillment of the requirement for the award of the degree of the  
Degree of Master of Business Administration of Madurai Kamaraj University

By

**M.SHOBANA**

**Reg no: (2019MBA47)**

Under the guidance of

**Dr.B.JAYANTHI MBA, M.Phil., Ph.D.,**



**Department of Management Studies**

**Fatima College (Autonomous)**

**Mary land, Madurai – 625018**

**Feb 2021**



## **CERTIFICATE**


**Fatima College (Autonomous)**

**Department of Management Studies**


**Madurai-625 018.**

## **CERTIFICATE**

This is to certify that the project work entitled "**A STUDY ON JOB SATISFACTION OF EMPLOYEES IN NIKIPET**" is a bonafide record of work done by **M.SHOBANA-**  
**(Reg no: 2019MBA47)**. Submitted in partial fulfillment of the requirement for the degree of  
Master of business Administration of Madurai Kamaraj University.

  
**Faculty Guide**  
**Dr.B.Jayanthi**

  
**Director**  
**Dr.S.Raju**

  
**Head of the Department**  
**Dr.P.Shyamala**





**NikiPET**  
BOTTLES / JARS / CONTAINERS

## NIKIPET

Plot No-18, Pothumbu Post, Sikkandar Chavadi, Madurai -18.

Mobile:9443558034,Email:jkjag@icloud.com

### CERTIFICATE

Certified that M.Shobana (Reg No:2019MBA47) of Fatima College(Autonomous) undergone a live project work on "A Study on job satisfaction level to the employee in NIKIPET, Pothumbu, Sikkandar chavadi, Madurai-18, from 25 December 2020 to 22 February 2021. Her conduct was good during the period.

Date:19.02.2021

Place:Madurai

Yours,

For NIKIPET

**NIKI PET**

Plot No. 18, Sikkandar Chavadi,  
Podumbu, Madurai-625 018.

## **DECLARATION**

**Fatima College (Autonomous)**

**Department of Management Studies**

**Madurai – 625018.**

**Student Name: M.Shobana.**

**Register Number: 2019MBA47**

## **DECLARATION**

I hereby declare that the project is done under the title "**A STUDY ON JOB SATISFACTION OF EMPLOYEES IN NIKIPET**" submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

*M. Shobana*  
M.SHOBANA

**Signature of the Student**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. Raju, Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide **Dr.P.Shyamala MBA.,M.Phil.,Ph.D.,PGDCA.,,** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to karthikeyan.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully

**A STUDY ON EMPLOYEE HEALTH, SAFETY AND WELFARE  
MEASURES WITH REFERENCE TO IN PEP  
INDUSTRY COIMBATORE**

**Submitted in partial fulfillment of the requirement for the award of the Degree  
of Master of Business Administration**

By

**SOBIYA K**

**2019MBA48**

Under the guidance of

**Dr. B. JAYANTHI, M.B.A., M.Phil., Ph.D.,**

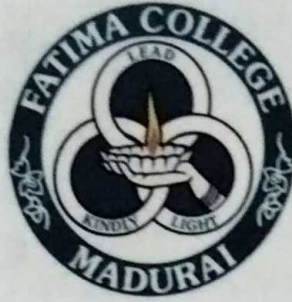


**DEPARTMENT OF MANAGEMENT STUDIES**

**FATIMA COLLEGE (AUTONOMOUS)**

**MADURAI - 625 018**

**FEBRUARY - 2021**



**FATIMA COLLEGE**

**DEPARTMENT OF MANAGEMENT STUDIES**

**MADURAI- 625018.**

**BONAFIDE CERTIFICATE**

This is to certify that the project work entitled “A STUDY ON EMPLOYEE HEALTH ,SAFETY AND WELFARE MEASURES WITH SPECIAL REFERENCE TO IN PEPS INDUSTRY COIMBATORE ” is a bonafide record of work done by SOBIYA K (2019MBA48 ) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*B. Jayanthi*  
Faculty Guide

**Dr. B. JAYANTHI, M.B.A., M.Phil., Ph.D.,**

*P. Shyamala*  
Head of the Department

**Dr. P. SHYAMALA**

*S. Raju*  
Director (Professional course)

**Dr. S. RAJU**



18.02.2021

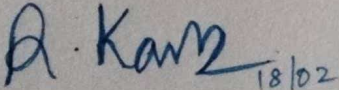
## CERTIFICATE

Certified that Mrs. SOBIYA K (Reg No:2019MBA48) of Fatima college (Autonomous) undertook an Internship training work on “ A STUDY ON EMPLOYEES HEALTH , SAFETY & WELFARE MEASURES ” in our company from 28.12.2020 to 18.02.2020.

During this period hers performance and conduct were found to be good.

We wish her all success in hers future endeavors.

For peps industry ltd

 18/02

R.KAMESHWARAN  
(ASST Manager)

FATIMACOLLEGE

DEPARTMENT OF MANAGEMENT

STUDIES MADURAI-625018.

**SOBIYA K**

**2019MBA48**

### **DECLARATION**

I hereby declare that the project done under the title “**A STUDY ON EMPLOYEE HEALTH,SAFETY AND WELFARE MEASURES WITH REFERENCE TO IN PEPS INDUSTRY COIMBATORE**” submitted for the award of the degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



**Signature of the student**

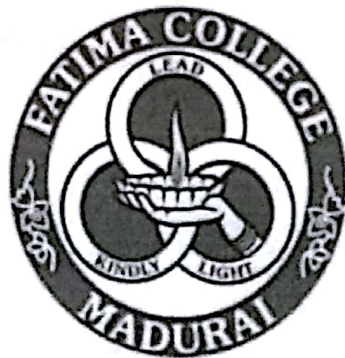
**SOBIYAK**

**"A STUDY ON EMPLOYEES JOB SATISFACTION WITH  
SPECIAL REFERENCE TO KI MOBILITY SOLUTIONS  
PRIVATE LIMITED MADURAI."**

**Submitted in partial fulfillment of the requirement for the award of the  
degree of Master of Business Administration**

