



Internship file

Human Resource Management (Jiwaji University)



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**SOS IN POLITICAL SCIENCE AND PUBLIC ADMINISTRATION
JIWAJI UNIVERSITY, GWALIOR (M.P.)**



**A
Summer Training Report
ON
“RECRUITMENT & SELECTION”**

AT

Cadbury

KRAFT & FOOD CADBURY Pvt. Ltd. Malanpur

Submitted to

Jiwaji University, Gwalior

In the partial fulfillment on the requirement for the degree of

MASTER OF BUSINESS ADMINISTRATION (HR)

**Submitted To
Dr. Shyama Bohra**

**Submitted By
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DECLARATION

I, Jyoti Rasgaiyan student of MBA III Sem. from **SOS IN POLITICAL SCIENCE AND PUBLIC ADMINISTRATION in Jiwaji University Gwalior**

I hereby Submitted in Partial fulfillment of Requirement for the award of the Degree of Master of Business Administration from **SOS IN POLITICAL SCIENCE AND PUBLIC ADMINISTRATION in Jiwaji University Gwalior** .

This work has not been submitted by me anywhere else for the award of any degree or diploma. All sources of information are based on my on training experience and learning.

Date / /

Place: Gwalior

Jyoti Rasgaiyan

MBA III Sem.

ACKNOWLEDGEMENT

A successful research could not be done without any inspiration, guidance and help from different person in the society of modern corporate world.

I am extremely thanks to **Mrs. Varsha Jain (HR Executive)** of Cadbury Pvt. Ltd. Malanpur, Gwalior for given us an opportunity to do us summer training in their esteemed organization.

I am extremely thankful to whose corporation even encouraging support, informal behavior, friendly; guidance has helped me at every instance.

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Last but not least, I am extremely thankful to those people who gave me direct and indirect cooperation during my summer training.

Date:
Place:

Jyoti Rasgaiyan
MBA III Sem.

PREFACE

It is said that without theory, practice is blind and without practice theory is meaningless. Hence practical training is the integral part of the management education in India.

It exposes the potential of manager of the future to the actual tune of working environment present is dynamic organization.

The marketing concept is built in premise that marketers just identify consumer needs and then develop product and services satisfy those needs.

Consumer research is very important term by this we can identify the brand awareness of the product of the company and it helps in development and innovation of product and in development of marketing strategies.

By the study of brand awareness researcher can easily now be aware of the company's product. It is used to find out the brand awareness of products of a company before and after promotional campaign. It also helps in explaining the fact that how and why to consumer makes decision and behavior of creation of brands.

CERTIFICATE OF GUIDE

It is certified that the Project Report entitled, ‘**Recruitment & Selection** ‘ is submitted by **Jyoti Rasgaiyan (III Sem.)** for partial fulfillment for the award of the degree of Master of Business Administration of **SOS IN POLITICAL SCIENCE AND PUBLIC ADMINISTRATION in Jiwaji University Gwalior** .

Date: -----

Dr. Shyama Bohra
Faculty

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COMPANY PROFILE



Chocolate

The very word makes your mouth water.

Chocolate is more than just a food: it's a state of mind.



CADBURY

How Cadbury Chocolate is made



John Cadbury

Milk chocolate for eating was first made by Cadbury in 1897 by adding milk powder John paste to the dark chocolate recipe of cocoa mass, cocoa butter and sugar. By today's standards this chocolate was not particularly good: it was coarse and dry and not sweet or milky enough for public tastes.

There was a great deal of competition from continental manufacturers, not only the French, but also the Swiss, renowned for their milk chocolate. Led by George Cadbury Junior, the Bournville experts set out to meet the challenge. A considerable amount of time and money was spent on research and on new plant designed to produce the chocolate in larger quantities.

A recipe was formulated incorporating fresh milk, and production processes were developed to produce a milk chocolate 'not merely as good as, but better than' the imported milk chocolate'.



Four years of hard work were invested in the project and in 1905 what was to be Cadbury's top selling brand was launched.

Three names were considered: Jersey, Highland Milk and Dairy Maid. Dairy Maid became Dairy Milk, and Cadbury's Dairy Milk, with its unique flavour and smooth creamy texture, was ready to challenge the Swiss domination of the milk chocolate market.

By 1913 Dairy Milk had become the company's best selling line and in the mid twenties Cadbury's Dairy Milk gained its status as the brand leader, a position it has held ever since.

COMPANY OVERVIEW OF CADBURY INDIA

Cadbury began its operations in 1948 by importing chocolates and then re-packing them before distribution in the Indian market. After 59 years of existence, it today has five company-owned manufacturing facilities at Thane, Induri (Pune) and Malanpur (Gwalior), Bangalore and Baddi (Himachal Pradesh) and 4 sales offices (New Delhi, Mumbai, Kolkata and Chennai). The corporate office is in Mumbai.



Currently Cadbury India operates in three sectors viz. Chocolate Confectionery, Milk Food Drinks and in the Candy category.

In the Chocolate Confectionery business, Cadbury has maintained its undisputed leadership over the years. Some of the key brands are Cadbury Dairy Milk, 5 Star, Perk, Éclairs and Celebrations. Cadbury enjoys a value market share of over 70% - the highest Cadbury brand share in the world! Their flagship brand Cadbury Dairy Milk is considered the "gold standard" for chocolates in India. The pure taste of CDM defines the chocolate taste for the Indian consumer.

In the Milk Food drinks segment their main product is Bournvita - the leading Malted Food Drink (MFD) in the country. Similarly in the medicated candy category Halls is the undisputed leader.

The Cadbury India Brand Strategy has received consistent support through simple but imaginative extensions to product categories and distribution. A good example of this is the development of Bytes. Crispy wafers filled with coca cream in the form of a bagged snack, Bytes is positioned as "The new concept of sweet snacking". It delivers the taste of chocolate in the form of a light snack, and thus heralds the entry of Cadbury India into the growing bagged Snack Market, which has been dominated until now by Salted Bagged Snack Brands. Bytes was first launched in South India in 2003.

Since 1965 Cadbury has also pioneered the development of cocoa cultivation in India. For over two decades, it has worked with the Kerala Agriculture University to undertake cocoa research and released clones, hybrids that improve the cocoa yield.

Today, Cadbury is poised in its leap towards quantum growth and new categories of business, namely gums, mints, snacking and gifting. It is a part of the Cadbury Schweppes Group, world's No.1 Confectionery Company.

DAIRY MILK



The story of
Milk started way

Cadbury Dairy
back in 1905 at

Bournville, U.K., but the journey with chocolate lovers in India began in 1948.

The variants Fruit & Nut, Crackle and Roast Almond, combine the classic taste of Cadbury Dairy Milk with a variety of ingredients and are very popular amongst teens & adults.

