

## **“A Study on need of Induction Program with special reference to Prabhat Dairy Ltd. Shrirampur”**

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### **Abstract:**

This research project is about Induction program carried out in Prabhat Dairy Ltd. Which covers the theoretical background of induction program and the actual process carried out in Prabhat Dairy Ltd. of Induction Program. Research methodology is been a part to know which kind of research is done during the project and the sampling methods. The project had simple random sampling method to get the knowledge about the induction program from the employees. The data analysis helps to find out different necessary things about the induction program.

**Key Words:-** Induction, Employee, Work Culture, Colleague Introduction, Employee Welfare.

### **Introduction**

Many employers see induction as a waste of valuable time but this is a critical process when you take on a new employee. Induction gives your new employee an objective view of your company, organizational culture, and work ethic, which will allow the employee to better integrate into the workplace.

Importance of induction programs are that these:

- Create a positive perception of the university while communicating its established culture, values and goals;
- Increase the retention of new employees as they are more likely to commit to a longer term at the university;
- Ensure operational efficiency as new employees become productive sooner; and  
Ensuring a happy and motivated workforce.

Prabhat Dairy Limited is an integrated milk and dairy products company in India catering to institutional as well as retail customers. company produce fresh, dry, frozen, cultured and fermented

dairy products, including pasteurized milk, flavored milk, sweetened condensed milk, ultra-pasteurized or ultra-high temperature (UHT) milk, yoghurt, dairy whitener, clarified butter (ghee), milk powder, ingredients for baby foods, Lassi and Chaas. We sell our products under our retail consumer brands as well as ingredient products or as co-manufactured products to a number of institutional and multinational companies. Its integrated business model encompasses almost all aspects of the dairy industry value chain, including cattle feed supply, engaging with farmers on cattle health and milk production, procurement of raw milk, and the production, supply and sale of a range of processed milk and dairy products. They believe that their integrated business model enables us to leverage the dairy industry value chain, ensure efficiency in costs and operating margins and exercise more control over the production process resulting in quality products.

Healthy pasteurized milk, tasty 'Cow's Ghee', refreshing 'Flava' flavored milk, versatile 'Milk Magic' 'sweetened condensed milk', 'All Rounder' skimmed milk powder, rich 'Milk Magic' dairy whitener ensure Prabhat connects with every moments of consumers life – from morning's glass of milk to evening's mouth watering desserts.

## Review of Literature

### World Scenario

India plays an important role in dairy sector. This is of crucial important to the country. The country is the worlds largest milk producer. According for more than 13% of world total milk production and it is the world's largest consumer of dairy product, consuming almost 100% of its own milk production estimated around 74 million tons in 1998. Currently, India is non-entity in the international dairy market place. Only small quantities of dairy products are exported to Bangladesh, Shrilanka, Nigeria, the Middle East and very recently to the USA. The WTO provides India with the opportunity to sell their products in the other part of world. Specially to the 150 million non resident Indians all over the world. An ample export potential exists for unique traditional milk products such as ethnic sweets and foods like shrikhand, rasgulla, & paneer.

### Indian Scenario of Dairy

In India dairy business has been practiced as rural cottage industry over the years. Semi-commercial dairy started with the establishment of military dairy farms and co-operative milk unions throughout the country towards the end of the 19th century. Since Independence this Industry has made rapid progress. A large number of modern milk and milk product factories have since been established. The organized dairies in India have been successfully engaged in the routine commercial production of pasteurized bottled milk for Indian dairy products.

### India's Milk Product Mix

Fluid Milk	46.0%
Ghee	27.5%
Butter	6.5%
Curd	7.0%
Khoa (Partially Dehydrated Condensed Milk)	6.5%
Milk Powders, including IMF	3.5%

Paneer&Chhana (Cottage Cheese)	2.0%
Others, including Cream, Ice Cream	1.0%

#### **Total contribution to the economy/ sales**

The Indian Dairy Industry engages in the production and processing of milk & cream. This industry is involved in the manufacture of various dairy products like cheese, curd, yoghurt etc. The Indian Dairy Industry specializes in the procurement, production, processing, storage and distribution of dairy products. India as nation stands first in its share of dairy production in the international scenario. The industry contributes about Rs 1,15,970 to the national economy.