**BY  
L.SUBHA LAKSHMI (2019MBA50)**

**Under the guidance of  
Dr.R.SUGANYA, M.B.A.,Ph.D.**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College(AUTONOMOUS)**

**Mary Land, Madurai-625018**

**February– 2021**



**Fatima College (AUTONOMOUS)**  
**DEPARTMENT OF MANAGEMENT STUDIES**  
**Mary Land, Madurai-625018.**

**BONAFIDE CERTIFICATE**

This is to certify that the Project work entitled "A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO KI MOBILITY SOLUTIONS PRIVATE LIMITED MADURAI." is a bonafide record of work done by L.SUBHA LAKSHMI (2019MBA50) submitted in partial fulfillment of the requirement for the Degree of Master of Business Administration of Madurai Kamaraj University 2019-2021.

  
**Faculty Guide**

Dr.R .SUGANYA

  
**Head of the Department**

Dr. P.SHYAMALA



**Director**

Dr.S.RAJU



**ki Mobility Solutions Private Limited**  
(formerly Peninsula Auto Parts Private Limited)

CIN: U52590TN2018PTC125028

Registered Office: 10, Jawahar Road, Chokkikulam, Madurai - 625002

Corporate Office: "Kochar Bliss", 8th Floor, Plot No. Super A8 & 9,  
Thiru.Vi.Ka Industrial Estate, Guindy, Chennai - 600032

20-02-2021

This is to certify that Ms. L.SUBHA LAKSHMI(2019MBA50) MBA – II<sup>nd</sup> Year From Fatima College, her undergone the Project title "A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO KI MOBILITY SOLUTIONS PRIVATE LIMITED at our Madurai workshop, from 28<sup>th</sup> Dec 2020 to 20-02-2021

She is a quick learner, punctual and committed to the work assigned.

Best wishes to her in all her future endeavors.

**KI MOBILITY SOLUTIONS PRIVATE LIMITED**

  
AUTHORIZED SIGNATORY

Mail Id: enquiry@tvs.in, Website: www.tvsautomobilesolutions.com



A subsidiary of :  
TVS Automobile Solutions Private Limited

FATIMA COLLEGE (AUTONOMOUS)  
DEPARTMENT OF MANAGEMENT STUDIES  
MARY LAND, MADURAI-625018.

L.SUBHA LAKSHMI  
2019MBA50

#### **DECLARATION**

I hereby declare that the project done under the title "A STUDY ON EMPLOYEES JOB SATISFACTION WITH SPECIAL REFERENCE TO KI MOBILITY SOLUTIONS PRIVATE LIMITED MADURAI" submitted for the award of the degree of Master of Business Administration is my original work and that no part of this report has been submitted fully or partly for any other recognition earlier.

*L. Subhalakshmi*  
**Signature of the Student**  
**(L.Subha Lakshmi)**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G.CELINE SAHAYA MARY, MBA. , FDP.,PH.D , Principal ,Fatima College Madurai** for giving us a comfortable environment.

I also thank **.Dr.S.RAJU,M.B.A,Ph.D ,Director Department of management studies ,Fatima college Madurai** for granting the permission to project in the company

I also thank **Dr.P.SHYAMALA,M.B.A.,Ph.D.,** Head of the department, Department of Management Studies , Fatima College .

I indeed greatly thankful to my faculty guide **Dr.R.SUGNAYA,M.B.A.,Ph.D.,** Department of Management Studies , Fatima College .

It is a great pleasure to acknowledge my sincere thanks to Company guide **Mr.P.R.MOULEESWARAN** for granting a permission to do project in "KI MOBILITY SOLUTIONS PRIVATE LIMITED MADURAI " I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training.

Finally I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.

**A STUDY ON EMPLOYEE MOTIVATION IN SITHARAJ ENGINEERING  
INDUSTRIES PVT.LTD, HOSUR**

Submitted in partial fulfilment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

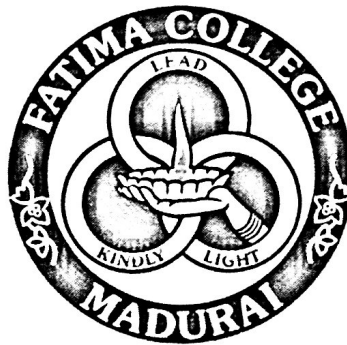
**BY**

**SUDHA P**

**(2019MBA51)**

**Under the guidance of**

**Dr.R.SUGANYA, MBA, M.COM, Ph. D.**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS)**

**Madurai- 625 018**

**FEBURARY -2021**



Fatima College (Autonomous)  
Department of Management Studies  
Madurai-625 018.



**CERTIFICATE**

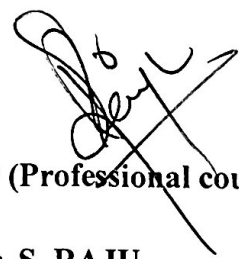
This is to certify that the project work entitled “ **A study on Employee Motivation in Sitharaj Engineering Industries, Hosur**”, is a bonafide record of work done by **Sudha P (2019MBA51)** in the partial fulfilment for the requirement of the Degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

**Dr. R. SUGANYA**

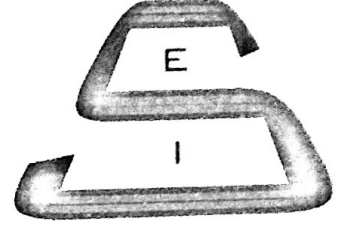
  
Head of the department

**Dr. P. SHYAMALA**

  
Director (Professional course)  
**Dr. S. RAJU**

## Sitharaj Engineering Industries (Mfg.of Precision components)

Plot no:126/1B, Shanthi Nagar West,  
7th cross, Denkanikotta Road,  
Hosur, krishnagiri District, Tamil Nadu-635109  
Mobile no: +91-9994400346  
E-mail id: sitharajengineeringindustries@gmail.com  
GSTIN: 33AFNPY1387G1ZZ

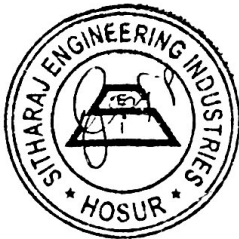


Date: 19/02/2021

### CERTIFICATE OF INTERSHIP

This is to certify that **Ms. SUDHA.P (2019MBA51)** studying MBA (HR & IBM – Final Year) Degree in Fatima College Madurai, has undergone Internship Training in our organization from December 2020 to February 2021. During the training period her performance is Satisfactory.