Cadbury Dairy Milk has exciting products on offer - Cadbury Dairy Milk Wowie, chocolate with Disney characters embossed in it, and Cadbury Dairy Milk 2 in 1, a delightful combination of milk chocolate and white chocolate. Giving consumers an exciting reason to keep coming back into the fun filled world of Cadbury.

Today, Cadbury Dairy Milk alone holds 30% value share of the Indian chocolate market.

5 STAR



the second largest after Cadbury Dairy Milk with a market share of 14%, Cadbury 5 Star moves from strength to strength every year by increasing its user base.

Launched in 1969 as a bar of chocolate that was hard outside with soft caramel nougat inside, Cadbury 5 Star has re-invented itself over the years to keep satisfying the consumers taste for a high quality & different chocolate eating experience.

One of the key properties that Cadbury 5 Star was associated with was its classic Gold colour. And through the passage of time, this was one property that both, the brand and the consumer stuck to as a valuable association.

More recently, to give consumers another reason to come into the Cadbury 5 Star fold, Cadbury 5 Star Crunchy was launched. The same delicious Cadbury 5 Star was now available with a dash of rice crispies.

PERK



Cadbury launched Perk in 1996. With its light chocolate and wafer construct, Cadbury Perk targeted the casual snacking space that was dominated primarily by chips & wafers.

With the rise of more value-for-money brands in the wafer chocolate segment, Cadbury Perk unveiled two new offerings - Perk XL and XXL. In 2004, with an added dose of 'Real Cadbury Dairy Milk' and an 'improved wafer', Perk became even more irresistible

CELEBRATIONS





Cadbury Celebrations was aimed at replacing traditional gifting options like Mithai and dry- fruits during festive seasons.

Cadbury Celebrations is available in several assortments: An assortment of chocolates like 5 Star, Perk, Gems, Dairy Milk and Nutties and rich dry fruits enrobed in Cadbury dairy milk chocolate in 5 variants, Almond magic, raisin magic, cashew magic, nut butterscotch and caramels.

The super premium Celebrations Rich Dry Fruit Collection which is a festive offering is an exotic range of chocolate covered dry fruits and nuts in various flavours and the premium dark chocolate range which is exotic dark chocolate in luscious flavours.

TEMPTATION



Cadbury Temptations is a range of delicious premium chocolate in five flavours variants - Roast Almond Coffee, Honey Apricot, Mint Crunch, Black Forest and Old Jamaica.

History of Cadbury

Cadbury, the global leader in the chocolate confectionery market, began in 1824 when a young Quaker named John Cadbury opened up a shop in Birmingham. John sold coffee, tea, drinking chocolate and cocoa at his shop. Believing that alcohol was a main cause of poverty, John hoped his products might serve as an alternative. He also sold hops and mustard. Like many Quakers John had high quality standards for all of his products.

At that time in England, Quakers were prohibited from attending university, since it was affiliated with the established church, and their pacifist beliefs kept them from joining the military. With few opportunities available, Quakers often went into business-related fields and/or devoted their time to missions of social reform.

By 1842 John was selling 11 kinds of cocoa and 16 kinds of drinking chocolate. Soon John's brother Benjamin joined the company to form Cadbury Brothers of Birmingham. The Cadbury brothers opened an office in London and received a Royal Warrant (one of many) as manufacturers of chocolate and cocoa to Queen Victoria in 1854. Six years later the brothers dissolved their partnership because of John's failing health and the death of his wife. They left the business to John's sons George and Richard. John devoted the rest of his life to social work and died in 1889.

George and Richard continued to expand the product line, and by 1864, they were pulling a profit. Cadbury's Cocoa Essence, which was advertised as "absolutely pure and therefore best," was an all-natural product made with pure cocoa butter and no starchy ingredients. Cocoa Essence was the beginning of chocolate as we know it today. The brothers soon moved their manufacturing operations to a larger facility four miles south of Birmingham. The factory and area became known as Bournville.



Packing room at Cadbury's Bournville factory..

With Cadbury's continued success in chocolate, George and Richard stopped selling tea in 1873. Master confectioner Frederic Kinchelman was appointed to share his recipe and production secrets with Cadbury workers. This resulted in Cadbury producing chocolate covered nougats, bonbons delices, pistache, caramels, avelines and more. Cadbury manufactured its first milk chocolate in 1897. Two years later the Bournville factory employed 2,600 people and Cadbury was incorporated as a limited company.

During World War I, more than 2,000 of Cadbury's male employees joined the Armed Forces. Cadbury supported the war effort, sending warm clothing, books and chocolate to the soldiers. Cadbury supplemented the government allowances to the dependants of their workers. When the workers returned, they were able to return to work, take educational courses, and injured or ill employees were looked after in convalescent homes. During this period trade overseas increased, and Cadbury opened its first overseas factory near Hobart, Tasmania. The next year Cadbury merged with JS Fry & Sons, a past market leader in chocolate.

Cadbury supported the war effort during World War II by converting parts of its factory into workrooms to manufacture equipment like milling machines for rifle factories and parts like pilot seats for Defiant fighter planes. Workers plowed football fields to grow crops, and the Cadbury St. John's Ambulance unit helped people during air raids. Chocolate was considered essential for the Armed Forces and civilians. Rationing finally ended in 1949.

In 1969 Cadbury merged with Schweppes to form Cadbury Schweppes. Schweppes was a well-known British brand that manufactured carbonated mineral water and soft drinks. The merged companies would go on to acquire Sunkist, Canada Dry, Typhoo Tea and more. Schweppes Beverages was created, and the manufacture of Cadbury confectionery brands was licensed to Hershey.

Today Cadbury Schweppes is the largest confectionery company in the world, employing more than 70,000 employees. In 2006 the company had over \$15 billion in overall sales. In March of 2007, Cadbury Schweppes announced that it intends to separate its confectionery and beverage businesses. With almost 200 years in the business, Cadbury Schweppes will continue to prosper in the coming decades.

Cadbury Product Timeline



1865 – Cadbury Cocoa Essence

1875 – Cadbury Easter Eggs

1897 – Cadbury Milk Chocolate



1905 – Cadbury Dairy Milk

1908 – Cadbury Bournville Chocolate

1915 – Cadbury Milk Tray

1920 – Cadbury Flake



1923 – Cadbury Crème Eggs
1929 – Cadbury Crunchie
1938 – Cadbury Roses
1948 – Cadbury Fudge
1968 – Cadbury Picnic
1960 – Cadbury Buttons
1970 – Cadbury Curly Wurly
1983 – Cadbury Wispa
1985 – Cadbury Boost
1987 – Cadbury Twirl
1992 – Cadbury Timeout
1996 – Cadbury Fuse
2001 – Cadbury Brunchbar, Dream & SnowFlake

Vision, Mission & Values

Our Vision

The Barrow Cadbury Trust's vision is of a peaceful, equitable society, free from discrimination and based on the principle of social justice for all.

