

A STUDY ON IMPORTANCE OF HRM IN PROMOTING EMPLOYEES

PERFORMANCE AT

THE RAMCO CEMENTS LIMITED

Submitted in partial fulfillment of the requirements for the award of

Bachelor of Commerce

by

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**DEPARTMENT OF BUSINESSADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC I 12B Status by UGC I Approved by AICTE

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APRIL - 2023



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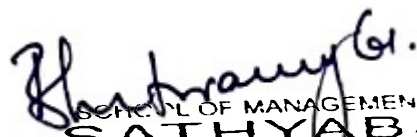
This is to certify that this Project Report is the bonafide work of **SAKTHI PRIYA J (40740305)** who carried out the Project Training at THE RAMCO CEMENTS LIMITED under our supervision for a period of 3 months from January 2023 to March 2023.


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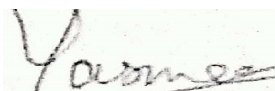
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DECLARATION

I **SAKTHIPRIYA J (40740305)** hereby declare that the Project work done by me under the guidance of **DR. SHEETHAL K** (Internal) and **MR. JEROME MICHAEL**(External) at **THE RAMCO CEMENTS LIMITED** is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce.

Sakthipriya .

DATE: 29.04.2023

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SIGNATURE OF THE CANDIDATE

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SAKTHI PRIYA J

ABSTRACT

The project work titled -A study on the Importance of HRM in promoting employees performance on RAMCO CEMENTS PVT LIMITED in Chennai. Promoting employee' s Performance is one of the most complex controversial human resources techniques. In many organizations, this systems are used to identify the better-performing employees who should get the majority of available merit pay increases, bonuses, and promotion. It determines the organization's success or failure. Employees are the most valuable and dynamic assets of the organization. For achieving the strategic objective of sustained and speedy growth, managing human resources has been featured as a requirement in all organizations. It is a challenge to monitor the entire cycle of defining the competence requirement of the business accessing exiting the competence in the organization bridging the gap between the two. HR practices are crucial for any organization. Every phase from the requirement to the exit interview is under the HR department

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CHAPTER – 1



INTRODUCTION OF THE STUDY

1.1 INTRODUCTION

Human resources as one of the resources in the organization play an important role in the successful achievement of organizational goals. In the development of human resources, the performance of an employee in a company is needed to achieve employee performance itself and also for the success of the company. Improving the performance of these employees is not only beneficial for the company, but also for the employees themselves. Because with good performance theoretically can achieve a better level of employee career development.

Leadership style is one of the important factors that can affect the performance of employees in a company. Leadership style is the ability of a leader in directing, influencing, encouraging and controlling subordinates to be able to do work on their awareness and volunteering in achieving a certain goal. The success and failure of a company or organization is determined by leadership, an effective form of leadership will have an impact on the progress of the company or organization in facing the challenges and changes that occur. The nature of a leader is very influential in the style of leadership to determine personal abilities of the leader. Personal ability in question is the quality of a person with the success of being a successful leader.

The consequences that might arise from the existence of a bad leadership style is a decrease in employee performance which will have an impact on the decline in the company's total performance. Many factors that affect employee performance include work motivation. Even if an employee has good operational ability if he or she has no motivation at work, the end result of the job is not satisfying.

Seeing the importance of employees in the organization, employees need more serious attention to the tasks being done. That organizational goals are achieved. With high work motivation, employees will work harder in carrying out their work. Conversely with low work motivation employees do not have the spirit of work, easily give up, and difficulties in completing their work.

CONCEPT OF THE STUDY

Promoting employees performance is the process by which an organization collect information about how employees are doing their jobs. Evaluation of employee job performance is one component of the performance management process. Organizations use performance appraisal to provide feedback to employees in a performance review. Help modify ineffective or inadequate work behavior.

1.2 INDUSTRY PROFILE



INTRODUCTION

India is the second-largest producer of cement in the world, accounting for more than 7% of the global installed capacity. In FY 2022, domestic production of cement stood at 356 million tons, up from 296 million tons in FY 2021.

In terms of volume, cement consumption reached 355.46 million tons in FY 2022 and is expected to reach 450.78 million tons by the end of FY 2027. The spurt in demand from sectors such as housing, commercial construction, and industrial construction will lead to an increase in consumption.

The cement industry is mainly driven by the consequential number of construction activities with the growing demand and a surging need for residential complexes of urbanised population. Furthermore, the construction of various infrastructure projects such as airports and roads, undertaken by the government in recent times,

propels the growth of the market.

In September 2022, The Adani Group, acquired Ambuja Cements and its subsidiary ACC Ltd. from Switzerland's Holcim Group for USD 6.5 Bn. With this acquisition, Adani Group became the second-largest cement maker in the country.

MARKET SEGMENTATION:

The India cement market is segmented based on type, application, region, and company. Based on type, the market is further fragmented into Ordinary Portland Cement (OPC), Portland Pozzolana Cement (PPC), Others. Also, segmentation of the market on grounds of the application is done into residential, commercial, infrastructure, industrial and institutional. Based on regional analysis the market is divided into North, South, East, and West.

HISTORY OF CEMENT INDUSTRY IN INDIA:

India entered into the Cement Era in 1914, when the Indian Cement Company Ltd. started manufacturing Cement in Porbandar in Gujarat. However, even before that a small cement factory was established in Madras in 1904 by a company named South India Industrial Ltd.

Indian Cement Company Ltd produced only one type of cement which was designed by the British standard committee as “Artificial Portland Cement”. This company marketed its product in Mumbai, Karachi, Madras and other parts and became a financial success.

At that time India had to import cement from England. The price of the imported cement was higher. Some other factors such as increase in domestic demand, reduction in supply from abroad (due to war), availability of Indian Capital, ample raw material, Cheap labor, support of the government etc. made it a leading industry in India in a short period of time.

┐ In January 1915, a cement unit was started at Katni in Madhya Pradesh

┐ In December 1916, another unit at Lakheri in Rajasthan was started.

During the First World War period, cement production in these three important factories was taken under control of the government and later the control was lifted once the war was over. After the war, 6 more units were launched in India.

In 1924, India's cement production was 267000 tons. However, initially this increased production could not reduce the imports and the industry suffered a rate war. This led to closure of many indigenous units. The Indian companies which were away from ports or commercial centers faced the locational disadvantage.

The above incidents led to the industry stakeholder approach to the government for some kind of protection. The British government constituted a Tariff board, which recommended protection of the indigenous industry against the dumping of the imported cement. It recommended raising of the customs duty to 41% which was around 15% at that time, but this recommendation was not accepted by the government.

TOP LEADING CEMENT INDUSTRY IN INDIA:

UltraTech Cement Ltd, Ambuja Cements Ltd, ACC Limited, Shree Cement Ltd, Dalmia Bharat Ltd, Birla Cement, India Cements Ltd, The Ramco Cements Limited, JK Lakshmi Cement Ltd and Orient Cement Ltd, are among the major market players that lead the market growth of the India cement market.

MARKET SIZE

Cement production reached 329 million tonnes (MT) in FY20 and is projected to reach 381 MT by FY22. However, the consumption stood at 327 MT in FY20 and will reach 379 MT by FY22. The cement production capacity is estimated to touch 550 MT by 2020. As India has a high quantity and quality of limestone deposits throughout the country, the cement industry promises huge growth potential.

In FY22, cement production in India is expected to increase by ~4-7% YoY, driven by the government's strong focus on infrastructure development. As per Crisil Ratings, the Indian cement industry is likely to add ~80 million tonnes (MT) capacity by FY24, the highest in the last 10 years, driven by increasing spending on housing and infrastructure activities. According to CLSA (institutional brokerage and investment group), the Indian cement sector is witnessing improved demand. Key players reported by the company are ACC, Dalmia and Ultratech Cement. In the second quarter of FY21, Indian cement companies reported a sharp rebound in earnings and demand for the industry increased, driven by rural recovery. With the rural markets normalizing, the demand outlook remained strong. For FY21, CLSA expects a 14% YoY increase in EBITDA in the cement market for its coverage stocks.

INVESTMENTS

According to the data released by the Department for Promotion of Industry and Internal Trade (DPIIT), cement and gypsum products attracted Foreign Direct Investment (FDI) worth US\$ 5.87 billion between April 2000 and March 2021. In 2021, working remotely is being adopted at a fast pace and demand for affordable houses with ticket sizes below Rs. 40-50 lakh is expected to rise in Tier 2 and 3 cities, leading to an increase in demand for cement. Some of the major investments in the Indian cement industry are as follows:

- ❖ In August 2021, Ambuja Cement announced to invest of Rs. 310 crores (US\$ 41.82 million) to expand its manufacturing capacity in Ropar Unit, Punjab and cater to the rising demand from the manufacturing sector for housing construction and public infrastructure development. The expansion activities are expected to be completed by June 2023.
- ❖ In July 2021, Ramco Cements launched Ramco Super Plaster, a plastering solution for brickwork and plastering applications.
- ❖ In July 2021, Vedanta announced that its aluminium unit invited bids for

alliances from cement manufacturing companies such as JK Cement, ACC and UltraTech Cement to utilise fly ash, a by-product, to produce low-carbon cement.

- ❖ In July 2021, Ramco Cements announced its plan to invest US\$ 64 million in capacity expansion and modernisation activities of its plant unit in Tamil Nadu.
- ❖ In July 2021, Dalmia Bharat Ltd. announced its plan to raise the company's production capacity to 110-130 million tonnes per annum by 2031.
- ❖ In July 2021, JSW Cement signed an agreement with Synergy Metals Investments Holding Ltd. and Apollo Global Management Inc. to raise investment funds worth Rs. 1,500 crores (US\$ 202.35 million) and expand its production capacity to 25 million tonnes from 14 million tonnes.
- ❖ In July 2021, Shree Cement announced investing Rs. 600 crores (US\$ 80.94 million) in cement grinding units in West Bengal and starting project activities by August 2021. The project is expected to provide 150 direct jobs and 1,000 indirect jobs.
- ❖ In June 2021, Ambuja Cements and ACC announced to invest in Industry 4.0 under its „Plants of Tomorrow“ programme, which aims to boost cement manufacturing through enhanced plant optimisation, improved plant availability and a safer operational environment.
- ❖ In June 2021, Ramco Cements Limited commissioned the Line III of its Jayanthipuram Plant, with a clinker manufacturing capacity of 1.50 million tonnes per annum.
- ❖ In June 2021, JSW Cement entered the construction chemical business with the introduction of an exclusive green product range.
- ❖ In March 2021, UltraTech Cement acquired 3B Binani Glassfibre Sarl Luxembourg, a subsidiary of Binani Industries

- ❖ In February 2021, IBM collaborated with Shree Cement to run their database and core business applications using AIX and Red Hat on IBM POWER9-based IBM Power Systems. The implementation will allow Shree Cement to seamlessly enhance its productivity and enable supply chain efficiencies across its manufacturing plants.
- ❖ In January 2021, the company announced its plan to invest US\$ 137 million to increase the production capacity of its integrated cement plant in Guwahati, Assam, by 2 MTPA. The expansion plan is likely to complete by mid-2023
- ❖ In April 2021, ACC announced the expansion plan of its grinding unit in Tikaria with a 1.6 MTPA cement capacity.
- ❖ In January 2021, ACC commissioned its new grinding unit at Sindri, in the Dhanbad District of Jharkhand, adding a capacity of 1.4 million tonnes per annum to the existing 3 MTPA unit.