We wish **Ms.SUDHA.P** all the best in her future endeavors.



Fatima College (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

Mary Land, Madurai-625018.

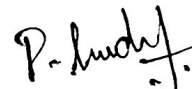
**SUDHA P**

**2019MBA51**

**Declaration**

I hereby declare that the project done under the title “A STUDY ON EMPLOYEE MOTIVATION WITH SPECIAL REFERENCE TO SITHARAJ ENGINEERING INDUSTRIES PVT. LTD” submitted for the award of the Degree of Master of Business Administration is my original report and the no part of this report have been submitted fully or partly for any other recognition earlier.

**Signature of the candidate**



**(P. SUDHA)**



## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G. CELINE SAHAYA MARY, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. RAJU, M.B.A., Ph.D. Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. SHYAMALA, MBA, M.Phil., Ph.D., PGDCA, SET, NET** and Head of the Department of Management Studies for her moral support to undergo the Project.

I indeed greatly thankful to my faculty guide **Dr. R. SUGANYA., MBA, M.Com, Ph.D.,** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to guide Mr. Yogesh Balaji, HR Manager in Sitharaj Engineering Industries Pvt. Ltd.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training. Finally, I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.

**A STUDY ON EMPLOYEE RETENTION IN TATA CONSUMER PRODUCT  
LIMITED, IDDUKI.**

Submitted in partial fulfilment of the requirement for the award of the degree of Master of  
Business Administration of Madurai Kamaraj University

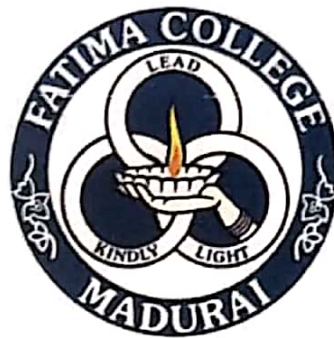
**BY**

**SUGANTHI V**

**(2019MBA52)**

**Under the guidance of**

**Dr.R.SUGANYA, MBA, M.COM, Ph. D.**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS)**

**Madurai- 625 018**

**FEBURARY -2021**



FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies


MADURAI-625 018.

**BONAFIDE CERTIFICATE**

This is to certify that the project work entitled “ **A study on Employee Retention in TATA Consumer Product Limited, Idduki**”, is a bonafide record of work done by V. Suganthi (2019MBA52) in the partial fulfilment for the requirement of the Degree of Master of Business Administration of Madurai Kamaraj University.

  
Faculty Guide

(Dr. R. SUGANYA)

  
Head of the department

( Dr. P. SHYAMALA)

  
Director

(Dr. S. RAJU)



Ref.No.IR/42(A)

3<sup>rd</sup> January 2021

TO WHOMSOEVER IT MAY CONCERN

CERTIFICATE

This is to certify that Ms. Suganthi V, student of M.B.A. course in Department of Management Studies, Fatima College, Madurai, has carried out an Organizational Study in our Company from 29<sup>th</sup> December 2020 to 3<sup>rd</sup> February 2021 inclusive.

She has completed the study satisfactorily.

for KDHP COMPANY PRIVATE LIMITED

Kanan Devan Hills Plantations  
Company Private Limited  
KDHP House,  
INDUSTRIAL RELATIONS DEPARTMENT  
MUNNAR P.O.  
KERALA - 685 612

Registered Office:

KDHP House, Munnar, Kerala - 685612, India

Tel:  
668 255 000/999

Fax:  
+91 4868 255 555

Website:  
www.kdhptea.com

E mail:  
info@kdhptea.co.in

Corporate Identity Number:  
U01132KL2005PTC018014

**Fatima College (AUTONOMOUS)**

**Department Of Management Studies**

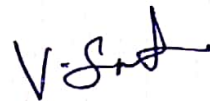
**Mary Land, Madurai-625018.**

**V. SUGANTHI**

**2019MBA52**

**DECLARATION**

I hereby declare that the project done under the title **“A Study On Employee Retention With Special Reference To Tata Consumer Product Limited”** submitted for the award of the Degree of Master of Business Administration is my original report and the no part of this report have been submitted fully or partly for any other recognition earlier.



**Signature of the candidate**

**(V. SUGANTHI)**



## ACKNOWLEDGEMENT

First and foremost, I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G. CELINE SAHAYA MARY, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. RAJU, M.B.A., Ph.D. Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. SHYAMALA, MBA, M.Phil., Ph.D., PGDCA, SET, NET** and Head of the Department of Management Studies for her moral support to undergo the Project.

I indeed greatly thankful to my faculty guide **Dr. R. SUGANYA., MBA, M.Com, Ph.D.,** for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to guide **Mr.STEPHEN,** Manager in TATA Consumer Product Limited.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training. Finally, I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.