Our Mission

The Barrow Cadbury Trust's mission is to promote social justice through grant making, research, influencing public opinion and policy and supporting local communities.

Our Values

- Promotion of social justice – the Trust aims to put fairness and equality at the heart of all its work
- Empowerment – the Trust seeks to uphold and extend the rights of marginalised groups, to reflect the grassroots experience of local communities and to support them in making their voices heard
- Partnership – the Trust works in partnership with other grant-makers and with stakeholders at international, national, regional and local levels
- Local focus – the Trust values its historic relationship with Birmingham and the West Midlands
- Relationship with funded groups – the Trust aims to be an approachable, fair and responsive grant-maker
- Valuing learning – the Trust aims to be a learning organisation open to the exchange of information and ideas, with its work grounded in a solid evidence base
- Innovation and Independence – as an independent grant-maker, the Trust is alive to emerging needs and new ideas and ways of working and is willing to take risks in pursuit of social justice
- Quaker ethos – while there is no requirement for Trustees or staff to be Quakers, and most are not, the Trust values its historical roots within the Quaker ways of working and tradition of social and penal reform.

RECRUITMENT

&

SELECTION

THEORETICAL ASPECT

RECRUITMENT & SELECTION

MEANING

Recruitment is the process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organization. In other words we can say that recruitment is a process to discover the source of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate number to facilitate effective selection of an efficient working force.

Generally recruitment needs are of three types: -

1. **Planned needs:** - These are arises from changes in organization and retirement policy.
2. **Anticipated needs:** - These are arising from resignation, deaths, accidents, and illness.
3. **Unexpected needs:** - These are arising from those movements in personnel, which an organization can predict by studying trends in the internal and external environment.

FEATURES OF RECRUITMENT

- Recruitment is a series of activities rather than a single act or event.
- Recruitment is a linking activity as it brings together those with jobs and those seeking jobs.

- Recruitment is a positive function that develops a pool of eligible person from most suitable person can be selected.
- Recruitment is a pervasive function because all organization engages in recruiting activity.
- Recruitment is a two way process because it takes a recruiter and recruitee both.
- Recruitment is a complex job because too many factors affect it.

RECRUITMENT IN ORGANIZATIONS

Recruitment pattern is differing from one organization to organization. Some organizations like public sector banks adopt centralized recruitment whereas other organizations choice decentralized recruitment.

In the centralized recruitment, personnel department at the head office performs all the functions of recruitment. On the other hand, each department carries out its own recruitment in case of decentralized recruitment.

Advantage of centralized recruitment: -

It reduces the administrative cost by consolidating all recruitment activities at one place.

It helps in better utilization of manpower.

It ensures uniformity in recruitment and selection of all types of employees.

It facilities interchange ability of staff between different units.

It tends to reduce favoritisms in recruitment and make this process more scientific.

Disadvantage of decentralized process:-

There is delay in recruitment as operating units cannot recruit staff as and when required.

The central may not be fully familiar with job requirements of different units and the most suitable sources for required staff.

Recruitment is not flexible because operating units lose control over the recruitment process.

Both centralized and decentralized recruitment have their own merits. The choice between the two will depend on the management philosophy and needs of the particular organization. In some cases a combination of both the systems is used. Lower level staff is recruited centrally whereas middle and top level executives are recruited in a decentralized manner.

SELECTION MEANING

Selection is a process of matching the qualification of applicants with the job requirements. It is a process of weeding out unsuitable candidates and finally identified the most suitable candidate.

Selection is differing from recruitment, recruitment technically precedes selection. Recruitment involves identified the source of manpower and stimulating them to apply for jobs in the organization. On the other hand, selection is the process of choosing the best out of these recruited. The purpose of selection is to pick up the right person for every job. Selection is an important function as no organization can achieve its goals without selecting the right people. Faulty selection leads to wastage of time and money and spoils the environment of an organization.

The selection process can be successful if the following conditions are satisfied.

- a) Some should have the authority to select. This authority comes from the employment requisition as developed through an analysis of the workload and workforce.
- b) There must be some standard of personnel with which applicant can be compared. In words a comprehensive job description and job specification should available beforehand.
- c) There must be a sufficient number of applicants from whom the required of employees may be selected.

SELECTION PROCEDURE

The selection procedure consists of a series of steps. At each stage facts may come to light, which may lead to the rejection of the applicant. It is a series of successive hurdles or barriers, which an applicant must cross. These hurdles or screens are designed to eliminate an unqualified candidate at any in the selection process.

The complexity of selection procedure increases with the level and responsibility of the position to be filled. The strategy and method used for selecting employees varies from firm to firm and from one job to other.

Steps in employee selection may be described as under:

a) Preliminary interview

Preliminary interview is essentially a sorting process in which prospective candidates are given the necessary information about the nature of job and the organization. Necessary information is also elicited from the candidates about their education, skills, experience, salary expected, etc.

b) Application blank

Application form is a traditional and widely used device for collecting information from candidates. The application form should provide all the information relevant to selection. An application form contains name address telephone no, height weight eyesight, family background, academic technical and professional education, experience regarding jobs held employers, duties performed, salary drawn, references, etc.

c) Selection test

Psychological tests are being increasingly used in employee selection. A test is a sample of some aspect of an individual's attitudes, behavior, and performance. It also provides a systematic basis for comparing the behavior, performance and attitudes of two more persons.

d) Employment interview

An interview is conversation between two persons. It involves a personal, observational and face-to-face appraisal of candidates for employment. The information collected through application and test can be crosschecked in the interview.

e) Medical examination

Applicants who have crossed the above stages are sent for a physical examination either to the company's physician or to a medical officer approved for the purpose. Such examination determines whether the candidates are physically fit to perform the job. Those who are physically unfit are rejected.

f) Reference checks

The applicant is asked to mention in his application form the names and address of two or three persons who know him well. These may be his previous employers, head of educational institutions or public figures. The organization

contacts them by mail or telephone. They are requested to provide their frank opinion about the candidate without incurring any liability.

g) Final approval

In most of the organizations, the human resource department carries out selection process. The candidates are short listed by the department are finally approved by the executives of the concerned unit. In some organizations both the candidate and the representative of the organization sign a contract of service on judicial paper. Appointment is generally made on a trial of one or two year. After satisfactory performance during this period the candidate is finally confirmed in the job on permanent basis.