GOVERNMENT INITIATIVES

To help private sector companies thrive in the industry, the Government has been approving their investment schemes. Some of the initiatives taken by the Government of late are as below:

- In July 2021, the government established a council of 25 members (comprising UltraTech Cement MD Mr K C Jhanwar, Dalmia Bharat Group CMD Mr Puneet Dalmia) for the cement industry to reduce waste, achieve maximum production, enhance quality, reduce costs and encourage standardization of products.
- In Union Budget 2021-22, the Government of India extended benefits, under Section 80- IBA of the Income Tax Act, until March 31, 2021, to promote affordable rental housing in India.
- As per the Union Budget 2021-22, the government approved an outlay of Rs.

1,18,101 crore (US\$ 16.22 billion) for the Ministry of Road Transport and Highways, and this step is likely to boost the demand for cement.

- As per the Union Budget 2021-22, National Infrastructure Pipeline (NIP) expanded to 7,400 projects from 6,835 projects.
- The Union Budget allocated Rs. 13,750 crores (US\$ 1.88 billion) and Rs. 12,294 crores (US\$ 1.68 billion) for Urban Rejuvenation Mission: AMRUT and Smart Cities Mission and Swachh Bharat Mission, respectively and Rs. 27,500 crores (US\$ 3.77 billion) has been allotted under Pradhan Mantri Awas Yojana.

1.3 COMPANY PROFILE



The Ramco Cements Limited (formerly Madras Cements Limited) is a part of the Ramco Group with headquarters in Chennai, India. Ramco Cements has 5 Integrated Cement manufacturing units, 6 grinding units, and 1 Packing terminal across India.

The company also produces Ready-Mix Concrete (RMC) and Dry Mortar products. The company has a Research Centre (Ramco Research & Development Centre) in Chennai and operates wind farms in Tamil Nadu and Karnataka.

Ramco Cements was established as Madras Cements in 1961 by Shri. P.A.C. Ramasamy Raja, an industrialist and the founder of Ramco Group of Companies. The first plant commenced operation at Ramasamy Raja Nagar Plant, Aruppukkottai, Virudhunagar District, Tamil Nadu. They are the first to adopt dry process kiln technology and vertical roller mills which help in energy efficiency.

The company's main product is Portland cement, manufactured in eleven production facilities that include Integrated Cement plants and Grinding units with a current total production capacity of 21 MTPA.

It manufactures and markets Ordinary Portland Cements (OPC) and Blended Cements (PPC). The company has Integrated Cement plants at

1. Alathiyur (in Tamil Nadu)
2. Ariyalur (in Tamil Nadu)
3. Kolimigundla (in Andhra Pradesh)
4. Jayanthipuram, Jaggayyapeta (in Andhra Pradesh)
5. Virudhunagar (in Tamil Nadu)

Grinding units at Uthiramerur (in Tamil Nadu)

1. Valapady (in Tamil Nadu)
2. Kolaghat (in West Bengal)
3. Visakhapatnam (in Andhra Pradesh)
4. Haridaspur (in Odisha)
5. Mathod (in Karnataka) and Packing unit at Nagercoil (in Tamil Nadu)

OVERVIEW:

		Public
Type		
Traded as		BSE: 500260 NSE: RAMCOCEM
Industry		Building Material Power Generation
Founded		1961
Founder		P A C Ramasamy Raja
Headquarters		Chennai , India
Area served		South and East India
Key people		Venketrama Raja, Managing Director A. V. Dharmakrishnan, CEO
Products		Cement Dry Mortar Products Ready Mix Concrete
Revenue		📈 INR 59.80 billion (2021–22) ^{ul}
Parent		Ramco Group
Website		www.ramcocements.in

COMPANY DETAILS:

NAME: The Ramco cements private limited

FOUNDER: P. A. C. Ramasamy raja

CEO: Mr. A. V. Dharma Krishnan

PARENT COMPANY AND SUBSIDIARY COMPANY: Ramco group, Ramco systems and Ramco windfarms.

HEADQUARTERS: Mylapore, Chennai

TYPE OF INDUSTRY: Cement Industry

PLANT LOCATIONS: Alathiyur, ariyalur, rajapalaiyam, virudhunagar etc.

NO OF PLANT:11

COMPANY TYPE: private

COMPANY STATUS:1961-present

EMPLOYEES COUNT:1000

EMPLOYEES COUNT IN HR DEPARTMENT:120

COMPANY ADDRESS: mylapore, Chennai

E-MAIL: www.ramcocements.in

VISSION

To create on a sustained basic for all stakeholders of India cements through lofty standards of transparency, accountability and responsibility, innovation and leadership in cement manufacture.

MISSION

India cement will strive to Ramco a leader in the manufacture of cement and establish itself as a preferred supplier of products and services to its clients and enhance the brand value for all stakeholders. As the organization grows, as a responsible corporate citizen, India Cements shall be sensitive to the welfare and development needs of the society around it.

NUMBER OF EMPLOYEES:500

Male: 500

PRODUCT PROFILE



They have cement, dry mix, and concrete.

1. CEMENT:

Ramco super Crete cement

Ramco super grade

Ramco superfine

Ramco Portland slag cement
Ramco Samudra
Ramco super-fast, super coast
Ramco 53 grade,43 grade

2.DRY MIX:

Super plaster
Tile fix
Self-curing plaster
Block fix
Super fine
Super plaster

3.CONCRETE:

1.4 STATEMENT OF PROBLEM

Promoting employee is a process of assessing, summarizing and developing the work performance of an employee. To be effective and constructive, the performance manager should make every effort to obtain as much objective information about the employee's performance as possible low performance can push the organization back in today's tough competition scenario. The project is aimed at analyzing the promotion of the employees performance in the company.

1.5 NEED OF THE STUDY

- ❖ To study the promotion of employee's performance in RAMCO CEMENTS PRIVATE LIMITED
- ❖ To study the employee attitude towards the present appraisal system.
- ❖ To identify employee's performance leading to the discovery of unfound talents amongst the employee.
- ❖ To provide suggestions and recommendations to improve the promotion of employee performance HRM.
- ❖ To identify the promotion of the employee performance system HR.

1.6 SCOPE OF THE STUDY

- ❖ The scope of this research work is based on the importance of Human Resource Management in promoting Employee's Performance.
- ❖ The work discipline has a positive and significant effect on employee performance, while leadership and motivation styles do not significantly influence employee.
- ❖ Work discipline has the greatest influence on employee performance.
- ❖ A survey was conducted for information about the HRM that was used in the company

1.7 OBJECTIVE OF THE STUDY:

The main objective of this study is to examine Importance of Human Resources management in promoting employee's performance. Specifically, it seeks

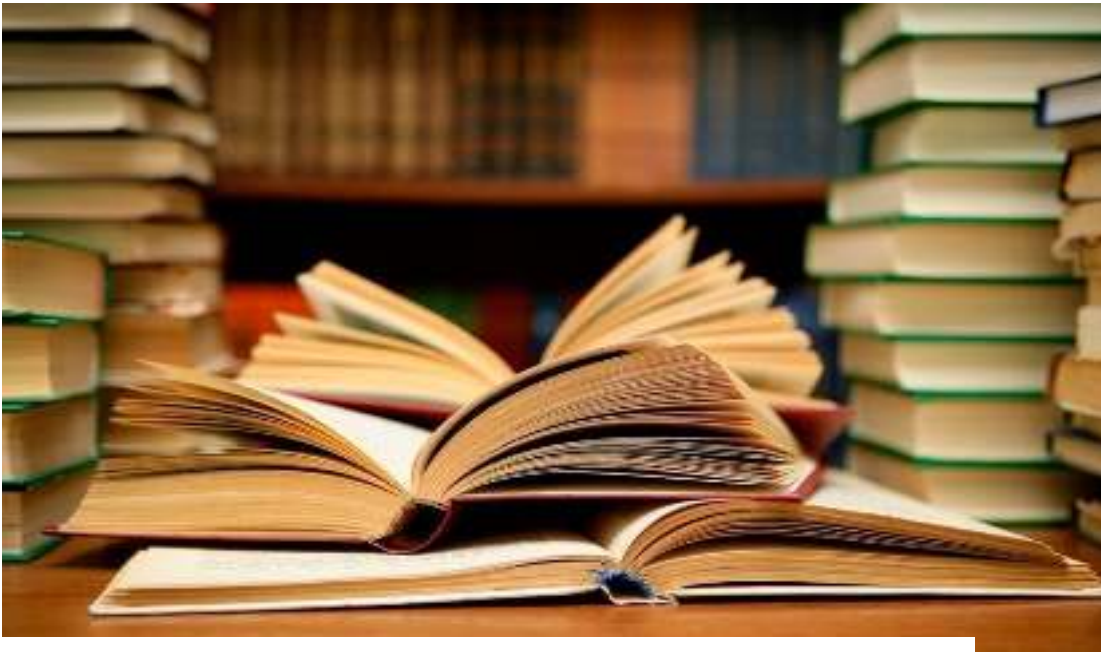
1. To examine the role of HRM in bringing about organisation effectiveness.
2. To determine if HRM promotes employee's performance.
3. To study the employee needs and opportunities for personal growth and development.

1.8 LIMITATION OF THE STUDY

- ❖ Employee feedback may not be 100% reliable and accurate.
- ❖ Since the time was limited, not all employees could be included in the survey.
- ❖ The employees were very co-operative and helpful. In spite of their busy schedules they took time out to fill the questionnaires and provide me with additional inputs and information.
- ❖ The sample size at the study was limited to 50 – 100

CHAPTER – 2

REVIEW OF LITERATURE



2.1 INTRODUCTION

One of the most important functions of management is to create willingness amongst the employees to perform to the best of their abilities. Therefore, the role of a leader is to arouse interest in the performance of employees in their jobs. Organizations are run and steered by people and their labour. It is through people that goals are set and objectives realized depending on the performance of the employees. The performance of an organization is thus dependent upon the total performance of its members. The success of an organization depends on its ability to measure accurately the performance of its members and use it objectively to optimize them as a vital resource and strength. The performance of an employee is his resultant behavior on task, which can be observed and evaluated. It refers to the contribution made by an individual in the accomplishment of organizational objectives. Performance can be measured by some combination of quantity, quality, time, and cost. Performance appraisal refers to all those procedures that are used to evaluate the personality, performance, and potential of group members. Evaluation is different from judgment – the former being concerned with performance, the latter with the person.

2.2 LIST OF REVIEWS

Akhtar & Khattak (2013) it can be concluded that the perception of the employee towards promoting employee performance activities important since it determines employee acceptance and commitment to the organization.

