



H.K.E. SOCIETY'S

**SMT.CHINNAMMA BASAPPA PATIL ARTS AND
COMMERCE DEGREE COLLEGE CHINCHOLI**



**DEPARTMENT OF COMMERCE
PROJECT WORK**

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B .Com VI sem 2020-21	"Emerging challenges and contemporary issue in human resource management at Chattinadu Cements corporation Pvt. limited Kallur road"	Parmeshwar/Manik Bhuvaneshwari/Saibanna Bhagyashree/Devindrappa Mamata/Devindrappa Rajeshwari/Sharanappa Kishor/Krishnamurty Mallappa/Erappa Sheela/Babu Sunil/Chandra Pooja/Sudarshan P Rakesh/Shivasharanappa Kartihik/Jagannath Naresh/Subhash Arshiya/Dawood Patel Ambika/Shankar	Dr. Laxman. T
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B .Com VI sem 2020-21	"Customer Loyalty towards Patanjali Products"	Bhargavi/Madhusudan Katapur Sangeeta/Satyakumar Vaishali/Ravi Shreedhar/Babu Bhagyashree/Ramesh Kirankumar/Suresh Anuradha/Sangareddy Shivanand/Sharanabasappa Sikandar/Ramuluchawan Sachinkumar/Shankarao Sunitha/Venkayya Usharani/Kalappa Soumya/Murgeppa	Kum.Soundarya.M. Desai

2020-21

**Project on “Emerging challenges and contemporary issues in
Human Resource Management at Chattinadu Cement
Corporation private limited Kallur road”**



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Bachelors of commerce

A PROJECT REPORT ON

**“Emerging challenges and contemporary issue in human resource management
at Chattinadu Cements Corporation Pvt. limited Kallur road”**

2020-21

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Date: 12-10-2021

Place: Chincholi

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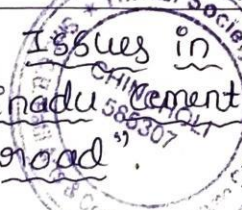
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"Emerging Challenges and Contemporary Issues in Human Resource Management at Chattinadu Cement Corporation Private Limited Kallur Road"



Introduction =

Companies that aspire to sustain their competitive edge, both at present and in the future require human force well equipped with recent techniques and technologies to face the changes and upcoming challenges of 21st century. HRM is one of the functions of management that endured tremendous theoretical changes in the new millennium. There is a shift in HRM manager's responsibility from simply handling personal issues to designing strategic implementation of complicated strategies for the organisation. HR managers are facing a variety of challenges due to increased globalisation, latest production techniques, change in customer's demands and corporate restructuring. HR managers are struggling hard for retaining talent, meeting multicultural workforce demands and economizing of employees.

There is a need to develop a flexible workforce to meet the changing demands of 21st century. The purpose of this research paper is to explore HR issues and challenges.

Objectives :-

- The objectives of paper are:
- Understanding the importance of HRM in the era of globalisation in 21st Century.
 - Emerging challenges and contemporary issues in HRM.
 - Coping up with newer organisation Structure.

Methodology :-

The methodology used for analysis is based fully Secondary data and Partly on primary data.

- Books
- Journals
- Articles from news papers and also used the information available on internet.
- And Interview with HR manager.

A Theoretical Framework :-

Human resource management is the department of a business organisation that looks after the hiring, management and firing of Staff. HRM focuses on the function of people within the business, ensuring best work practices are in place at all times.

A human resource management is also in charge of keeping employees safe, healthy and satisfied. with proper HR management, →



- workplace policies keep up with necessary protective measures and implementation provide solutions to issues between team members avoiding risk for the company and its employees.