PRACTICAL ASPECT

RECRUITMENT PROCESS

Recruitment process has following steps: -

- a) Recruitment process generally begins when the personnel department receives demand for recruitment from any department of the company. The personnel demand contains details about the position to be filled, number of persons to be recruited, the duties to be performed, qualification required from the candidate, terms and condition of job and the time by which the persons should be available for appointment etc.
- b) Locating and developing the sources of required number and type of employees.
- c) Identifying the prospective employees with required characteristics.
- d) Communicating the information about the organization, the job and the terms and condition of service.
- e) Encouraging the identified candidates to apply for jobs in the organization.
- f) Evaluating the effectiveness of recruitment process.

SOURCES OF RECRUITMENT:-

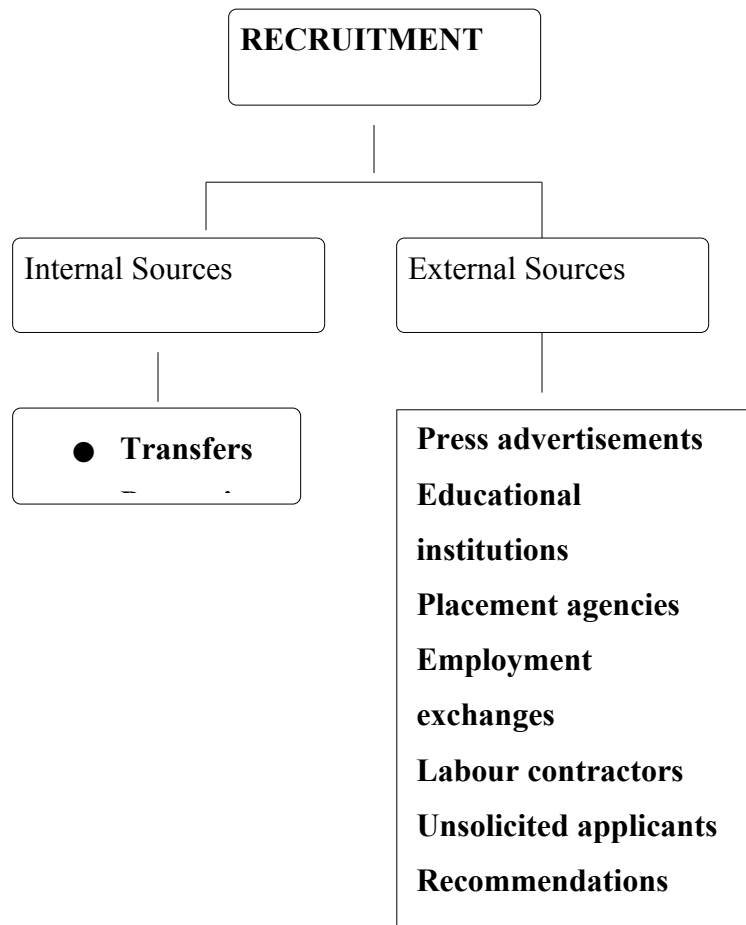
Broadly sources are divided in two categories.

1. Internal process: -

Internal source consists of following: -

- a. Vacancies may be filled up from such employees through promotion, transfers, and upgrading and even demotion.

- b. Retired and retrenched employees who want to return to the company may be rehired.
- c. Dependents and relative of deceased and disable employees.



2. External source: -

External sources are of following type :-

- a) **Educational and training institute:-** various institute like IIMs, IITs, engineering college is providing facilities for campus interview and placement.
- b) **Recruiting agencies:** - several consultancy firms like ABC consultancy etc. perform recruiting function on behalf of client companies by charging fee.
- c) **Employment exchange:** - these exchanges provide information about job vacancies to the jobseekers and help employers in identified suitable candidate.
- d) **Labour contractors:** - Manual workers can be recruited through contactor who maintains close links with source of such workers.

RECRUITMENT METHOD

Recruitment methods are a technique by which an organization makes contact with potential provides them necessary information and encourages them to apply for jobs. Methods are of following type: -

- ❖ **Direct method:** - Under direct recruitment, scouting, employee's contracts, and waiting list are used. In the scouting representative of the organization are sent to educational and training institutes. These traveling recruiters exchange information with the students clarify their doubts, stimulate them to apply jobs, conduct campus interview and shortlist the candidates. Another direct method is to ask employees of the organization to contact the public and about the vacancies.

❖ **Indirect method :-** Advertisements in the newspapers, journals, on the radio and television are used to publicize vacancies. This method is suitable when the organization wants to reach out to a large target group scattered geographically. Considerable details about jobs to be filled and qualification required can be given in the advertisement.

❖ **Third party method :-** various agencies can be used to recruit personnel. Public employment exchanges, management consulting firms, professional societies, temporary help societies, and trade unions labor contractors are the main agencies. In addition, friends and relations of existing staff and deputation method can be used.

Interesting Facts about Cadbury

 Cadbury was the first company to include pictures instead of printed text on chocolate boxes.

 George Cadbury didn't want to take mothers away from their children, so he developed a company rule that women had to leave work when they got married. Each married woman was given a bible and a carnation as wedding gifts.

 In 1886 Cadbury became one of the first firms to have dining rooms with kitchens and food for sale.

 A miniature metal animal (elephant, penguin, owl, fox, duck, squirrel, rabbit or turtle) was given away with specially designed cocoa tins in 1934. In the same

year, Cadbury's tokens, which came with packs of cocoa, could be redeemed for lamps, kettles and saucepans.

■ So many children joined Cadbury's Cococub Club that it had 300,000 members in 1936.

■ Cadbury's World Visitor Center opened in 1990, welcoming 400,000 visitors in its first year.

RESEARCH **METHODOLOGY**

RESEARCH METHODOLOGY

Research methodology:-

Research methodology is made from two words 'Research and methodology'. Research means search for knowledge through objective and systematic method of finding solution to a problems. 'Methodology' refers to the method or process to be used for research.

Thus, together 'Research methodology' refers to the method or process to be used for finding solution to a problem.

Research methodology used :-

Descriptive research design is used. It is used to describe the state of new affairs as it exists at present. Simply it is a fact finding investigation. This type of research tries to describe the characteristics of the respondent in relation to a particular product and with demographic characteristics of the individuals.

Data Used :-

Primary data: - it is fresh data which is used for first time.
And it is collected through questionnaires which are being filled by the person.

ASSUMPTIONS:-

1. It has been assumed that sample of 100 respondents represents the whole population.
2. The information given by the customer is unbiased.

Collection of Data:-

There was secondary data available for the study and also primary data collected by carrying out by the survey which has been carried out to through personal interviews of the customers. The sample size was roughly 100.

- a. Sampling methods: - A sample is the representative of the population which will predict the behavior of the whole universe.
- b. The sampling size put under two categories: Probability sampling and non probability sampling.