Meyer (1991) employee performance is one of the most frequent sources of dissatisfaction in the entire human resource system.

George (1986) refers to the promoting employee performance system in many organization as "sterile paper chases ".one possible reason for the widespread dissatisfaction with performance appraisal in the organization is that the system used

by the organization do not help them or their employees meet important goals.

Kramullah, Shah, and Hasan (2011) organizations are focusing on and utilizing one specific development HRM practice promoting performance potentially affects organization efficiency and performance.

Fletcher (2004) believes that the general aims of performance appraisal also included motivating staff, succession planning and identifying potential, promoting management subordinate dialogue formal assessment of unsatisfactory performance.

Grote (2002) describes performance appraisal as a formal management tool that helps evaluate the performance quality of an employee.

Schneier and Beatty (1987) it is a process which apart from evaluating also identifies and develops human performance.

Karol (1996) performance appraisal includes a communication event planned between a manager and an employee specifically to assign discuss employee's past job performance and areas for future improvement.

Armstrong (2006) performance appraisal is the formal assessment and rating of an individual by their managers at, usually, an annual review meeting.

Obisi (2011) organization performance and its resultant efficiency and effectiveness can only be achieved when an individual is continuously appraised and evaluated. this explains why almost every organization carries out some form of performance

appraisal either on its own or as a part of its performance management system.

Patterson (1987) defines it as a process which apart from evaluating also identifies and develops human performance.

Nemecoff & weley(1982) study shows that employees are likely to feel more satisfied with their results if they have the chance to talk freely and discuss their performance. It is also more likely that such employees will be better able to meet future performance goals. the employee is also more likely to feel that the promoting employee process is fair if they are given a chance to talk about their performance. This is especially when they are permitted to challenge and appeal against their evaluation. proper feedback had to be given about the employee performance.

Oosthuizen (2001) stated that it is duty of managers to motivate the employees successfully and influence their behavior to achieve greater organizational efficiency.

La Motta (1995) is of the view that performance at job is the result of ability and motivation.

Lawler (2003) stated that health, prosperity and survival of the organization is determined through the human resources & how the employee is treated. It is been observed that the organizations gain the tremendous success if they comply with their business strategy & a well balanced reward and recognition programs for employee.

Deeproose (1994) argued that the motivation & productivity of employees can be enhanced through providing them effective recognition resulting in stupendous performance of organization as a whole. The entire success & progress of an organization depends on how an organization motivates its employee & evaluate the performance of employees for job compensation.

Freedman (1978) is of the opinion that along with attractive rewards and recognition if healthy working environment is produced then employees are motivated immensely to excel in their performance. Employees take recognition emotionally which in turn boosts up morale of employee which ultimately increases productivity of organizations. In this way motivated employees are retained with the organizations thus reducing extra costs of hiring.

Bataineh (2017) highlight Employee's performance as a combination of efficiency and effectiveness of the employee's daily tasks to meet the expectations of the stakeholders.

Smith and Bititc (2017) emphasis on improving performance measurement systems and performance management practices as factors of work's environment which enhance employee's engagement levels.

Mensah (2018) support their ideas when considered talent management as a critical success factor within companies which become the most core managerial value in our highly dynamic and uncertain market environment of the twenty-first-century era.

Mustafa (2018) recognize managing performance as a planned process of which the key elements are agreement, measurement, support, feedback and positive reinforcement, which shaped outcomes in terms of performance expectation.

Gunawan (2017) tide between employee performance and work environment that contains physical and non- physical factors around employees which have a positive and significant effect on improving employee performance.

Mutahar (2017) show that employees highly agree that implementing the internet in their job helped them in improving task process, education acquisition and the quality of their communication which lead to improving individual performance as well as organization.

Anitha (2013) reports that the performance of an individual or an organization depends strongly on all organizational activities, policies, practices, knowledge management practices and employee engagement.

Lamba and Chaudhary (2013) done study on Impact on Human resource management practices on organisational commitment of employees and the study showed that HRM practices have a significant role on organizational commitment of employees.

CHAPTER – 3



3.1 RESEARCH DESIGN

Research design is a blueprint of a scientific study. It includes research methodologies, tools, and techniques to conduct the research. It helps to identify and address the problem that may rise during the process of research and analysis. This report contains descriptive research.

3.1 SOURCE OF DATA

The data has been collected by primary and secondary methods.

PRIMARY DATA:

1. Primary data required for the study was been collected through the questionnaire method.
2. This research works makes use of a structured questionnaire to get information from various employees

SECONDARY DATA:

The secondary data is collected concerning manuals, books, journals and RAMCO CEMENT CEMENTS PVT LTD. The information regarding various welfare facilities is provided under different acts. The facilities provided by the organizations are collected from magazines and references

3:3 STRUCTURE OF QUESTIONNAIRE:

A structured questionnaire is a document used to collect data from respondents and consists of a set of standardized questions with a predetermined framework that sets the precise language and sequence of the questions. Specifically, worded questions are asked in structured questionnaires.

Questionnaire was divided into two sections. First part was designed to know the general information about employees and the second part contained gender equality at workplace in the Ramco cements private limited.

3:3 STRUCTURE OF QUESTIONNAIRE:

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Questionnaire was divided into two sections. First part was designed to know the general information about employees and the second part contained gender equality at workplace in the Ramco cements private limited.

3:4 SAMPLE SIZE:

The collected data from 150 respondents is being used for research.

3:5 SAMPLING TECHNIQUE:

Convenience sampling is adopted to collect data from the respondent. A Convenience sampling method is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3:6 PERIOD OF STUDY;

A study about the promoting employees performance in The Ramco Cements Limited for 3 months (January 2023 – March 2023)

3.7 ANALYTICAL TOOL:

SIMPLE PERCENTAGE ANALYSIS

- ❖ This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data.
- ❖ Percentage analysis test is done to find out the percentage of the response of theod is used to compare two or more series of data, to describe the respondent.
- ❖ In this tool various percentage are indentified in the analysis and they are presented by the way of pie chart in order to have better understanding of the analysis.

$$\text{SIMPLE PERCENTAGE} = \frac{\text{No.of Respondents}}{\text{Total No.of Respondents}} * 100$$

CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

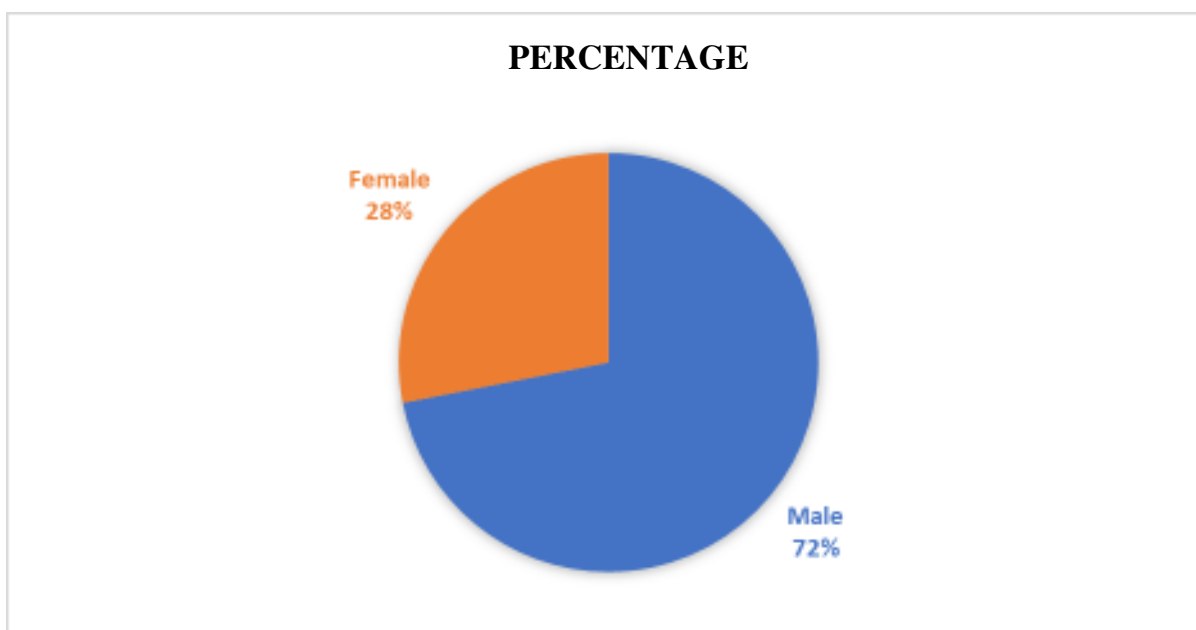


4.1. PERCENTAGE ANALYSIS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Male	64	71.91011236
Female	25	28.08988764
TOTAL	89	100

Source: Primary data.

4.1.1 GENDER OF THE RESPONDENTS



INTERPRETATION :

The above table and chart shows that out of 89 of the respondents 72% were male, 28% of the respondents were female.

INFERENCE ;

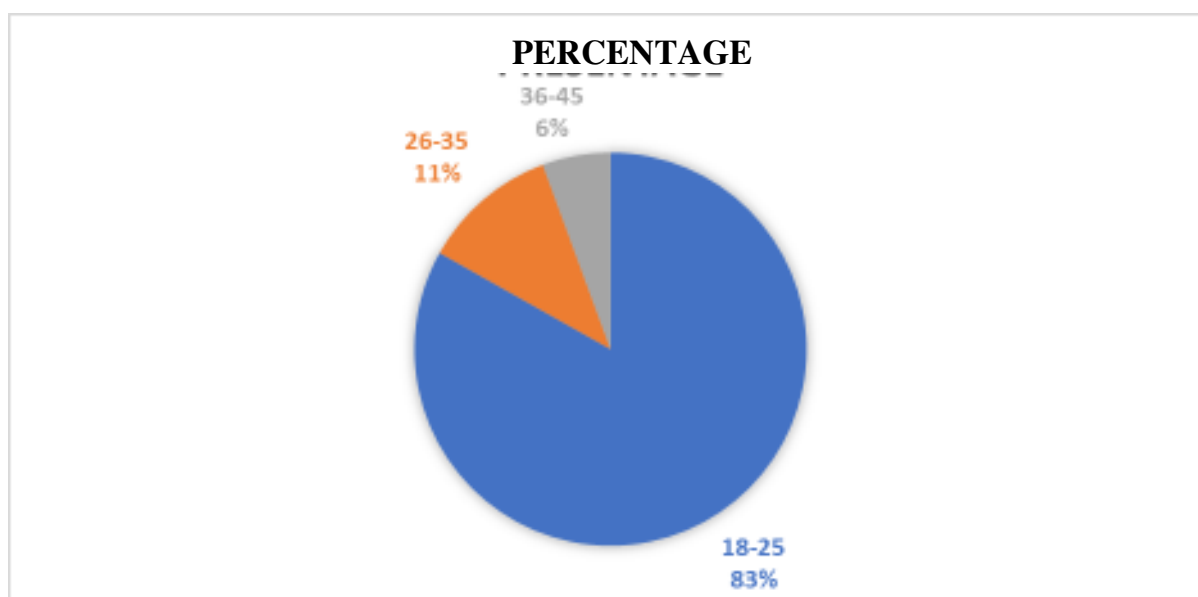
(72%) of the respondents are male.