**A STUDY ON THE EFFECTIVENESS OF RECRUITMENT AND  
SELECTION PROCESS WITH REFERENCE TO DEVAKI  
HOSPITAL MADURAI**

Submitted in partial fulfillment of the requirement for the award of the degree  
of Master of Business Administration of Madurai Kamaraj University

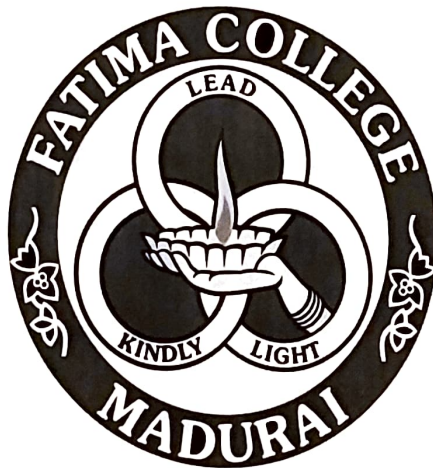
By

**H.SUHANA**

**Reg. No: 2019 MBA53**

Under the guidance of

**Dr.M.Nagarenitha,MBA,M.phil,Phd**

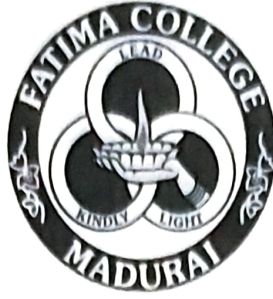


Department of Management Studies

Fatima College (Autonomous)

Madurai – 625018.

FEBRUARY -2021



Fatima College (Autonomous)

Department of Management

Studies Madurai – 625 018.

Certificate

This is to certify that the project work entitled “**A STUDY ON THE EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS WITH REFERENCE TO DEVAKI HOSPITAL MADURAI**” is a bonafide record of work done by **H.SUHANA, 2019MBA53**, submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

*M. Nagarenitha*  
Faculty Guide

**Dr.M.Nagarenitha**

*Shy*  
Head of the Department

**Dr. P.Shyamala**

*S. Raju*  
Director


**Dr.S.Raju**



## CERTIFICATE

This certify that Miss .H.SUHANA, MBA( Master of business administration) student of Fatima Collage of management studies Madurai. She undertook a internship training work on “A study on the effectiveness of Recruitment and selection process with reference to Devaki hospital Maduari From december (28.12.2021) to February (20.2.2021) during this period her performance and conduct were found to be very good.

**Dr.P.S.NAGENDRAN.M.B.B.S.,**  
MANAGING DIRECTOR  
**DEVAKI SPECIALITY HOSPITAL**  
26, Theni Main Road, Arasaradi, MADURAI.  
Reg. No: 40216

  
for devaki hospital  
**Dr.P.S.NAGENDRAN,M.B.B.S.,**  
MANAGING DIRECTOR  
**DEVAKI SPECIALITY HOSPITAL**  
26, Theni Main Road, Arasaradi, MADURAI.  
Reg. No: 40216

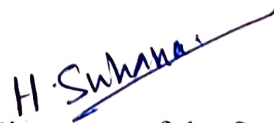
Fatima College (Autonomous)  
Department of Management  
Studies Madurai – 625018.

Student Name : H.SUHANA  
Register Number: 2019MBA53

Declaration

I hereby declare that the project done under the title “**A STUDY ON THE EMPLOYEES ATTITUDE TOWARDS THE EFFECTIVENESS OF RECRUITMENT AND SELECTION PROCESS IN DEVAKI HOSPITAL**”

submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.

  
Signature of the Student.  
(H.SUHANA)

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is a great pleasure to acknowledge my sincere thanks to Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.

I express my gratitude to Dr. S. Raju, Director, Department of Management Studies Fatima College (Autonomous), Madurai for providing me such an opportunity.

I also thank Dr. P. Shyamala HOD, Department of Management Studies for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide Dr. M. Nagarenitha, MBA,M.Phil., Ph.D.; for her moral support to undergo the Project

It is a great pleasure to acknowledge my sincere thanks to DR.P.S.NAGENDIRAN, for his support to undergo the project.

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

**A STUDY ON STRESS MANAGEMENT SPECIAL REFERENCE TO  
ROYAL ENFIELD , THOOTHUKUDI.**

Submitted in partial fulfillment of the requirement for the award of the degree of the  
Degree of Master of Business Administration of Madurai Kamaraj University

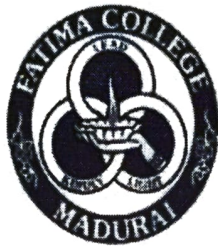
By

**SURYA.A**

**Reg no: (2019MBA54)**

**Under the guidance of**

**Dr.M.NAGARENITHA. MBA, M.Phil., ., NET., SET.,**



**Department of Management Studies**

**Fatima College (Autonomous)**

**Mary land, Madurai – 625018**

**FEBRUARY -2021**



**Fatima College (Autonomous)**  
**Department of Management Studies**  
**Madurai-625 018.**

**CERTIFICATE**

This is to certify that the project work entitled “**A STUDY ON STRESS MANAGEMENT SPECIAL REFERENCE TO ROYAL ENFILED THOOTHUKUDI**” is a bonafide record of work done by **SURYA.A - (Reg no: 2019MBA54)**. Submitted in partial fulfillment of the requirement for the degree of Master of business Administration of Madurai Kamaraj University.

*M. Naganenitha*  
**Faculty Guide**  
**Dr.M.NAGARENITHA**

*[Signature]*  
**Director**  
**Dr.S. RAJU**

*[Signature]*  
**Head of the Department**  
**Dr. P. Shyamala**

## CERTIFICATE

This certify that Ms.A.SURYA (2019MBA54) of second year MBA,Fatima college Madurai. She done her project work titled " A study on stress management special references to Royal Enfield,Thoothukudi" from December to February 2021.her conduct was good during the period.