Probability sampling:-

This is the process of selecting the elements or group of elements from as well defined population by such procedure which gives every element in the population an equal chance of being selected for observation. The sampling method use for this survey is the area sampling which is a sub type of probability sampling.

Sampling size:-

Large sample gives reliable result than small sample. However, it is not feasible to target entire population or even a substantial portion to achieve a reliable result. So, in this aspect selecting the sample to study is known as sample size. Hence, for my project my sample size was 100. The Sample Size of 100 is not enough to draw a conclusion but as per the time assigned it was difficult to take a sample size more than 100. The Sample Size consist of both the Professional and Business class people. IT peoples, Doctors, Jewelers, Timber Merchants & Real estate Agents are taken as Sample .

Execution of the project:-

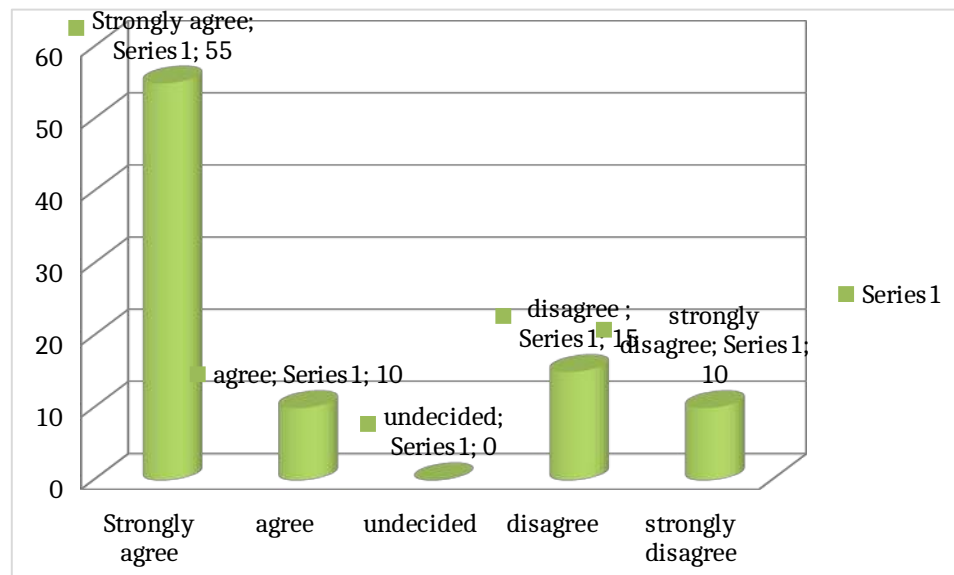
It is the very important step in the research process accuracy findings depends on how systematically the study has been carried out in time so that it can make some sense when required. I have executed the project after prior discussion with the guide and structured in following steps:

- a.** Preparation of questionnaire.
- b.** Collection of list of some of the clients interview of the customer so that more interaction is impossible and the variety of responses can be registered to have a good data for analysis.
- c.** Visiting the corporate and asking about their feedback on the mutual funds services they are availing. Try to find out their satisfaction level with the existing mutual fund.

Data Analysis & Interpretation

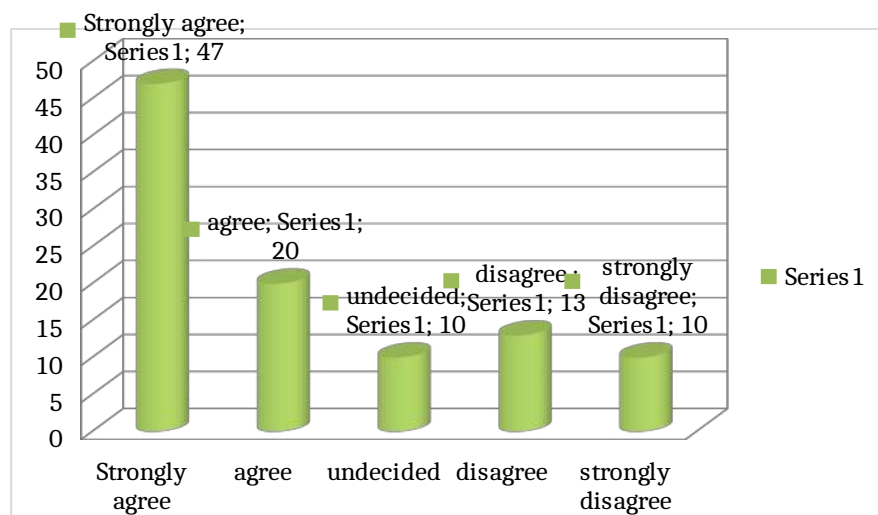
INTERPRETATION AND DATA ANALYSIS

1. Are you satisfied with the existing employee welfare schemes?



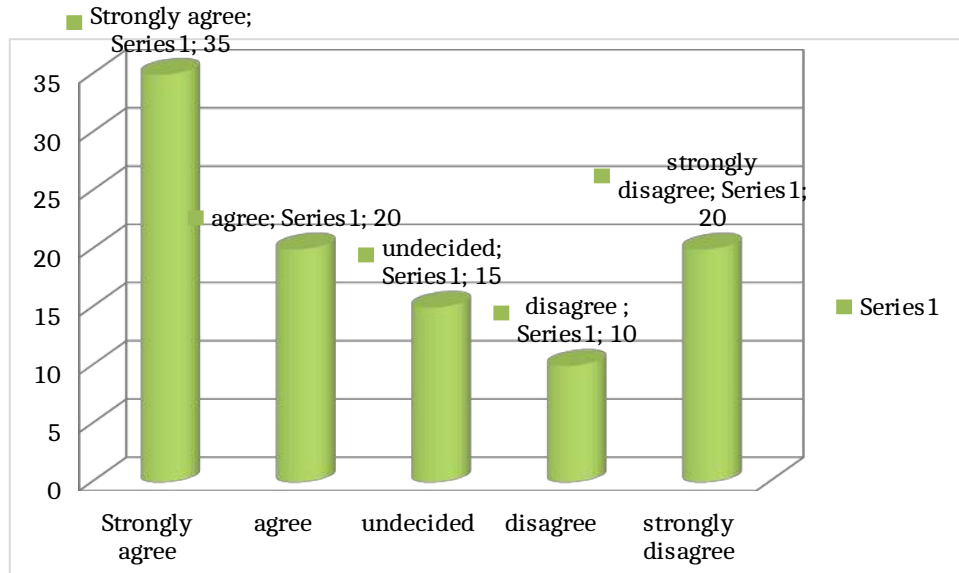
Interpretation – 55% of employees are strongly agreed that they know about the welfare schemes, 10% are agreed and 35% are disagreed.