4.2 : AGE OF THE RESPONDENTS

PARTICULARS	NO OF RESPONENTS	PERCENTAGE
18-25	74	83.14606742
26-35	10	11.23595506
36-45	5	5.617977528
TOTAL	89	100

Source: Primary data.

4. 1.2 : AGE OF THE RESPONDER



INTERPRETATION :

The above table and chart shows that out of 89 of the respondents, 83% of the respondents were 18 to 25 years. 11% Of the respondents were 26 to 35 years. 5% Of the respondents were 36 to 45.

INFERENCE :

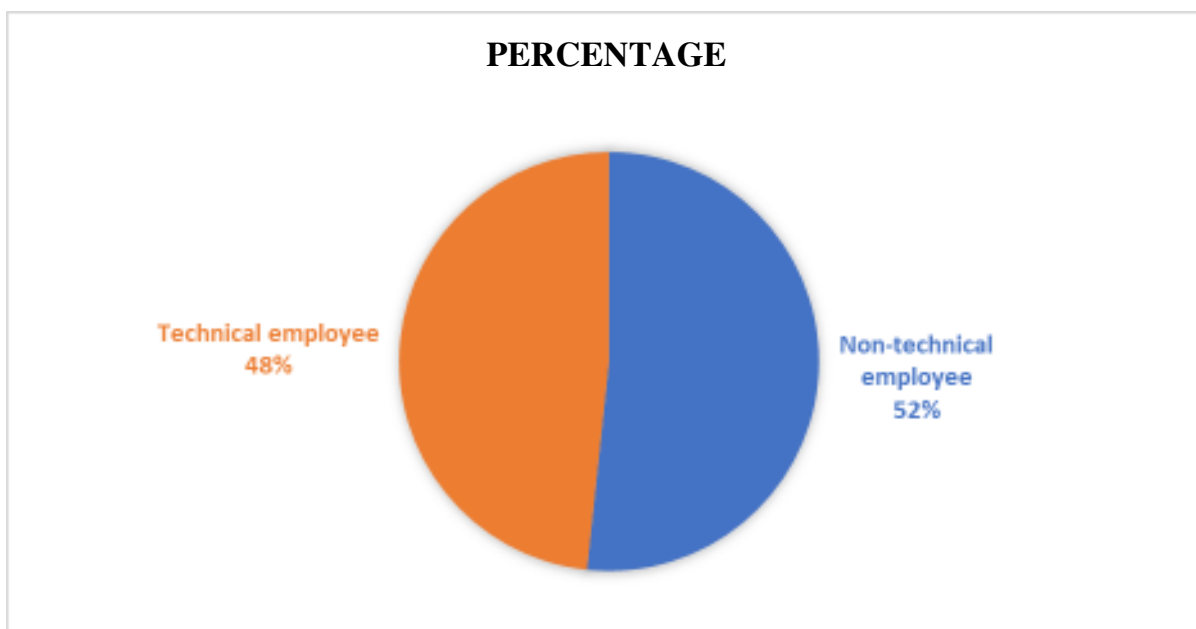
(83 %) of the respondents age group is 18 –25 years

4.3 : AREA OF WORK WISE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Non-technical employee	46	51.68539326
Technical employee	43	48.31460674
TOTAL	89	100

Source: Primary Data

4. 1.3 : AREA OF WORK WISE



Source: Primary Data

INTERPRETATION :

The above table and chart shows that out of 89 of the respondents , 48% of responders belongs to technical and 52% are non technical.

INFERENCE :

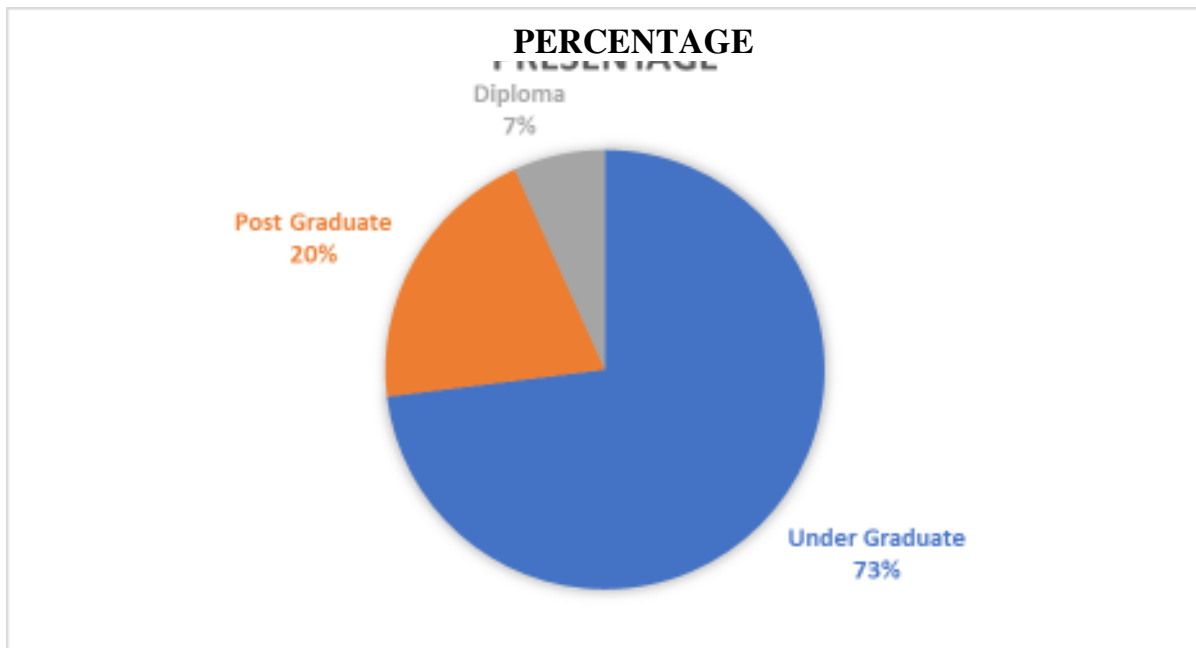
(52 %) of the repondents are Non- technical

4.4 : EDUCATION QUALIFICATION OF THE RESPONDENTS

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Under Graduate	65	73.03370787
Post Graduate	18	20.2247191
Diploma	6	6.741573034
TOTAL	89	100

Source : Primary Data

4. 1.4 : EDUCATION QUALIFICATION OF THE EMPLOYEES



INTERPRETATION :

The above table and charts shows that out of 89 respondents. 73 % of the respondents were under graduate , 20% of the respondents were post graduate, 6% of the respondents are diploma.

INFERENCE :

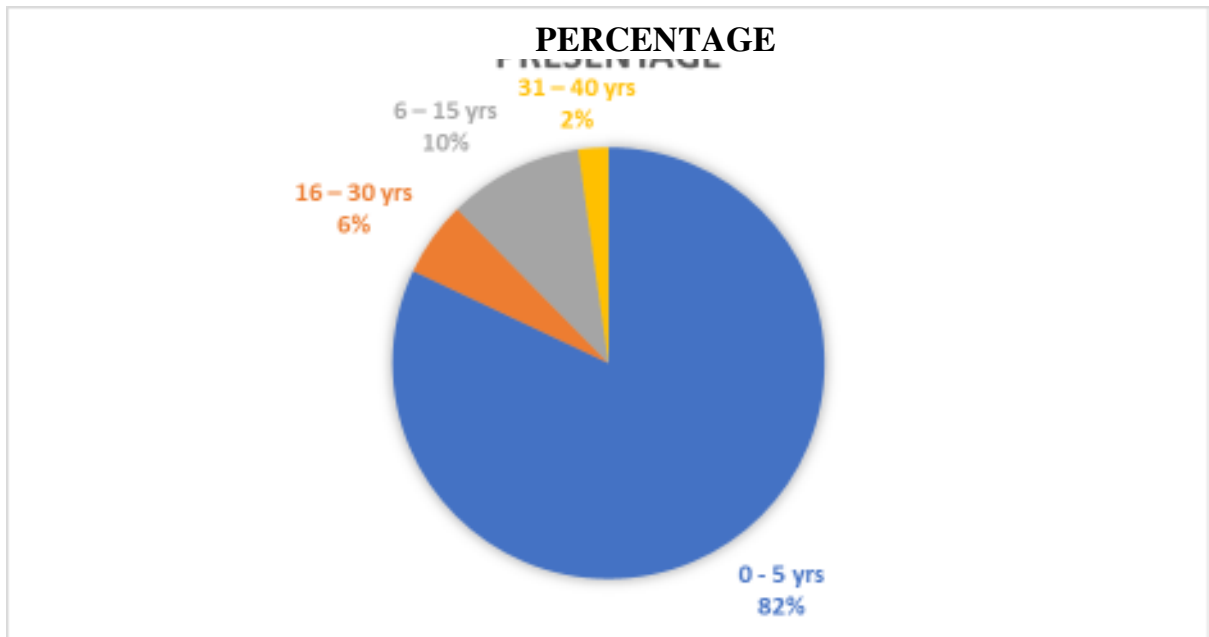
(73%) of the respondents are under graduate

4.5 : WORK EXPERIENCE

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
0 - 5 yrs	73	82.02247191
16 – 30 yrs	5	5.617977528
6 – 15 yrs	9	10.11235955
31 – 40 yrs	2	2.247191011
TOTAL	89	100

Source : Primary Data

4.1.5 : WORK EXPERIENCE



INTERPRETATION :

The above table and chart shows that out of 89 respondents, 82% of the respondents were 0 to 5 years, 5% were 16 to 30 years, 10% of the respondents were 6 to 15 years, and 2% were 31 to 40 years.