Thanks Regards,

For **CHARLES MOTORS**

  
Sales Manager



**Charles Motors**

Address :  
Ettayapuram Road,  
Thoothukudi - 628 003

Telephone : +91 - 461 - 2321636, 2323436  
Mobile : +91 78670 15262 / 63 / 64 / 65  
E-Mail : sales.charlesmotors@gmail.com



## **DECLARATION**

**Anna College (Autonomous)**

**Department of Management Studies**

**Madurai – 625018.**

**Student Name: SURYA**

**Register Number: 2019MBA54**



## **DECLARATION**

I hereby declare that the project is done under the title **“A STUDY ON STRESS MANAGEMENT SPECIAL REFERENCE TO ROYAL ENFIELD THOOTHUKUDI.”** submitted for the award of the Degree of Master of Business Administration is my original work and no part of this project has been submitted fully or partly for any other recognition earlier.

*A. Surya*

**SURYA.A**

**Signature of the Student**

## ACKNOWLEDGEMENT

First and foremost I would like to thank God almighty whose blessings made me to complete the project successfully.

It is great pleasure to acknowledge my sincere thanks to **Dr. Sr. G. Celine Sahaya Mary, principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr. S. Raju, Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. P. Shyamala HOD, Department of Management Studies** for her moral support to undergo the project.

I indeed greatly thankful to my faculty guide (**Dr.M. NAGARENITHA**), for her moral support to undergo the Project

It is a great pleasure to acknowledge my sincere thanks to (**ROYAL ENFIELD THOOTHUKUDI**).

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally I thank my teachers, respondents, friends and parents who helped me in completing my project successful



**A Study on Employee Satisfaction towards pension scheme with  
special reference to Sundaram Industry Private Limited, Madurai**

Submitted in partial fulfillment of the requirement for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

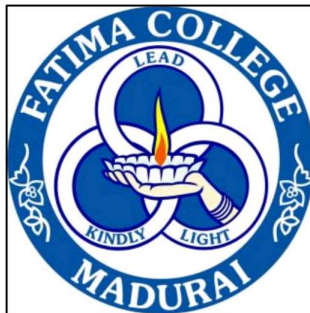
By

UMA MAHESWARI U

2019MBA55

**Under the guidance of**

Mrs.Dr.M.Nagarenitha, M.B.A., M.Phil., Ph.D., NET.,SET



Department of Management Studies

Fatima College (Autonomous)

Madurai – 625 018.

**April 2021**

**CERTIFICATE:**



Fatima College (Autonomous)  
Department of Management Studies  
Madurai – 625 018.

**Certificate**

This is to certify that the project work entitled “ A Study on Employee satisfaction towards pension scheme with special reference to Sundaram Industries Private Limited Madurai is a bonafide record of work done by (UMA MAHESWARI.U), (2019MBA55) submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University

*M. Nagarenitha*  
**Faculty Guide**

Dr.M.Nagarenitha

*[Signature]*  
**Head of the Department**

Dr. P. Shyamala

*[Signature]*  
**Director**  
Dr.S.Raju

## **DECLARATION**

Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**UMA MAHESWARI U**

**2019MBA55**

### **Declaration**

I hereby declare that the project done under the title “A Study on Employee satisfaction towards pension scheme with special reference to SundaramIndustries Private Limited Madurai” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier

*U. Umamaheswari*  
**Signature of the Student**

**UMA MAHESWARI U**



**SUNDARAM INDUSTRIES PRIVATE LIMITED**

P.B.No.123  
211 South Veli Street  
Madurai 625 001

Phone 2332055/2332056  
Fax 0452-2338743  
e-mail:silcs@silcorporate.in

CIN : U65991TN1943PTC002656

20<sup>th</sup> February, 2021

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms U Uma Maheshwari (Reg.No:2019MBA55) student of Fatima College, Madurai for MBA has done her Project in "A Study on Employee Satisfaction towards Pension Scheme" in our Organisation from 21<sup>st</sup> December, 2020 to 20<sup>th</sup> February, 2021

During the above period, we found her conduct and day to day performance to be good.

for SUNDARAM INDUSTRIES PRIVATE LIMITED

K S VISWANATHAN  
President & Secretary



**A STUDY ON EFFECTIVENESS OF REWARD SYSTEM ON IN  
DR.AGARWAL'S EYE HOSPITAL**

**Submitted in partial fulfilment of the requirement for the award of the  
degree of Master of Business Administration of Madurai**

**Kamaraj University**

**By**

**S. Vaishnavi**

**(2019MBA56)**

**Under the guidance of**

**Dr.M. NAGARENITHA, M.B.A., M.Phil., Ph.D., NET., SET.**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS)**

**Maryland, Madurai-625018**

**(College with Potential for Excellence)**

**FEBRUARY 2021**

**Fatima College (AUTONOMOUS)**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Maryland, Madurai-625 018**



**BONA FIDE CERTIFICATE**

This is to certify that the project work entitled “ A Study on Effectiveness of reward system on in Dr. Agrawal Eye hospital”, is a bonfide record of work done by S. Vaishnavi(2019MBA56) in the partial fulfillment for the requirement of the Degree of Master of Business Administration 2019-2021.

*M. Nagarenitha*

**Faculty Guide**

**(Dr.M. Nagarenitha)**

*Dr. P. SHYAMALA*

**Head of the department**

**(Dr. P. SHYAMALA)**

*Dr. S. RAJU*

**Director**

**(Dr. S. RAJU)**

February 18, 2021

**TO WHOM SO EVER IT MAY CONCERN**

This is to certify that **Ms. VAISHNAVI S**, from Fathima College, Madurai has done MBA final year Internship in our Company on during the period December 2020 to February 2021.

During the period of project she was found punctual and hardworking.

We wish her all the best for her future endeavors.

With best Wishes

for **Dr. Agarwal's Health Care Ltd.**,

  
**Gopinath B**  
**Senior Manager – Human Resources.**



**Dr. Agarwal's Health Care Ltd.**

Regd. Office :

1st Floor, Buhari Towers, No.4, Moores Road, Off Greams Road, Near Asan Memorial School, Chennai - 600 006.