2. Are you satisfied with the existing employee welfare Schemes ?



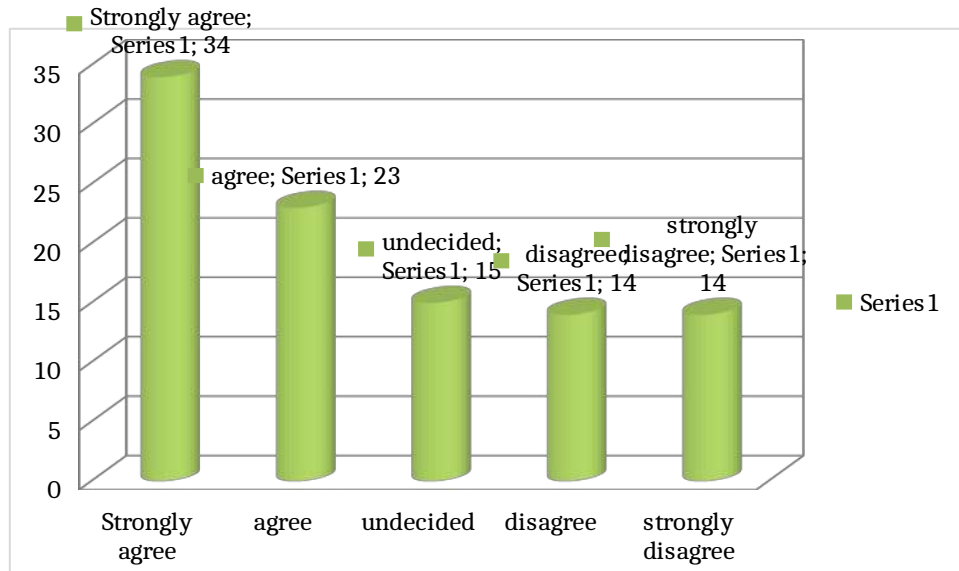
Interpretation – 47% are strongly satisfied with the existing welfare schemes 20% are just satisfied and 33% are strongly dissatisfied.

3. Are you happy with the work environment existing Cadbury Pvt Ltd?



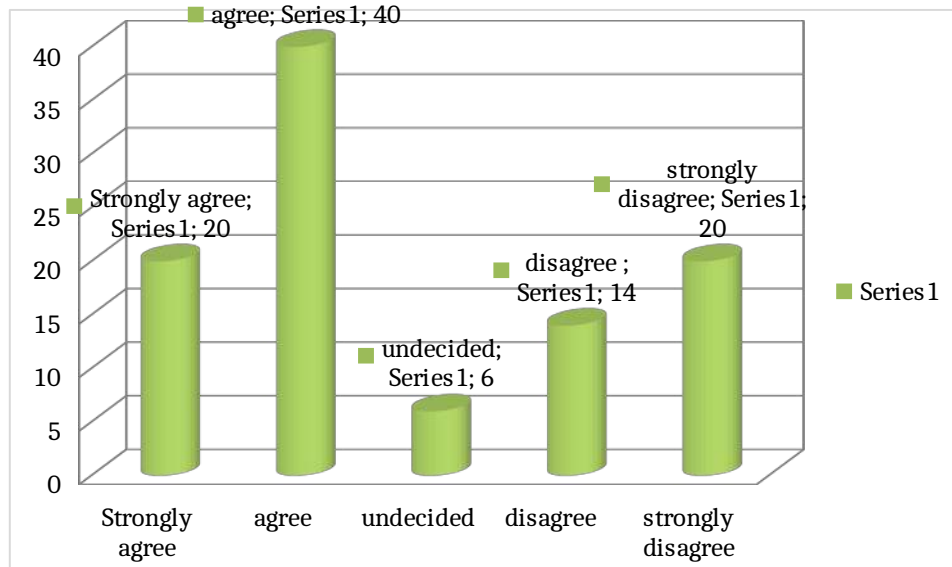
Interpretation – 35% strongly agreed with the working environment while 20% agree are disagreed and 45% undecided.

4. Do you feel that every employee has equal chance to get promotion or increment ?



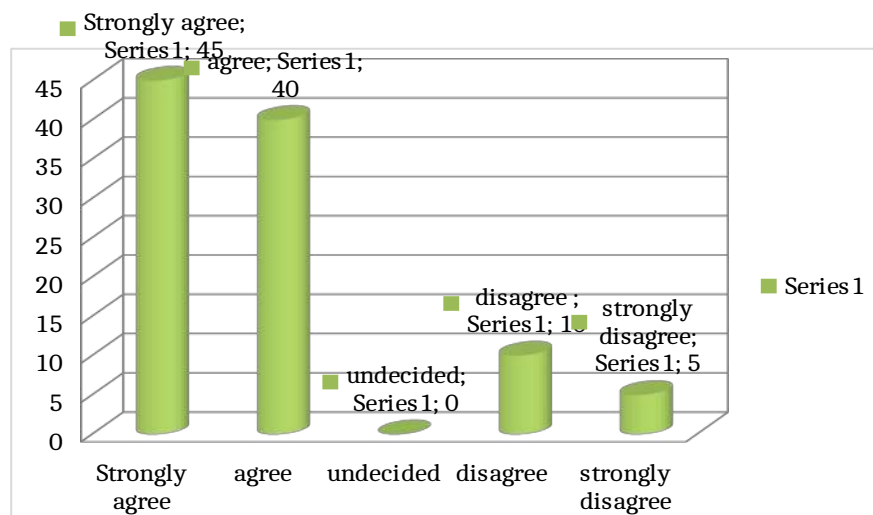
Interpretation – 57% are strongly in the favour of they have equal chance of promotion while 14% are strongly disagreed 14% are undecided 15%.

5. Do you feel that you are treating nicely by your superior or manager ?



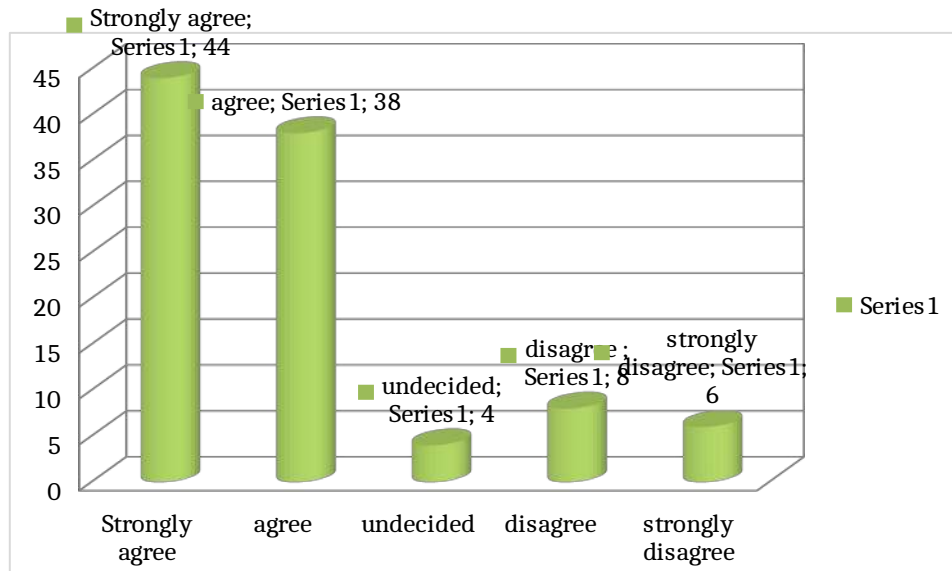
Interpretation – 20% believes that their superior treating them with nicely while 38% are just agreed with this statement while 20% strongly disagreed about their superior behavior.