Biggest Challenges of Human Resource Management

- ① Engaging the workforce
- ② Attracting talent to the Enterprise
- ③ managing relationships
- ④ Training and Development Strategies
- ⑤ Talent Retention
- ⑥ Diversity in the workplace
- ⑦ Embrace Inevitable change
- ⑧ Employees health & well being

The above cited are some points regarding issues faced by HR managers, he has to handle many challenges like - Change management, conflict management, managing multi generational workforce, managing 5 R's, workforce diversity, globalisation, striking work life balance, Succession planning etc.



visited to chattinadu cement corporation with
Students and Staff.



Students, Teaching Staff and companies
managing Staff.



HR manager explaining about the challenges, Staffing and recruitment procedures to Students.



companies Staff with Students in administration cabin.

Conclusion :-

It can be said that HR practices are becoming day by day a more and more challenging and the HR department shall be facing a lot of issues and problems. The challenges which the HR have to face are like attraction of employees, managing workforce diversity, dealing with various culture, retention, technology and information innovation and to overcome with these mentioned challenges training is vital and necessary for HR people to reduce this mobility of the workforce and professional personnel.

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Project on "Corporate Social Responsibility in India"



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2020-21

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"Corporate Social Responsibility In India"



Introduction :

Corporate social responsibility is basically a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment. Corporate social responsibility is represented by the contributions undertaken by companies to society through its business activities and its social investment. This is also to connect the concept of sustainable development to the company's level.

The concept of Corporate Social Responsibility was first mentioned 1953 in the publication 'Social Responsibilities of the Businessman' by William J. Bowen. However, the term CSR became only popular in the 1990s.

Objectives :

Objective of the research paper.

- 1] To understand the concept of CSR.
- 2] To study the CSR status in India.

Methodology :

The methodology used for analysis is Secondary data.

- Books
- Journals
- Articles from news papers and also used the information available on internet.



A Theoretical Framework :

Social Responsibility is the duty of every individual or Company towards the society and environment. Corporate Social Responsibility is a part of business and professional ethics of a company. Tasks performed under CSR may be activist, philanthropic, etc. CSR is also known as Corporate Citizenship or Corporate Sustainability.

Every Company has certain impacts on its stakeholder, for example, the people employed in it, the place it is located, the people living there, those consuming its products or services, etc.

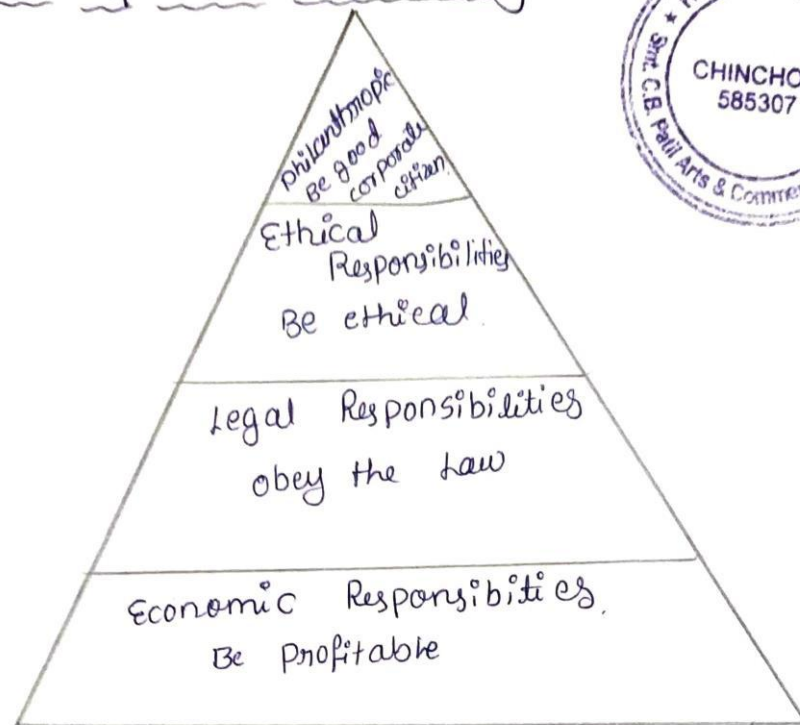
Definition of CSR :

- CSR is a process by which an organization thinks about and evolves its relationships with stakeholders for the common good and demonstrates its commitment in this regard by adoption of appropriate business processes and strategies. Thus, CSR, is no charity or mere donations.
- CSR is a way of conducting business, by which corporate entities visibly contribute to the social good.
- Socially responsible companies use CSR to integrate economic, environmental and social objectives with the company's operations and growth.