**Corporate Office**

3rd Floor, Buhari Towers, No.4, Moores Road, Off Greams Road, Near Asan Memorial School, Chennai - 600 006.

Tel : +91-44-3991 6600 Fax : +91-44-3991 6645 CIN : U85100TN2010PLC075403 GST No. : 33AADCD4418M1ZO

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

**Fatima College (AUTONOMOUS)**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Maryland, Madurai-625018.**

**Student Name: S. Vaishnavi**

**Register Number: 2019MBA56**

**DECLARATION**

**I hereby declare that the project done under the title “A Study on Effectiveness of reward system on in Dr. agarwal eye hospital” submitted for the award of the Degree of Master of Business Administration is my original report and the no part of this report have been submitted fully or partly for any other recognition earlier.**



**S. Vaishnavi**

**Signature of the candidate.**



## **ACKNOWLEDGEMENT**

First and foremost, I would like to thank God almighty whose blessings made me to complete the training successfully.

It is a great pleasure to acknowledge my sincere thanks to **Dr.Sr.G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.**

I express my gratitude to **Dr.S. Raju, M.B.A., Ph.D. Director, Department of Management Studies, Fatima College (Autonomous), Madurai** for providing me such an opportunity.

I also thank **Dr. Shyamala, MBA, M.Phil., Ph.D., HOD, Department of Management Studies** for her moral support to undergo the **Project.**

I indeed greatly thankful to my faculty guide **Dr. M. Nagarenitha, MBA., M.Phil., Ph.D., NET., SET.,** for her moral support to undergo the **Project.**

It is a great pleasure to acknowledge my sincere thanks to guide **Mr. Vinoth GR, Senior Finance Manager of Dr. Agarwal eye hospital.**

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this training. Finally, I thank my teachers, respondents, friends and parents who helped me in completing my training successfully.

**A STUDY ON THE IMPACT OF COVID-19 PANDEMIC IN THE  
BUYING BEHAVIOUR OF CUSTOMERS IN AYARPADI SILK  
PALACE, MADURAI**

**Submitted in partial fulfillment of the requirement for the award of the  
Degree of Master of Business Administration of Madurai Kamaraj  
University**

**By**

**VARSHA DEVI M S**

**2019MBA57**

**Under the guidance of**

**Dr.N.ASHA, M.B.A., M.Phil., M.Com., PhD.**



**DEPARTMENT OF MANAGEMENT STUDIES**

**Fatima College (AUTONOMOUS)**

**FEBRUARY 2021**




**Fatima College (AUTONOMOUS)**

**DEPARTMENT OF MANAGEMENT STUDIES**

**Madurai-625018.**

**CERTIFICATE**

This is to certify that the project work entitled “A STUDY ON THE IMPACT OF COVID-19 PANDEMIC IN THE BUYING BEHAVIOUR OF CUSTOMERS IN AYARPADI SILK PALACE, MADURAI” is a bonafide record of work done by VARSHA DEVI M S, 2019MBA57 submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
**Faculty Guide**

Dr. N. Asha

  
**Head of the Department**

Dr. P. Shyamala

  
**Director**

Dr. S. Raju

TIN : 33354901406



(0452) 4372537  
2621537



CHANT

HARE KRISHNA  
AND BE HAPPY

## Ayarpadi Silk Palace

10-11, Amman Sannathi, MADURAI - 625 001.

Date : .....

Date: 21.02.2021

### CERTIFICATE

Certified that **VARSHA DEVI M S (2019MBA57)** of Fatima College (Autonomous) undertook a project work on "A Study on the impact of Covid-19 pandemic in the buying behaviour of Customers in Ayarpadi silk palace, Madurai" at our Amman Sannathi branch from Dec 21, 2021 to Feb 12, 2021.

This Certificate is issue to enable the students to submit the project report.

**TIN No: 33354901406**  
**AYARPADI SILK PALACE**  
**10,11. AMMAN SANNATHI**  
**MADURAI - 625 001**

*V. P. Sathyanarayanan*

Fatima College (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES

Madurai-625018.

**VARSHA DEVI M S**

**2019MBA57**

**DECLARATION**

I hereby declare that the project done under the title “A STUDY ON THE IMPACT OF COVID-19 PANDEMIC IN THE BUYING BEHAVIOUR OF CUSTOMERS IN AYARPADI SILK PALACE, MADURAI” submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier.



Signature of the Candidate

VARSHA DEVI M S

## **ABSTRACT**

The present study is an attempt to identify the consumer buying preferences during the COVID -19 special references to Ayarpadi Silk Palace, Madurai. The primary data were collected through structured questionnaire from 125 respondents. The majority was female (86.4%) and it is found that the majority of respondents are Bachelor's Degree Category (52.0%) and the majority of respondents are working public and private sector (28.8%). Data's collected by questionnaire were processed and analyzed by the Statistical Package for social science (SPSS). Percentage analysis, Mean and standard deviation, factor analysis and weighted average methods are used to find the depended and independent variables analysis. Chi-square test, One way ANOVA used to investigate the level of association among variables at the significance level of  $p < 0.05$ . Corelation was used to find the relationship between dependent and independent variables The finding of the study indicated that the consumer buying behavior fundamentally changed and consumer are spending more money on health and hygiene product, the current crisis affecting the brand preference, shopping behavior and purchasing decision.