6. Are your quarries and grievances properly get notice by the immediate superior or head of the department?



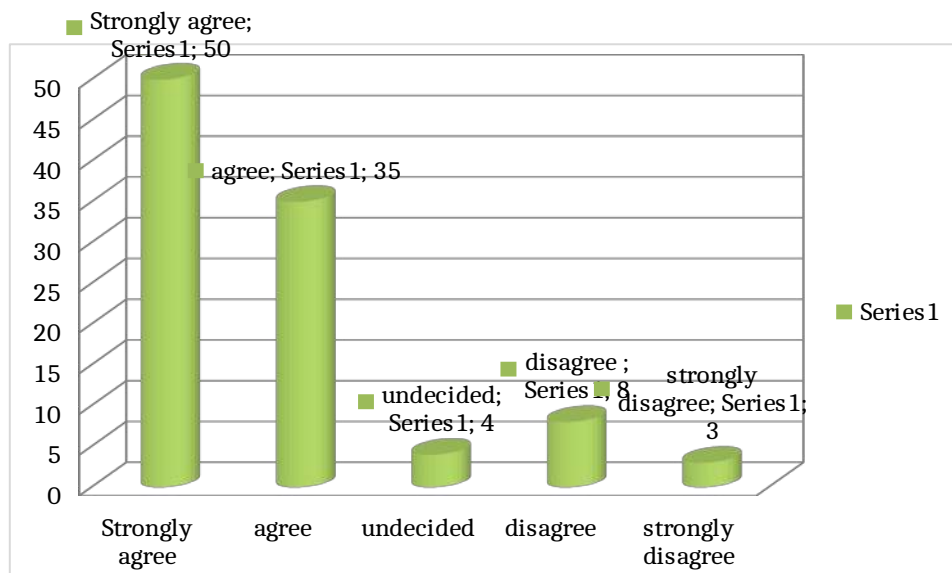
Interpretation – 45% are believes that their grievances solved by the immediate superior while 5% are not in the favour. Production and security department.

7. Are you free to communicate with any senior person of your organization when ever you need ?



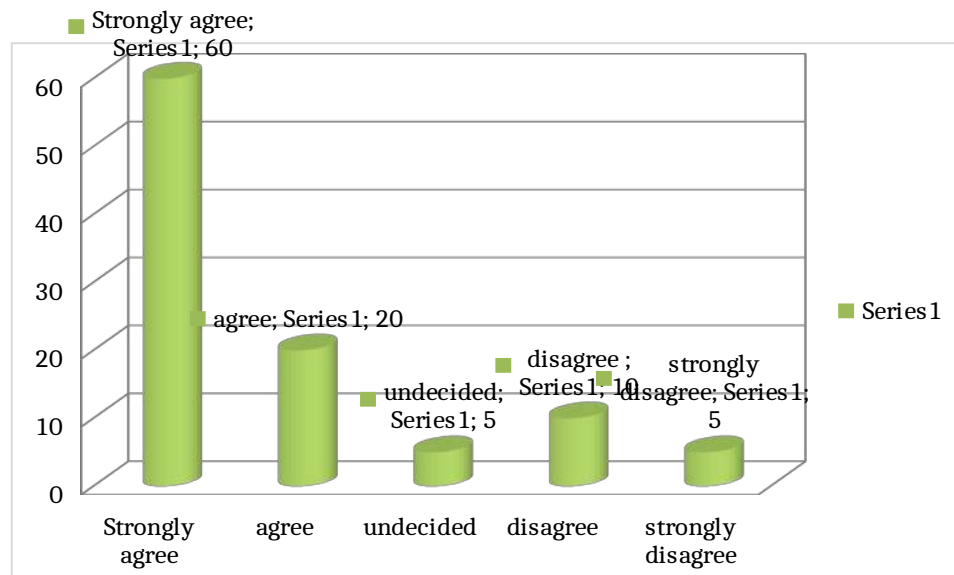
Interpretation – 44% are strongly agreed and 38% are agreed about that they can easily communicate with any senior person of organization while 6% are strongly disagreed.

8. Are you getting food at the concession rate ?



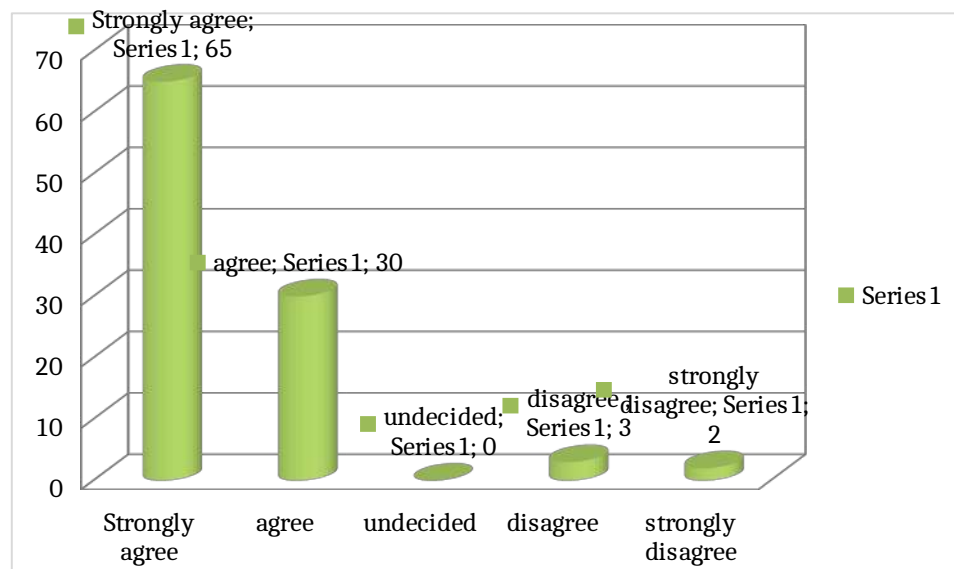
Interpretation- More than 80% are satisfied with the concession rate of food.