#### **Objective of the study:-**

- 1) To study the existing Induction program carried out in an organization.
- 2) To know whether the employees are satisfied with the current induction process in Prabhat Dairy.
- 3) To know whether the employees need any other changes in Induction process.

#### **RESEARCH METHODOLOGY :**

Research Type :- Researcher has used Descriptive Research design in this study.

Sampling Method used:- Researcher has used Simple Random Sampling for collecting the primary data.

Sample size :- Researcher has freeze his sample size to 15

Questionnaire :- Primary Data is collected by structured questionnaire

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

1. The study focus on the awareness of functions that are carried out in Induction Process.
2. The study was helpful to know and understand different perceptions of its employees regarding the existing induction program.
3. It helped to find out how impactful were the Induction program to change the impressions towards the company.
4. This project will also help in find out whether the employees are satisfied with current Induction Program.
5. This project will help the organization to understand the needs of employee that they want in Induction Program.

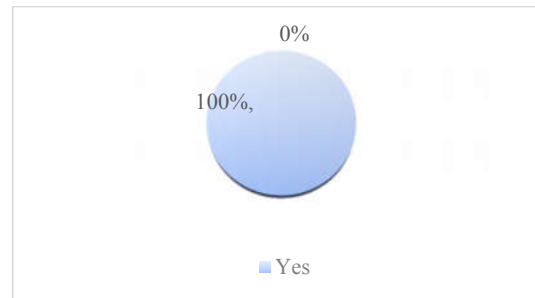
#### **LIMITATION OF THE STUDY:**

1. The scope of the study was very vast but it was limited due to time constraints.
2. Employees were reluctant in filling the questionnaire
3. Visiting all the Employees was not possible so the sample size is to be reduced.
4. The information given by the employees not necessary may be fully right.

**Data Analysis & Interpretation****1) Do you have Induction in your company ?**

Sr. No	Particular	Respondent	Percentage
1	Yes	15	100%
2	No	0	0%

(Source: Primary Data)

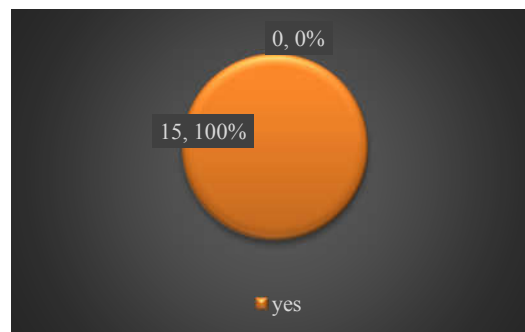
**Graph no - 01**

**Interpretation and analysis:** - All the employees agree that induction program is held in the company.

**2) Are you comfortable with the period of induction program conducted?**

Sr. No	Particular	Respondent	Percentage
1	Yes	15	100%
2	No	0	0%

(Source: Primary Data)

**Graph no - 02**

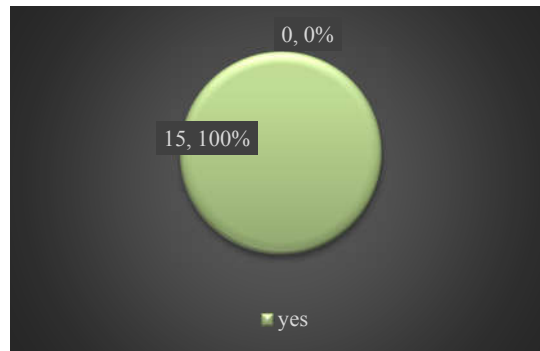
**Interpretation and analysis:** - All the employees are comfortable with current induction program period. As it is followed immediately after joining of the employee in the organization.

3) Which type of induction is practiced for new employees of the company?