**A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS JOB STAISFACTION WITH  
RESPECT TO THE AKSHAYA FORD, IN MADURAI.**

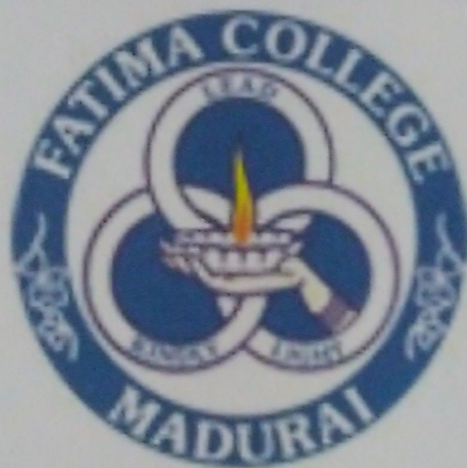
Submitted in partial fulfillment of the requirements for the award of the  
Degree of Master Business Administration

**Submitted By**

VENNILA A ( 2019MBA58)

**UNDER THE GUIDANCE OF**

Dr.N.ASHA, MBA, M.PHIL., PH.D.,



Department of management studies

FATIMA COLLEGE

(Autonomous),

Madurai-625018.

(College with Potential for Excellence)

February -2021






**FATIMA COLLEGE (AUTONOMOUS)**

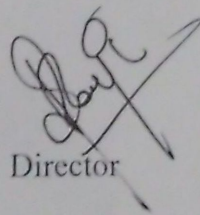
Department of management studies

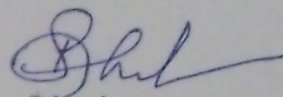
**MADURAI-625018**

**BONAFIDE CERTIFICATE**

This is to certify that the project work entitled "A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS JOB STAISFACTION WITH RESPECT TO THE AKSHAYA FORD", IN MADURAI is a Bonafide record of the project work done by VENNILA. A(2019MBA58) Submitted in partial fulfillment of the requirement for the award of degree of master of business administration of Madurai Kamaraj University.

  
Faculty Guide  
(Dr.N.ASHA)

  
Director  
(Dr.S.RAJU)

  
Head of the department  
(Dr.P.SHYAMALA)



Date: 13-02-2021

TO WHOMS OEVER IT MAY CONCERN

This is to certify that Ms.VENNILA.A (2019MBA58) ,final year student of MBA from Fatima College ,Madurai has successfully completed the project on **AKSHAYA FORD, THANAKKANKULAM, MADURAI** from 21/12/2020 to 20/02/2021.

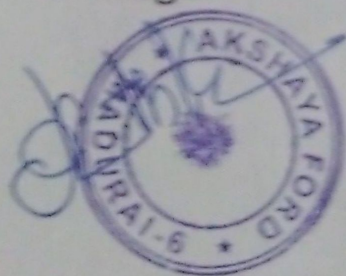
During the training period, her involvement in the above subject was excellent.

We wish her all the best for her better future

Regards

Ranjith

Service Manager





Latima College (AUTONOMOUS)

DEPARTMENT OF MANAGEMENT STUDIES,

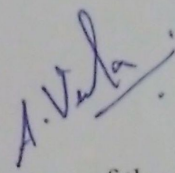
Madurai- 625018.

VENNILA A

2019MHAS8)

### DECLARATION

I hereby declare that the project done under the title **A STUDY ON EMPLOYEE'S ATTITUDE TOWARDS JOB SATISFACTION WITH RESPECT TO THE AKSHAYA FORD, IN MADURAI** project done under the submitted for the award of the degree of master of business administration is my original work and that no part of this project has been submitted for the award of any other recognition earlier.



Signature of the student

VENNILA A



## ACKNOWLEDGEMENT

First and foremost, I would like to thank lord almighty whose blessings made me to complete the writing successfully.

It is a great pleasure to acknowledge my sincere thanks to Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous), Madurai.

I express my gratitude to Dr. S. Raju, Director, Department of Management Studies Fatima College (Autonomous), Madurai for providing me such an opportunity.

I also thank Dr. P. Shyamala HOD, Department of Management Studies for her moral support as I undergo the project.

I am indeed greatly thankful to my faculty guide Dr.N.Asha, MBA, M.Phil, Ph.D. for her moral support to undergo the Project.

It is a great pleasure to acknowledge my sincere thanks to **THE AKSHAYA FORD, MADURAI.**

I wish to express my gratitude to all the staff members in the Department of Management Studies for their encouragement for completing this project. Finally, I thank my teachers, respondents, friends and parents who helped me in completing my project successfully.

**“A STUDY ON FACTORS INFLUENCING EMPLOYEE’S  
MORALE WITH SPECIAL REFERENCE TO HI-FIT  
ELASTOMERSPRIVATE LIMITED“, MADURAI**

Submitted in partial fulfillment of the requirements for the award of the degree of  
Master of Business Administration of Madurai Kamaraj University

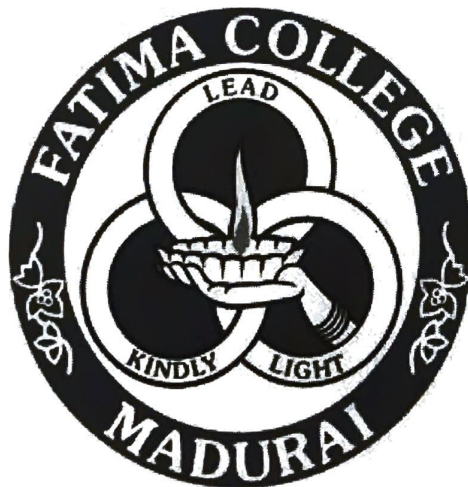
By

**VISHALI**

**2019MBA59**

Under the guidance of

**Mrs. N.ASHA, MBA, M.PHIL., NET, SET, CBCPS, (PH.D.)**



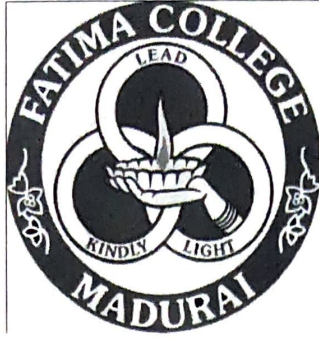
Department of Management Studies

Fatima College (Autonomous)

Madurai -625018.