Activities of CSR.

- 1] Promoting education, including special education and employment enhancing vocational skills especially among children, women, elderly and persons with disabilities and livelihood enhancement projects.
- 2] Funding for technology incubators located in educational institutions recognized by the Central Government.
- 3] Activities to provide safe drinking water.
- 4] Activities to maintain soil, air and water quality
- 5] Conservation of natural resources.
- 6] Ensuring ecological balance.
- 7] Conservation of flora, fauna, animal welfare, agricultural forestry.

The Pyramid of Social Responsibility %.



Need for CSR %

- To reduce the Social Cost.
- To enhance the performance of employees.
- It a type of investment.
- It leads to industrial peace.
- It improves the public image.
- Can generate more profit.
- To provide moral justification.
- It satisfies the stakeholders.
- Helps to avoid government regulations & control.
- Enhance the health by non polluting measures.

Some of CSR Initiatives In India :



⇒ Tata Chemical

Tata Chemical Ltd is committed to serving the national and local deprived communities, present in their area of operations. Their focus is highlighted in their initiative program, BEACON, further declassified as:

- Blossom : Promotion and development of native handicraft
- Enhance : Overall enhancing the quality of life.
- Aspire : Education and vocational skill development
- Conserve : Investment in Bio-diversity, natural resource and climate change management leading to increase in environment sustainability.
- Nurture : Health care, sanitary solutions, and safe drinking water.

⇒ Ambuja Cement

Committed to providing quality lives to the unprivileged, Ambuja Cement emphasizes utilizing the hidden talent of people. It also focuses on generating goodwill amongst its stakeholders through its Community initiatives.

⇒ Infosys

As a leading software company, Infosys provides programs of quality education to its citizens, increasing their IT skills & proficiency. They are sensitive towards vigilant utilization of natural resources & believe that the use of energy has a direct impact on the environment.

⇒ Mahindra & Mahindra (M&M)

Always supporting the enhancement of the quality of life, education, and health, M&M affirm commitment to the welfare of community, employees & stakeholders. One of their recent CSR initiatives, "Rise for good", supports youth, girls, and farmers. The company is committed to run its business with integrity and responsibility.



⇒ ITC

● Crafting its CSR strategies towards societal sustainability, ITC creates a balance between its dual mission of providing stakeholder and social value enhancement. Some of its noticeable efforts are in the agriculture sector of the country.

⇒ Tata Motors

● Environmental and societal consciousness go hand in hand, for Tata Motors Ltd. Their initiatives are centered on health, primary education, and support services for differently-abled. The programs hold local national and global relevance. Tata Motors is one of the top 10 companies for CSR in India.

Conclusion :

Each and every company should take the element of corporate social responsibility into consideration it is for the benefit of the Co's long life and consistent growth.

In these days more social responsibility you undertake, more you will get consumers loyalty. As the business is being operated within the society it become compulsory to conduct CSR activities to win consumer's confidence and represent a global brand image.

At last to say "we should give back to the world, what we take from it"

Reference :

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Project on "Customer loyalty towards Patanjali products"



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2020-21

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Customer loyalty towards Patanjali Products



Introduction:-

Customer loyalty is the key objective of customer relationship management and describes the loyalty which is established between a customer and companies persons products or brands. The individual market segments should be targeted in terms of developing customer loyalty. Patanjali is one of the best brands in FMCG products offering the customers Ayurvedic. It gives most priority to customer satisfaction. It has adopted good promotional activities to attract the customer and is putting lot of efforts to retain the customers. The project report is an effort to bring out the details regarding the loyalty of customers towards Patanjali Products.