INFERENCE :

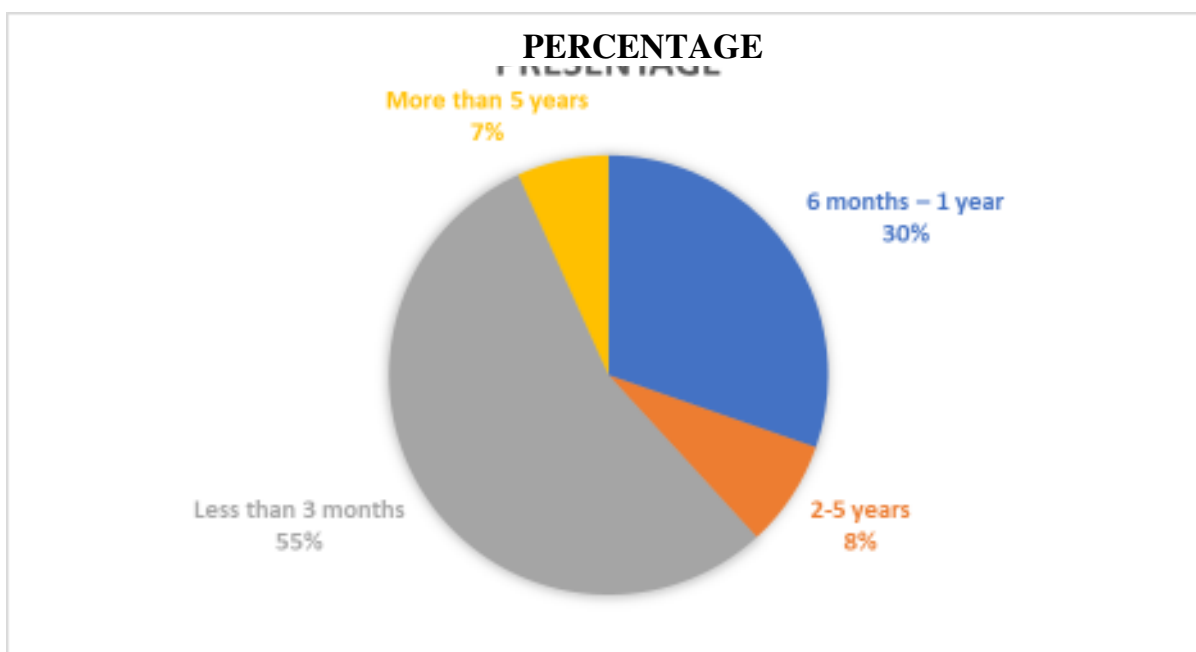
(82 %) of the respondents were 0 to 5 years.

4.6 : WORK EXPERIENCE WITH CURRENT EMPLOYER

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
6 months – 1 year	27	30.33707865
2-5 years	7	7.865168539
Less than 3 months	49	55.05617978
More than 5 years	6	6.741573034
TOTAL	89	100

Source : Primary Data

4 .1.6: IMPORTANCE OF PROMOTING EMPLOYEES PERFORMANCE



INTERPRETATION :

The above table and chart shows that out of 89 respondents, 20% of the respondents said 6 months to 1 year, 7% were 2 to 5 years, 55% were less than 3 months and 6% of the respondents were more than 5 years.

INFERENCE :

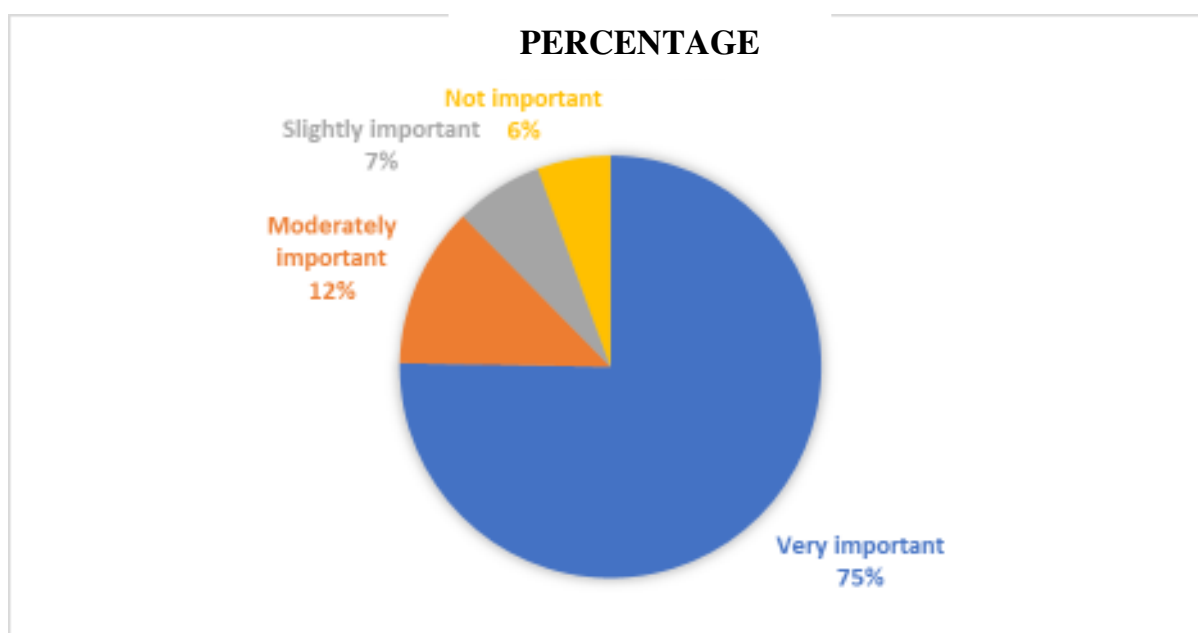
(55%) of the respondents were less than 3 months.

4.7 : HRM IN PROMOTING EMPLOYEES PERFORMANCE

PARTICULAR	NO OF RESPONENTS	PERCENTAGE
Very important	67	75.28089888
Moderately important	11	12.35955056
Slightly important	6	6.741573034
Not important	5	5.617977528
TOTAL	89	100

Source : Primary Data

4.1.7 : HRM IN PROMOTING EMPLOYEES PERFORMANCE



INTERPRETATION :

The above table and chart shows that out of 89 respondents, 75% of the respondents respond very important, 12% of the respondents respond moderately important, 6% were Slightly important and 5% were responded not important.

INFERENCE :

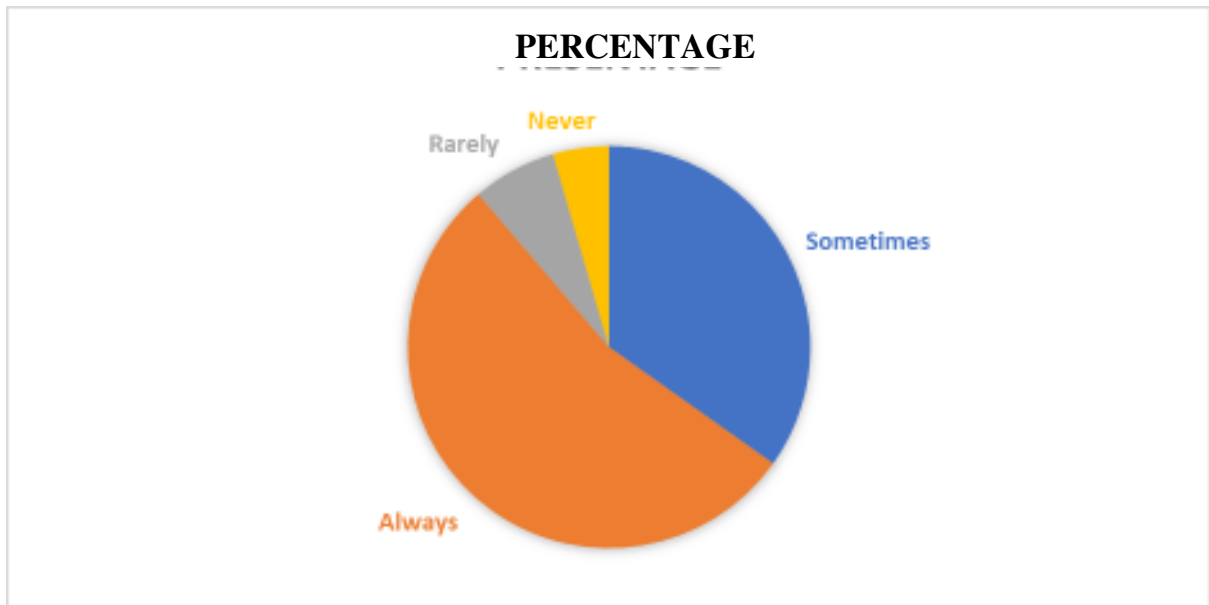
(75 %) of the respondents respond very important.

4.8 : DOES COMPANY VALUES YOUR CONTRIBUTION TO THE ORGANIZATION

PARTICULAR	NO OF RESPONENTS	PERCENTAGE
Sometimes	31	34.83146067
Always	48	53.93258427
Rarely	6	6.741573034
Never	4	4.494382022
TOTAL	89	100

Source : Primary Data

4.1.8 : COMPANY VALUES THE CONTRIBUTION OF EMPLOYEES



INTERPRETATION :

The above table and chart shows that out of 89 of the respondents , 34% of the respondents says sometimes , 53% of the respondents say that company values their contribution always, 6% of the respondents says rarely and 4% of the respondents says never.

INFERENCE :

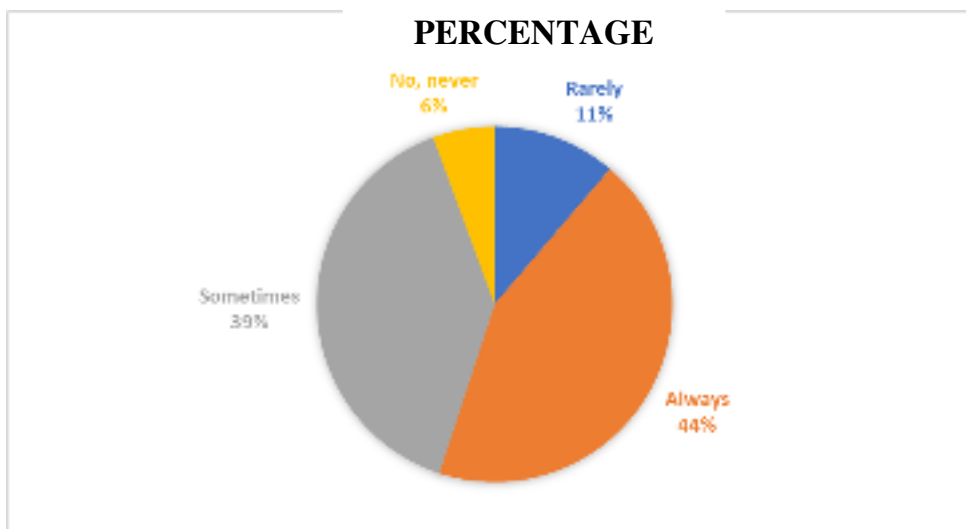
(53%) of the respondents says always

4.9 : DOES COMPANY INVEST ON EMPLOYEES DEVELOPMENT AND TRAINING

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Rarely	10	11.23595506
Always	39	43.82022472
Sometimes	35	39.3258427
Never	5	5.617977528
TOTAL	89	100

Source : Primary Data

4.1.9 : DOES COMPANY INVEST ON EMPLOYEES DEVELOPMENT AND TRAINING



INTREPRETATION :

The above table and chart shows that out of 89 of the respondents, 11% of the respondents said that company invests on training and development rarely, 43% of the respondents said Always, 39% of the respondents said sometimes and 5% of the respondents said never.