Sr. No	Particular	Respondent	Percentage
1	Formal	15	100%
2	Informal	0	0%

(Source: Primary Data)

Graph no - 03



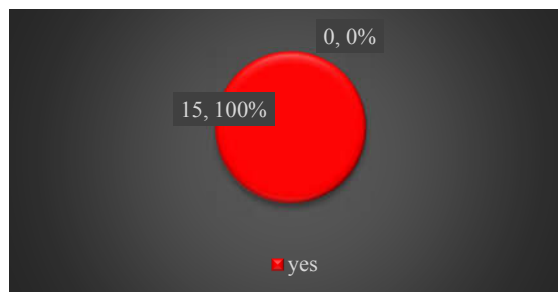
**Interpretation and analysis:** - All the employees are in opinion that formal induction program was present in the company.

4) Is the induction program structured?

Sr. No	Particular	Respondent	Percentage
1	Yes	15	100%
2	No	0	0%

(Source: Primary Data)

Graph no - 04



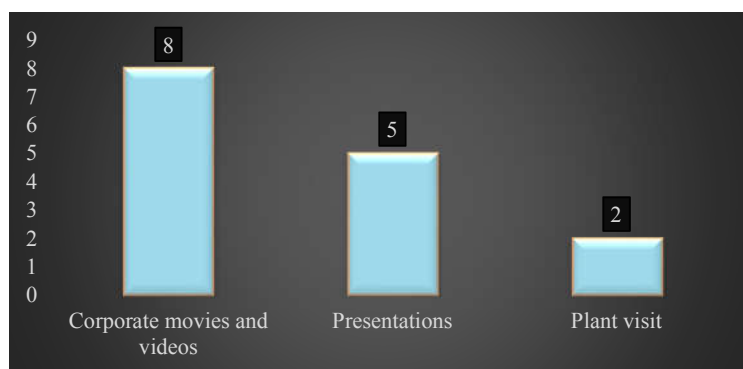
**Interpretation and analysis:** - Yes. Induction done of the employees is in structured way for all the employees.

5) What aspects of induction were most useful?

Sr. No	Particular	Respondent
1	Corporate movies and videos	08
2	Presentations about company	05
3	Plant visit	02

(Source: Primary Data)

Graph no - 05



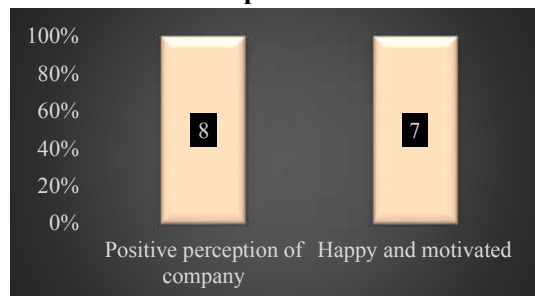
**Interpretation and analysis:** - According to survey done all the employees agreed that, the overall Induction Program had its importance as it have covered all the necessary things that should be covered during induction.

6) According to you in what way the induction program is beneficial to company ?

Sr. No	Particular	Respondent
1	Positive perception of company	8
2	Happy and motivated workforce	7

(Source: Primary Data)

Graph no - 06



**Interpretation and analysis:** - Induction program creates a positive perception of the company .It ensures the new employee that the company have a happy and motivated workforce.

## 7) What is your initial reaction to your induction program?

Sr. No	Particular	Respondent	Percentage
1	Highly satisfied	9	60%
2	Satisfied	3	20%
3	Neutral	2	13%
4	Dissatisfied	1	7%

(Source: Primary Data)

Graph no - 07



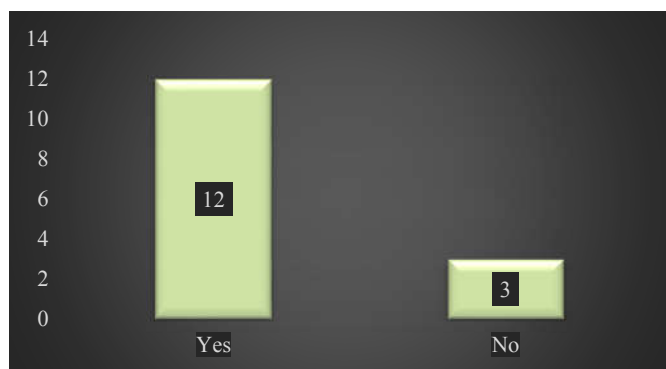
**Interpretation and analysis:** - None of the employee found the induction program poor. All the employees were satisfied in which most of employees find it excellent saying Highly Satisfied, some said Satisfied and few said Neutral, single employee was dissatisfied.