Objectives:-

- ① To study the customer loyalty towards Patanjali Products.
- ② To determine the perception of the customer regarding the product.
- ③ To know the major factors affecting the level of customer awareness about Patanjali products.
- ④ To determine the reason for customer loyalty.

Methodology:-

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge.

The present study is based on two sources of data collection they are.



① Primary data have been collected through personal interviews from customers and dealers.

② Secondary data have been collected from published records like books & websites.

Theoretical background:-

Customer loyalty describes an ongoing emotional relationship b/w company and its customer, manifesting itself by how willing a customer is engage with and repeatedly purchase from company versus its competitors.

The development of customer's loyalty is one of the most important issues today. To deal with this high concentrated market business is attempting not only to attract and satisfy customers but also to create a long term relationship with these customers.

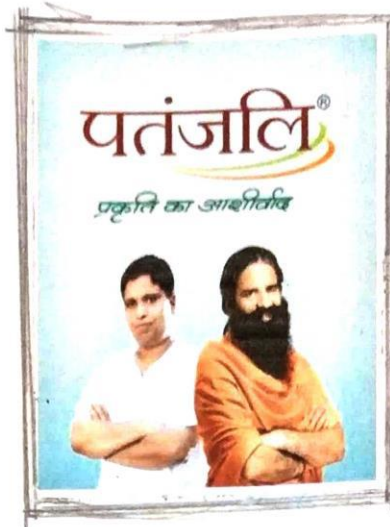


The patanjali products has to ~~create~~ ^{create} the customer relationship that delivers value beyond the provided by the core product. This involves added tangible and intangible elements to the core products this creating and enhancing the product surroundings.



Factors influencing customers loyalty :-

- ① Perceived Service Quality
- ② Core offering
- ③ Satisfaction
- ④ Perceived value
- ⑤ Elasticity level
- ⑥ market place
- ⑦ Demographics
- ⑧ Perceptions of an organisation.
- ⑨ customer commitment
- ⑩ Trust towards products.



Ramdev and Balkrishna established Patanjali Ayurved in 2006. [३३३३३३] Balkrishna was 94 President of the company, and the remainder is dispersed among other individuals.

Type :- Private

Industry :- conglomerate

Founded :- 2006, 16 years ago

Founder :- Balkrishna Ramdev

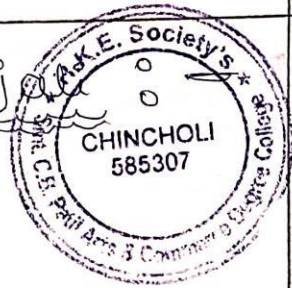
Headquarters :- Haridwar, Uttarakhand India

Area served :- worldwide Indian subcontinent middle East

Key people :- Balkrishna (Chairperson managing Director & Chief Executive officer)

Products :- Ayurvedic medicine, consumer goods, Healthcare, Personal care, cosmetics, cleaning agents, Beverages fashion foods.

Top most Products of Patanjali



Aloe vera Juice



Honey



Ashwagandha Churna



Chyawanprash



Cow's Ghee



Makhana



Glyoxy Amla Juice

Creating a lasting relationship with your customers has a lot of benefits for your business. In a context marked by competition and customer fickleness customer loyalty is an essential strategy to consolidate your market share develop business loyalty strategies pass upstream through better customer knowledge

Conclusion:

To conclude what was discussed in the above customer loyalty is an important factor to be considered in any organisation. A loyal customer will usually repeat the purchase of the product over the long run. Therefore customer loyalty affects the profitability of an organisation.

Patanjali has built up a significant brand image irrespective of demographic profile of customers involving gender, age and states.



References

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- ② marketing research - D.D. Sharma.
- ③ <https://www.patanjaliayurved.net/>
- ④ <https://en.wikipedia.org/wiki/Patanjaliayurved>



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