INFERENCE:

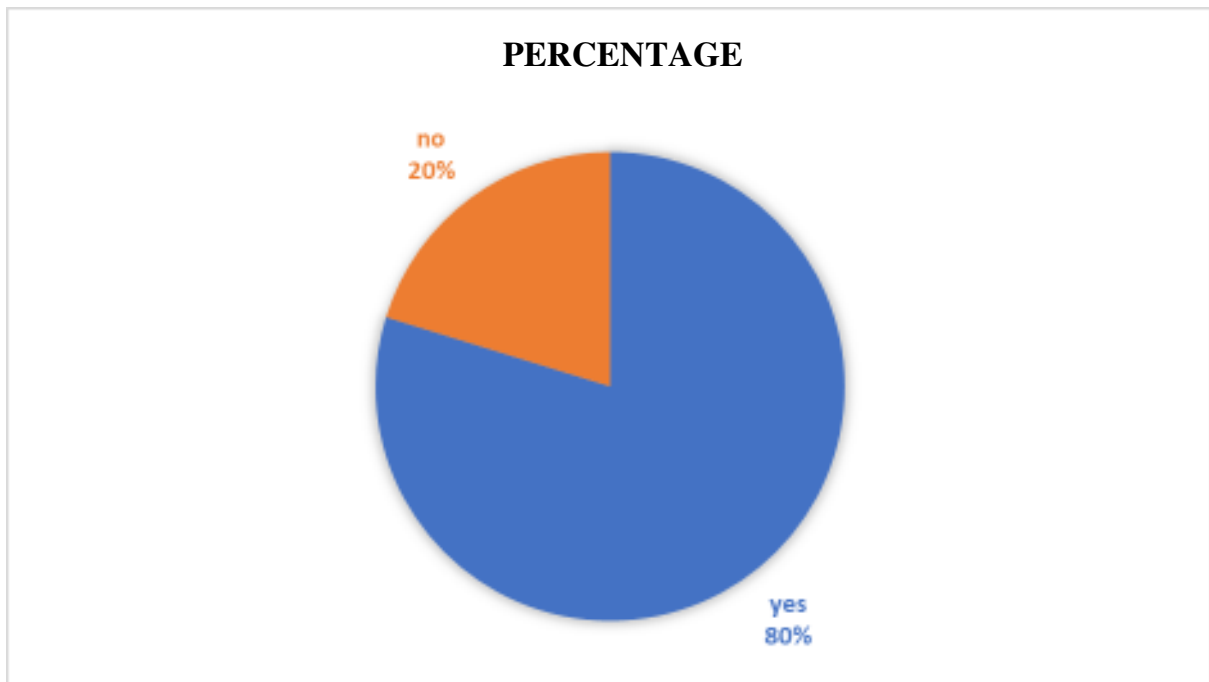
(43%) of the respondents said company invests on their training and development

4. 10 : EMPLOYEES AWARE OF HR POLICIES

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
yes	71	79.7752809
no	18	20.2247191
TOTAL	89	100

Source : Primary Data

4. 1.10: EMPLOYEES AWARE OF HR POLICIES



INTERPRETATION :

The above table and chart shows that out of 89 of the respondents, 80% of the employees are aware of the company Hr policies and 20% of the respondents said no.

INFERENCE :

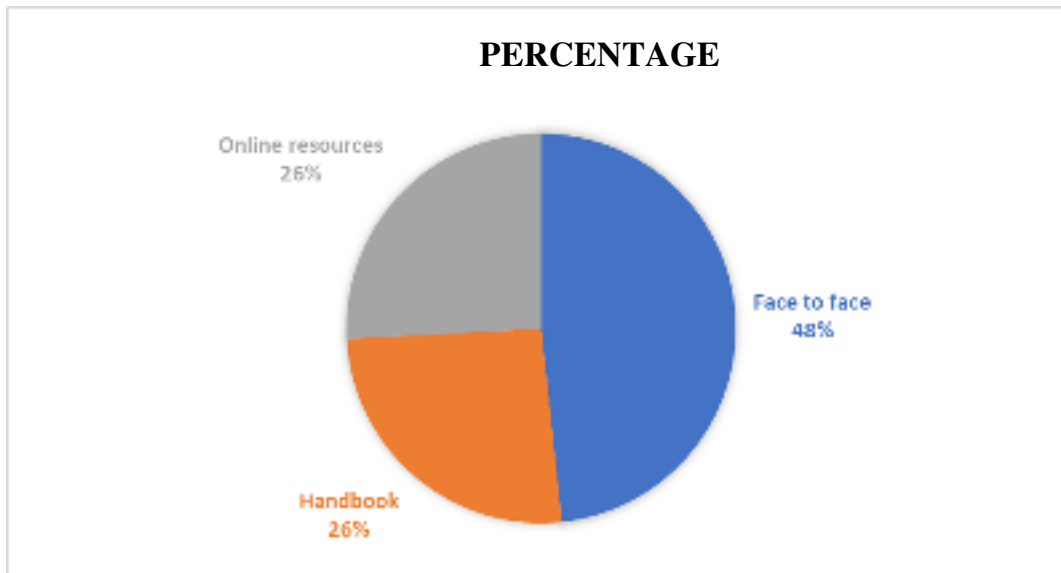
(80%) of the responents are aware of the hr policies

4. 11 : INFORMATION ABOUT THE POLICIES DISSEMINATED

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Face to face	43	48.31460674
Handbook	23	25.84269663
Online resources	23	25.84269663
TOTAL	89	100

Source : Primary Data

4. 1.11 : INFORMATION REGARDING POLICIES DISSEMINATED



INTREPRETATION :

The above table and chart shows that out of 89 of the respondents, 48% of the respondents says information egarding policies dissemination are been said by face of face , 25% of the respondents said the company issues by handbook and 25% of the respondents says by online resources.

INFERENCE :

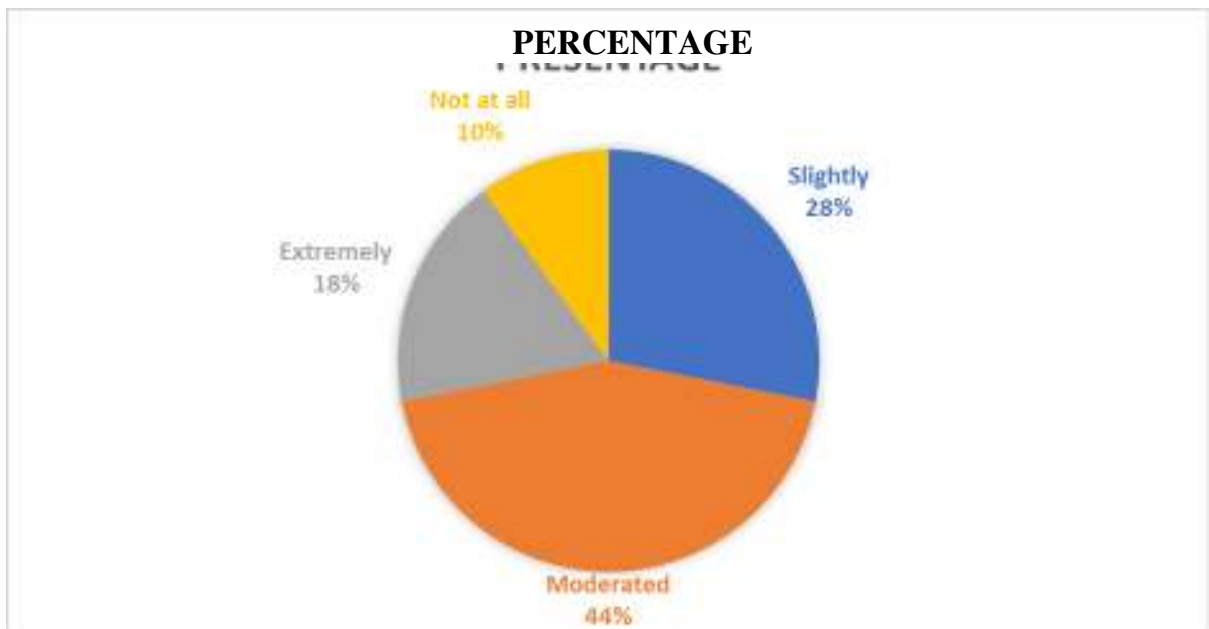
(48%) of the respondents says the information related to policies are been shared by face method.

4. 12 : EFFECTIVENESS OF THE POLICIES

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Slightly	25	28.08988764
Moderated	39	43.82022472
Extremely	16	17.97752809
Not at all	9	10.11235955
TOTAL	89	100

Source : Primary Data

4. 1.12 : EFFECTIVENESS OF THE POLICIES



INTREPRETATION :

The above table and chart shows that out of 89 of the respondents, 28% of the respondents says policies are in effects, 44% of the respondents says moderated, 16% of the respondents says extremely followed and 10% of the respondents says not at all.

INFERENCE :

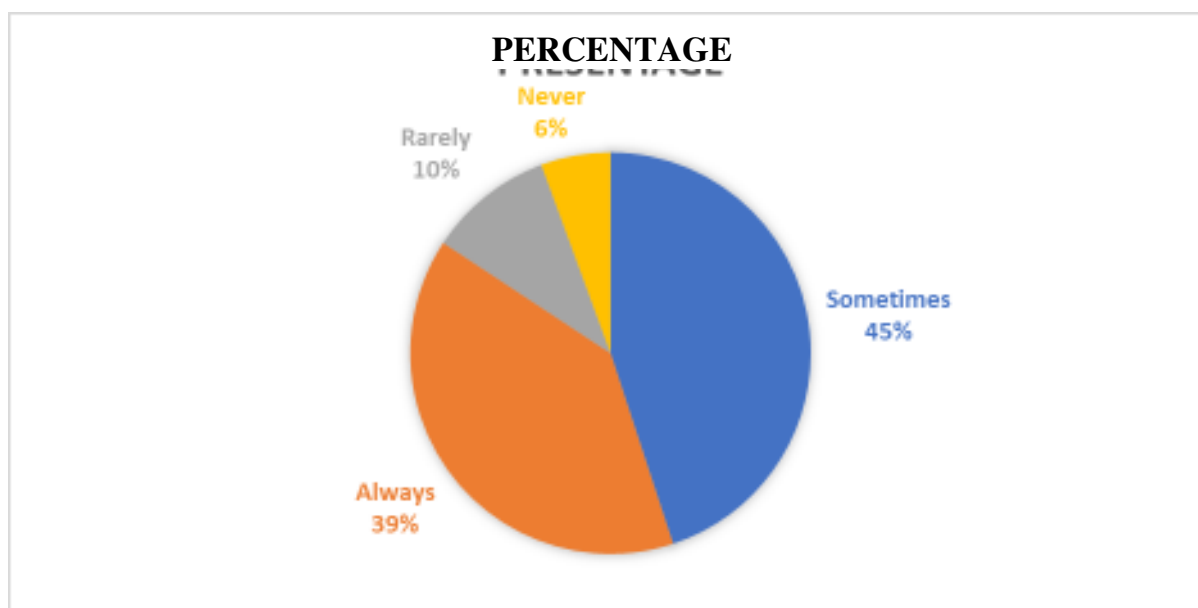
(44%) of the respondents says that policies are followed moderated

4. 13 ; RECEIVED FEEDBACK FROM THE SUPERVISOR OR MANAGER FOR YOUR PERFORMANCE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Sometimes	40	44.94382022
Always	35	39.3258427
Rarely	9	10.11235955
Never	5	5.617977528
TOTAL	89	100

Source : Primary Data

4.1.13 ; RECEIVED FEEDBACK FROM SUPERVISOR OR MANAGER FOR YOUR PERFORMANCE



INTERPRETATION :

The above table and chart shows that out of 89 of the respondents, 45% of the respondents receives feedback for their performance sometimes, 39% of the respondents receives feedback always, 10% of the respondents receives feedback rarely and 6% of the respondents says never.