9. Are you satisfied with food quality providing to you ?



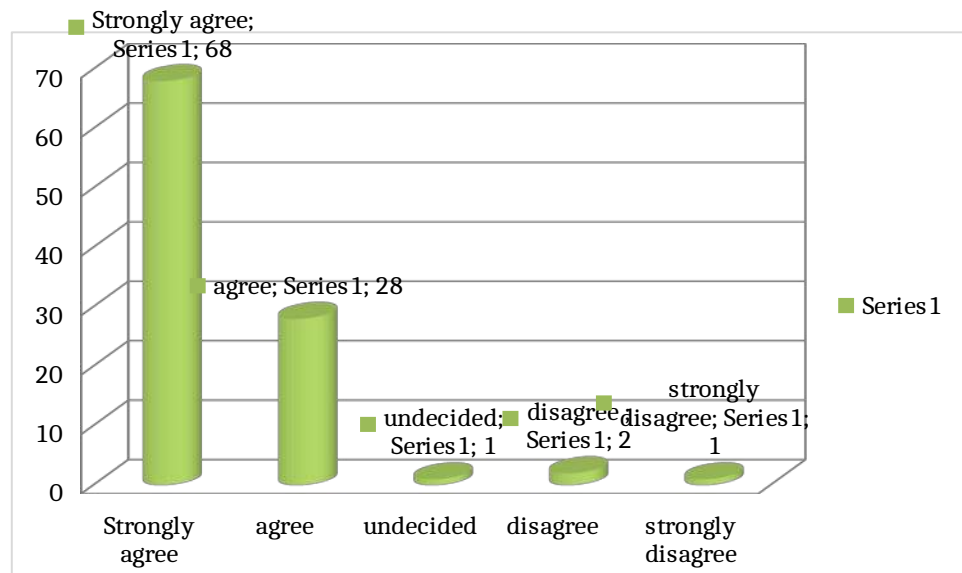
Interpretation – More than 2/3 majority is in the favour of good quality of food.

10. Are you satisfied with the transportation and storing facilities?



Interpretation – More than 90% are fully satisfied with the transportation facilities and only 2% are strongly disagree.

11. Are you satisfied with the recreational facilities ?



Interpretation – Most of the employee are in the favors of recreational facilities provided by the industries.

Findings, Suggestion & Conclusion

FINDINGS

1. Each and every employee is well prepared to meet today's challenges.
2. The organization gives encouragement in career planning for every employee.
3. There are employees in all experience level in the organization.
4. The company is having skilled employees who can give prime solutions to the clients more effectively.
5. The management is showing there individual attention to each and every employees for their betterment and to groom there skills.

SUGGESTION

As Cadbury itself organize moral building activity in a very well equipped manner they doesn't require recommendation but I feel it must express my views to make their events more delightful.

- As I feel there must be provided Recreation hall in the factory premises where members of factory must spare their leisure period.
- Picnics must be Organized .it provides a means where everyone come closure to each other and friendly atmosphere may be generated.
- Besides food there must be arrangement for refreshment in the canteen.
- Joint consultation committee must be established consisting of representatives of workers and management to discuss the organization function; this will provide them a feeling of motivation.
- Proper recognition must be made so as to praise the performance ,this may boost their morale ,for this awards in the form of several title like:
 1. Most potential employee of the year
 2. Best performance given by new comer
 3. Most disciplined employee of the year
 4. Award for best uniform

- An informal gathering on the next day of festivals like-holi&Diwali must be arranged where every factory member must be invited with their families. This provide platform to employee to get intimate with their Boss and a cheerful performance may be gathered.
- Plays and Dramas must depicted organizational problems must be displayed, so that it may be taken into consideration. By organizing all these activities employees would defiantly take interest in organization matter and feel themselves as important Identity of the organization which will be beneficial for success of the organization

LIMITATION

- Main limitation was small area of sampling
- Employees liked to give answer to questionnaire in oral and avoid written filling of questionnaire.
- Some environmental factor also impacted this research.
- Seniors did not allow juniors to give their opinion.
- Only a few females in the organization filled up the questionnaire.

CONCLUSION

It was a wonderful experience for me to be a part of **CADBURY INDIA LIMITED** for around two month and working on a research project for the company was a tremendously excellent experience that made me learn various aspects of an organization, areas of concern for an organization, art of not just surviving but proving its potential and extra caliber at time to time in the Indian corporate sector.

I hope the organization will be benefited from this survey and with the help of the suggestions given the organization can improve its working further more and the overall satisfaction level in the organization might increase up to the excellent level.

The workers of the firm are more satisfied comparing to the staffs. Hence more focus should be given in the satisfaction level of the employees in the staffs level. The study on employee's satisfaction at CADBURY INDIA LIMIED is cased out with full co-operation of the employees and management. As far as possible with in the given limits the study is completed with the satisfaction of many peoples. The data collected are analyzed scientifically and the results obtained are free to nearly 80%. It is assured that the company may get high boosted moral in the organization provided some of the suggestions made in the report are carried out.

The suggestion to set up a training department will definitely reduce the number of miss happenings.

Further from this survey I hope the organization will be benefited and with the help of the suggestions given the organization can improve its functioning and the overall satisfaction level in the organization and its Size.

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QUESTIONNAIRE

Name of employee.....

Designation.....

Department

1. Do you know about the employee welfare schemes practicing in IPCA Laboratory?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

2. Are you satisfied with the existing employee welfare schemes?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

3. Are you happy with the work environment existing IPCA Laboratory

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

4. Do you feel that every employee has equal chance to get promotion or increment?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

5. Do you feel that you are treating nicely by your superior or manager?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

6. Are your quarries an grievances properly get notice by the immediate superior or head of the department?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

7. Are you free to communicate with any senior person of your organization when ever you need?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

8. Are you getting food at the concession rate?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

9. Are you satisfied with the food quality providing to you?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

10. Are you satisfied with the transportation and storing facilities?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

11. Are you satisfied with the recreational facilities?

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

12. Satisfaction towards working conditions.

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

13. Satisfaction level with the facility of canteen and lunchroom.

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

14. Satisfaction level with the working hours in Cadbury.

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

15. Satisfaction level with the contribution towards family allowances, sickness, accidents etc.

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

16. Satisfaction level with the safety measures available at Cadbury.

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

17. Awareness with the legal aid provided to employees by CIL plant.

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

18. Satisfaction level with the drinking water facility in the plant.

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree

19. Satisfaction level with the process of grievance handling.

☐ Strongly agree ☐ Agree ☐ undecided ☐ disagree ☐ strongly disagree