**February - 2021**





FATIMA COLLEGE (AUTONOMOUS)

Department of Management Studies

MADURAI-625018

***BONAFIDE CERTIFICATE***

This is to Certify that the Project Work entitled **“A Study on Factors Influencing Employee’s Morale with Special Reference to Hi-Fit Elastomers Private Limited”** is a Bonafide record of the work done by VISHALI B (2019MBA59) Submitted in Partial Fulfilment of the Requirement for the Degree of Master of Business Administration of Madurai Kamaraj University.

Faculty Guide

(Mrs. N. Asha)

Head of the Department

(Dr.P.Shyamala)

Director

(Dr.S.Raju)

*Fatima College (Autonomous) Department of  
Management Studies Mary Land, Madurai-  
625018.*

VISHALI B  
019MBA59

## DECLARATION

I hereby declare that the Project done under the title “**A Study on Factors Influencing Employee’s Morale with Special Reference to Hi-Fit Elastomers Private Limited**” submitted for the Award of the Degree of Master of Business Administration is My Original Work and that no part of this report has been submitted fully or partly for any other recognition earlier.

B. Vishali .

Signature of the student

B Vishali

Date:19.02.2021

**TO WHOMSOEVER IT MAY CONCERN**

**Completion certificate**

This is to certify that Ms.Vishali B,(2019MBA59) student of 2nd year MBA Fatima college, Madurai to has undergone her final year project in our company from 21st December 2020 to 19th February 2021.She has Completed the study satisfactorily.

For **HI-FIT ELASTOMERS PRIVATE LTD.,**



**"A STUDY ON EMPLOYEE'S SATISFACTION TOWARDS WELFARE  
FACILITIES IN JG SUPERRUN RUBBER PRIVATE LIMITED"**

Submitted in partial fulfillment of the requirement for the award of  
the degree of Master of Business Administration of Madurai

Kamaraj University

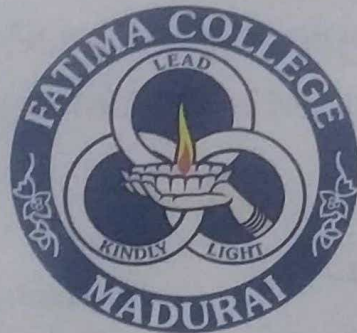
By

S.N.VIVEKA

( Reg. No:2019MBA60)

**Under the guidance of**

Dr.N.ASHA, M.B.A., M.Phil., Ph.D.,



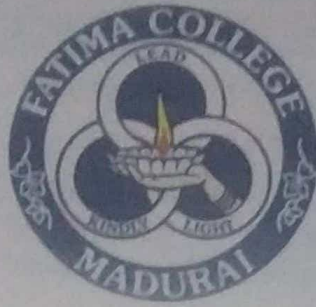
DEPARTMENT OF MANAGEMENT STUDIES

Fatima College (AUTONOMOUS)

Mary Land, Madurai-625018

**Feb 2021**

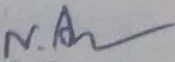


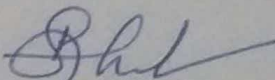


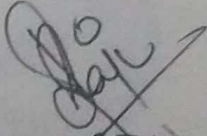
Fatima College (Autonomous)  
Department of Management Studies  
Madurai - 625018.

**Certificate**

This is to certify that the project work entitled "**A STUDY ON EMPLOYEE'S SATISFACTION TOWARDS WELFARE FACILITIES IN JG SUPERRUN RUBBER PRIVATE LIMITED**" is a bonafide record of work done by **S.N.VIVEKA (Reg. No. 2019MBA60)** submitted in partial fulfillment of the requirement for the degree of Master of Business Administration of Madurai Kamaraj University.

  
Signature of the Faculty Guide  
( Dr.N.ASHA)

  
Signature of HOD  
(Dr. P.SHYAMALA)

  
Signature of Director  
(Dr.S. RAJU)

# JG SUPERRUN RUBBER PRIVATE LIMITED



(Formerly : Super Run Products Pvt. Ltd.,)

**Mfrs. of Tyres & Tubes for Automotive Vehicles**

Office & Factory : 78, SIDCO Industrial Estate, Kappalur, MADURAI - 625 008

-2482942 | Mobile : 99943 88338 | Email : superrun86@yahoo.com | Web. : superrunproducts.com

Pan No. : AACCS8820K | IEC CODE : 3505001058 | LEI No. : 335800EBXA3W71QMUD95

CIN No. : U25111TN1988PTC016665 | GSTIN : 33AACC58820K1Z8

Date : 20-02-2021

**PLACE: MADURAI**

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Miss. VIVEKA SN (2019MBA60)** of **FATIMA COLLEGE (Autonomous)** undertook a project work on **"A STUDY ON EMPLOYEE'S SATISFACTION TOWARDS WELFARE FACILITIES IN JG SUPERRUN RUBBER PRIVATE LIMITED - 78, SIDCO KAPPALUR INDUSTRIAL ESTATE , MADURAI 625008** and also other areas such as ESI, PF, Inspector of factory records maintenance and all other departmental works were given as training from **20-12-2020 to 20-02-2021**

This certificate is to enable the student to submit the project report to the concerned department.

For **JG SUPERRUN RUBBER Private Limited**

*A. Sanyal* 20/2/21  
**Managing Director**



cc to :

**. DEPARTMENT OF MANAGEMENT STUDIES , FATIMA COLLEGE (AUTONOMOUS ) MADURAI .**



Fatima College (Autonomous)

Department of Management Studies

Madurai – 625018.

**S.N.VIVEKA**

**2019MBA60**

**Declaration**

I hereby declare that the project done under the title "A STUDY ON EMPLOYEE'S SATISFACTION TOWARDS WELFARE FACILITIES IN JG SUPERRUN RUBBER PRIVATE LIMITED" submitted for the award of the Degree of Master of Business Administration is my original work and that no part of this project has been submitted fully or partly for any other recognition earlier .

Viveka . S.N.

Signature of the Student