INFERENCE :

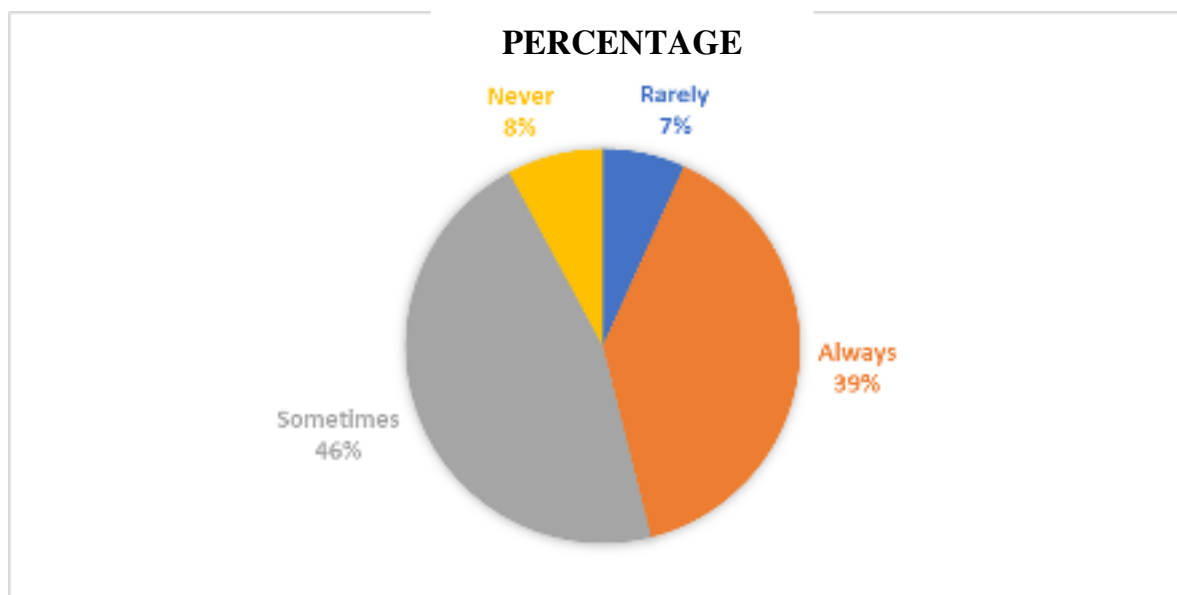
(45 %) of the respondents receives feedback for their performance sometimes.

4. 14 : PERFORMANCE APPRAISAL PROCESS IS FAIR AND OBJECTIVE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Rarely	6	6.741573034
Always	35	39.3258427
Sometimes	41	46.06741573
Never	7	7.865168539
TOTAL	89	100

Source : Primary Data

4. 1.14 : PERFORMANCE APPRAISAL PROCESS IS FAIR AND OBJECTIVE



INTREPRETATION :

The above table and chart shows that out of 89 of the respondents, 6% of the respondents says the appraisal method of the employees performance is rare, 39% of the respondents says the performance appraisal method is fair and objective, 46% of the respondents says sometimes its fair and objective, 8% of the respondents says never.

INFERENCE :

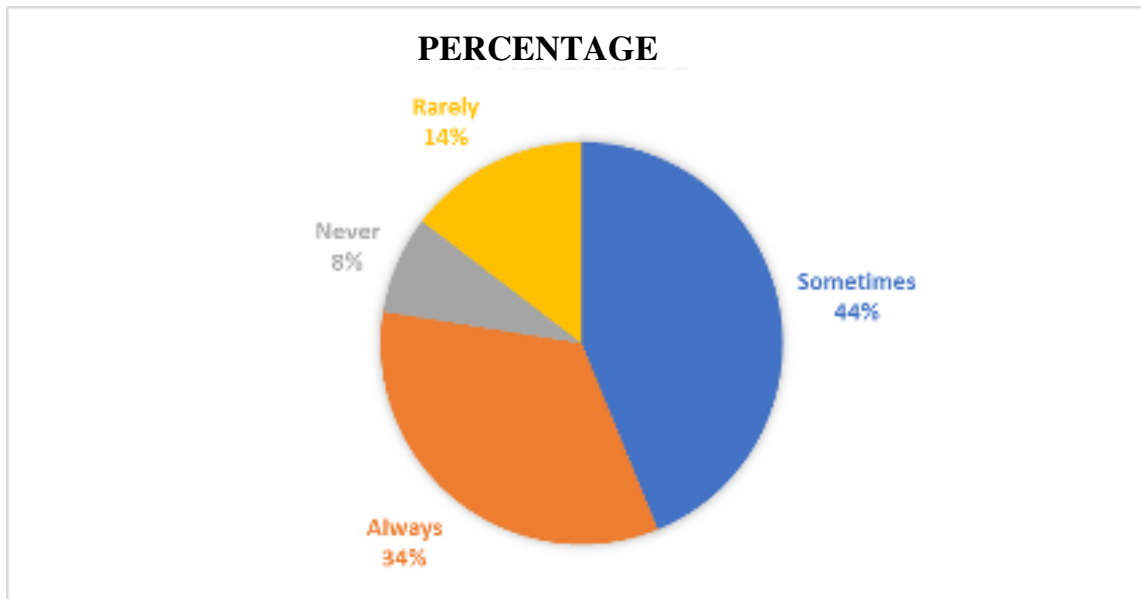
(**46%**) of the respondents says the performance appraisal of the employees are fair and objective.

4. 15: RECEIVED RECOGNITION OR REWARDS FOR YOUR PERFORMANCE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Sometimes	39	43.82022472
Always	30	33.70786517
Never	7	7.865168539
Rarely	13	14.60674157
TOTAL	89	100

Source : Primary Data

4. 1.15 : RECEIVED RECOGNITION OR REWARDS FOR THE PERFORMANCE



INTREPRETATION :

The above table and chart shows that out of 89 of the respondents, 43% of the respondents received rewards or recognition for their performance sometimes, 33% of the respondents says they received always , 7% of the respondents says never and 14% of the respondents says they receives rarely.

INFERENCE :

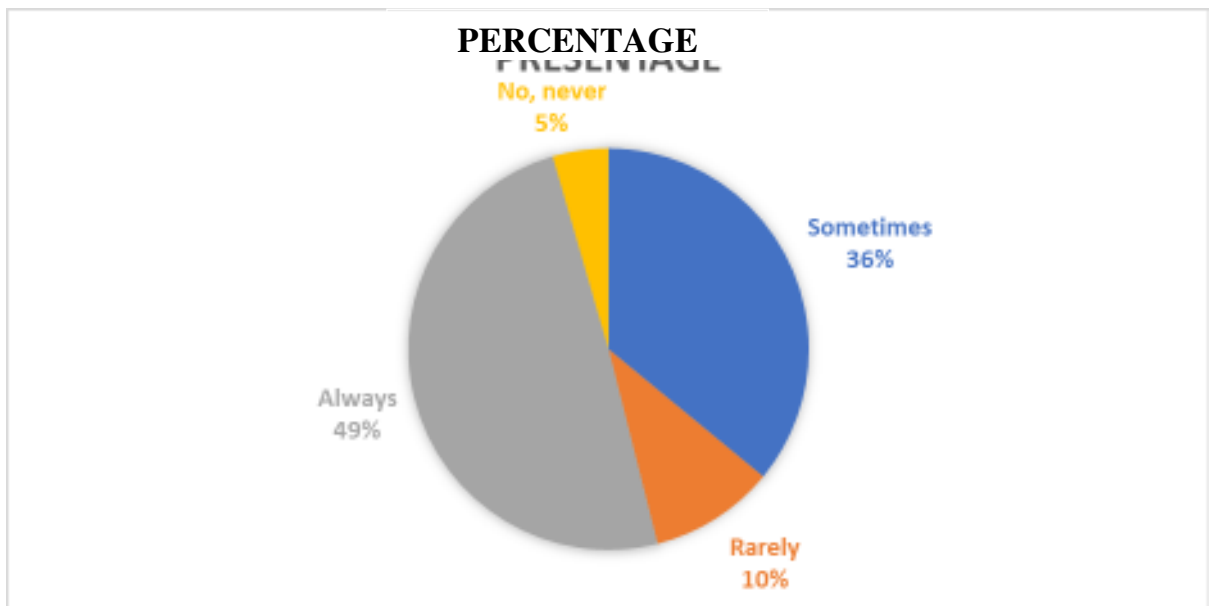
(43%) of the respondents receives rewards or recognition for their performance sometimes.

4. 16 : SATISFACTION OF YOUR HRM PRACTICES IN ORGANIZATION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
Sometimes	32	35.95505618
Rarely	9	10.11235955
Always	44	49.43820225
Never	4	4.494382022
TOTAL	89	100

Source : Primary Data

4. 1. 16 SATISFACTION OF YOUR HRM PRACTICES IN ORGANIZATION



INTREPRETATION :

The above table and chart shows that out of 89 of the respondents, 35% of the respondents are satisfied with the organization practices sometimes, 10% of the respondents are satisfied rarely , 49% of the respondents are satisfied always and 4% of the respondents are not satisfied.

INFERENCE :

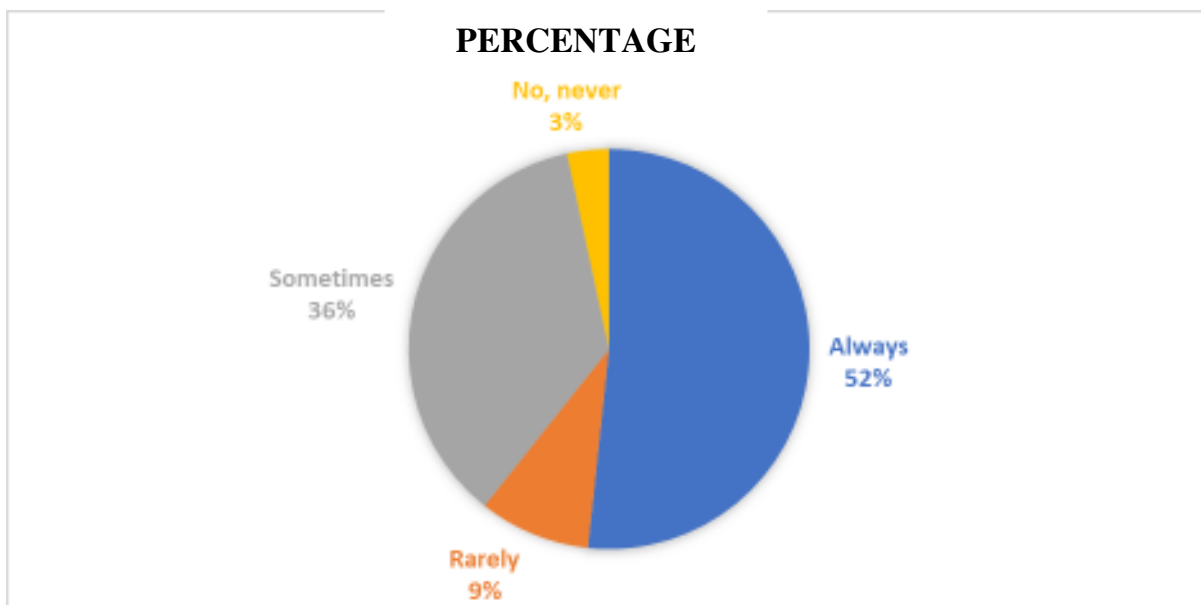
(49%) of the respondents are satisfied always with the organization practices.

4. 17 : HRM PRACTICES IMPROVE JOB SATISFACTION AND PERFORMANCE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Always	46	51.68539326
Rarely	8	8.988764045
Sometimes	32	35.95505618
Never	3	3.370786517
TOTAL	89	100

Source : Primary Data

4. 1. 17 : HRM PRACTICES IMPROVE JOB SATISFACTION AND PERFORMANCE



INTREPRETATION :

The above table and chart shows that out of 89 of the respondents, 51% of the respondents are satisfied with the improvement of job satisfaction and performance, 8% of the respondents are satisfied rarely , 35% of the respondents are satisfied sometimes and 3% of the respondents are not satisfied.

INFERENCE :

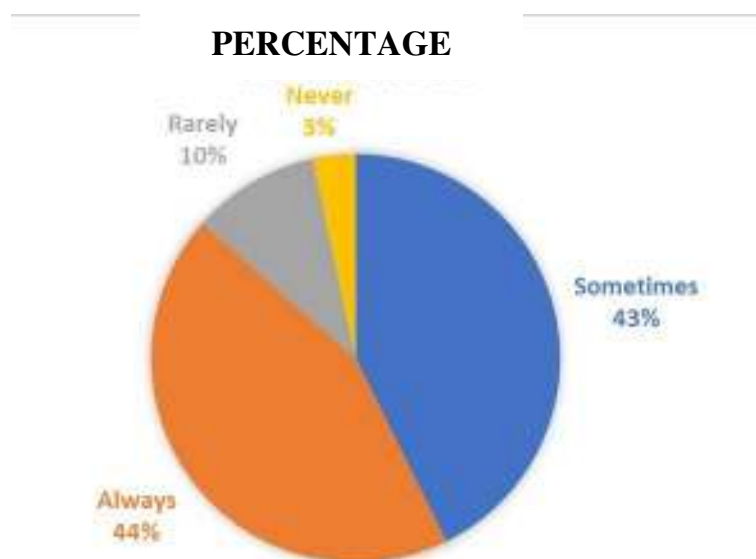
(51%) of the respondents are satisfied with the improvement of job satisfaction and performance.

4. 18 : PERFORMANCE APPRAISAL AND FEEDBACK SESSIONS IMPROVE EMPLOYEE PERFORMANCE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Sometimes	38	42.69662921
Always	39	43.82022472
Rarely	9	10.11235955
Never	3	3.370786517
TOTAL	89	100

Source : Primary Data

4. 1.18 : PERFORMANCE APPRAISAL AND FEEDBACK SESSIONS IMPROVE EMPLOYEE PERFORMANCE



INTREPRETATION :

The above table and chart shows that out of 89 of the respondents, 42% of the respondents said the appraisal system and feedback sessions improved employees performance Sometimes, 43% of the respondents said always , 10% of the respondents are said rarely and 3% of the respondents said never.

INFERENCE :

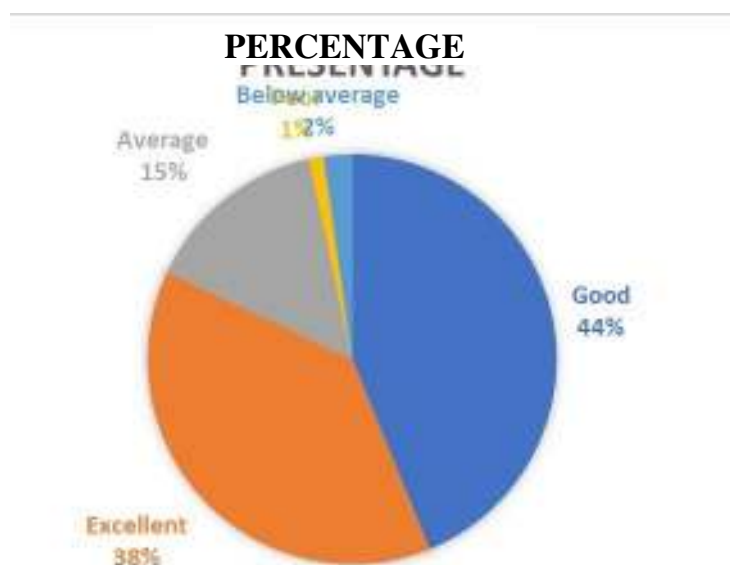
(51%) of the respondents said feedback sessions and appraisal systems helps to improve employee performance.

4. 19 : RATE THE EFFECTIVENESS OF HRM IN PROMOTING EMPLOYEE PERFORMANCE

PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
Good	39	43.82022472
Excellent	34	38.20224719
Average	13	14.60674157
Poor	1	1.123595506
Below average	2	2.247191011
TOTAL	89	100

Source : Primary Data

4.1. 19 : RATE THE EFFECTIVENESS OF HRM IN PROMOTING EMPLOYEE PERFORMANCE



INTERPRETATION:

The above table and chart shows that out of 89 of the respondents, 43% of the respondents said good, 38% of the respondents said excellent, 14% of the respondents are said average, 1% of the respondents poor and 2% of the respondent said below average.

INFERENCE :

(43%) of the respondents are rated good

CHAPTER 5

FINDINGS AND SUGGESTIONS

Findings & Suggestions



5.1 FINDINGS:

1. Employee attitude towards the current performance appraisal method is very much satisfactory, none of the employees said in the survey that they were dissatisfied. From the Hr department, we have found that all the employees are fully cooperative in the full process of promoting them with their performance. All employees also agreed the fact that the past and present appraisal system is transparent and bias free.

2. According to the employee's majority of them told promoting employees with their performance was able to improve their performance. It also increased motivation as well because they felt that company is interested in their performance and adopting methods to improve it.

3. The majority of the employees also told that performance appraisal system was also helping in finding their hidden talent and putting into action as well.

4. Promotion process in this organization is based on a mix of experience, performance and educational qualification which experience to be the first factor.

5. The company also did provide opportunity for growth and development and also helped to identify strength, weakness and hidden talent

5.2 SUGGESTIONS

┐ Implement more methods of employees performance and update the employees about the type of method used for performance evaluation.

┐ The whole performance appraisal should be kept more transparent and free from bias in the future.

┐ More opportunities should be provided for expressing their ideas and plans to implement their level performance.

┐ More training should be offered to the mentally stressed staff which improve their potential and result in top appraisal points.

┐ Overtime should be taken care of at the time of performance appraisal, which would motivate the employees to performance better for longer hours.

┐ Suggestion could be obtained from employees regarding framing the performance appraisal system.

┐ Promotion feedback is very important in any employee performance program. Should be carefully communicated by making high performers increase their target and low performers to build up their confidence.

5.3 CONCLUSION:

Promoting employee Performance may be understood as the assessment of an individual's performance in a systematic way. The performance being measured against such factors as job knowledge, quality and quantity of output, initiative, leadership abilities, supervision, dependability, cooperation, judgement, versatility, health and the like. It also helps in developing strength and rectifies weakness of the employees

Ramco cements has been conducting employees performance from the past years from its formation. Employees were cooperative and fully supporting the performance of the employees in the institution and it was found to be highly effective in the employee's performance.

Ramco cements has been running successfully for past several years and has created a good name among its customers and society. People having poor background are given training and provided with jobs. Performance appraisal can be conducted more effectively by using the right tools and properly reviewing and updating the performance appraisal program. Suggestion from employees and experienced personnel can be further enhance and make the promoting employees performance an ideal evaluation system.

REFERENCE

BOOK:

ALDmoe, F. M. A., Yazam, M., & Ahmid, K. B. (2012). The mediating effect of HRM outcomes on the relationship between HRM practices and organizational performance. *International Journal of Human Resource Studies*, 2(1), 75-88.

WEBSITE:

- 1) www.ramco.in
- 2) en.wikipedia.org/wiki/performance-appraisal
- 3) <http://www.hrware.com/performance-mgt/performance-appraisal>
- 4) <http://appraisal.naurihub.com>
- 5) <http://www.performance-appraisal.com>

ANNEXURE

QUESTIONNAIRE'S



Name of the responder : _____

Gender:

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Age:

- ☐ 18 - 25
- ☐ 26 - 35
- ☐ 36 - 45
- ☐ Above 50

Area of Work:

- ☐ Technical employee
- ☐ Non-technical employee

Qualification:

- ☐ Diploma
- ☐ Under Graduate
- ☐ Post Graduate

Work Experience:

- ☐ 0 - 5 yrs
- ☐ 6 - 15yr
- ☐ 16 - 30 yrs
- ☐ 31 – 40 yrs

1) How long are you working with your current employer?

Less than 3 months

6 months – 1 year

2-5 years

More than 5 years

2) How important is HRM in promoting employees performance?

Very important

Moderately important

Slightly important

Not important

3) Do you feel that your company values your contribution to the organization?

Always

Sometimes

Rarely

Never

4) Do your company invest on employees development and training?

Always

Sometimes

Rarely

Never

5) Are you aware of all the HR policies in your company?

Yes

No

6) How was information about the policies disseminated?

Handbook

Face to face

Online resources

7) How effectiveness are the policies?

Slightly

Moderated

Extremely

Not at all

8) Have you ever received feedback from your supervisor or manager about your performance?

Always

Sometimes

Rarely

Never

9) Do you feel that the performance appraisal process in your company is fair and objective?

Always

Sometimes

Rarely

Never

10) Have you ever received recognition or rewards for your performance from the company?

Always

Sometimes

Rarely

Never

11) How satisfied are you with the HRM practice in your organization?

Always

Sometimes

Rarely

Never

12) Do you think that better HRM practices would improve your job satisfaction and performance?

Always

Sometimes

Rarely

Never

13) Do you think HRM practices such as performance appraisals and feedback sessions help to improve employee performance?

Always

Sometimes

Rarely

Never

14) How would you rate the effectiveness of HRM practices in your organization in promoting employee performance?

Excellent

Good

Average

Below average

Poor

15) Have you received any training or development opportunities from your organization to enhance your performance?

Yes

No

Maybe

16) How important is employee motivation in promoting their performance?

Very important

Somewhat important

Not at all important

17) Do you have the resources to complete all the tasks in your role?

Yes

No

Maybe