## 8) Do you get the information of all necessary things within induction program ?

Sr. No	Particular	Respondent	Percentage
1	Yes	12	80%
2	No	3	20%

(Source: Primary Data)

Graph no - 08



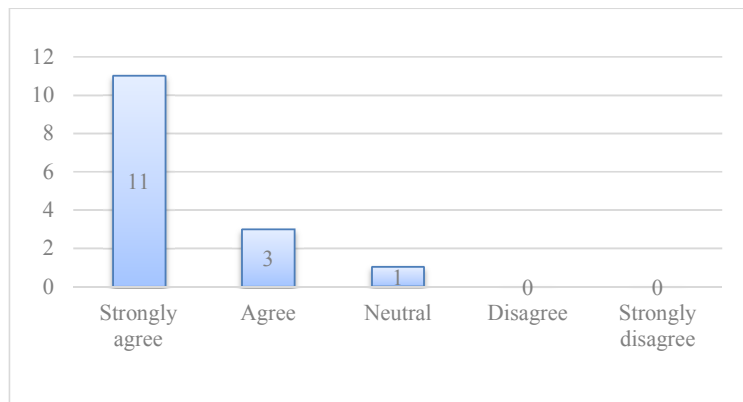
**Interpretation and analysis:** - Most of the employee said that they got all the necessary things told in the induction program while few of them didn't.

- 9) The norms and values of the company are clearly explained to the employee during induction?

Sr. No	Particular	Respondent
1	Strongly agree	11
2	Agree	3
3	Neutral	1

(Source: Primary Data)

Graph no - 09



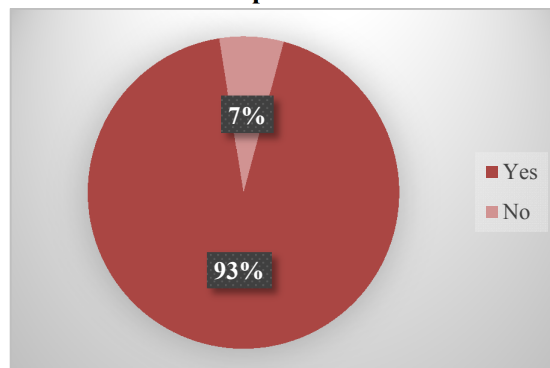
**Interpretation and analysis:** - All the employees have agreed that they got the norms and value in which most of the employees strongly agreed it.

- 10) Induction program provided an excellent opportunity for new comers to learn comprehensively about organization?

Sr. No	Particular	Respondent	Percentage
1	Yes	14	93%
2	No	1	7%

(Source: Primary Data)

Graph no - 10





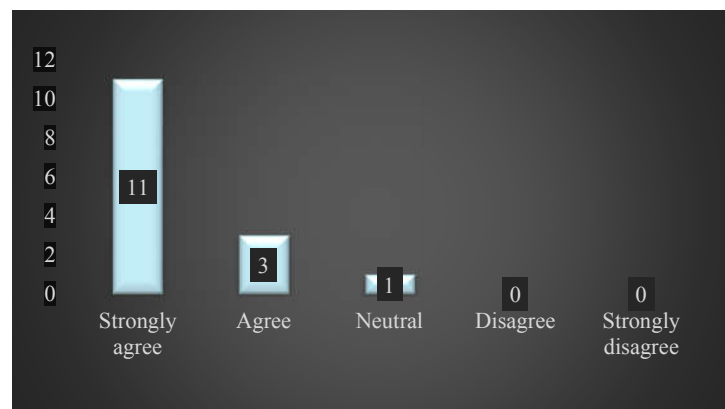
**Interpretation and analysis:** - Yes it had provided an excellent opportunity for new comers to know about the company till the core with the help of induction program.

**11) Do you get chance to meet key personnel's during the Induction within the company?**

Sr. No	Particular	Respondent
1	Strongly agree	11
2	Agree	3
3	Neutral	1

(Source: Primary Data)

**Graph no - 11**



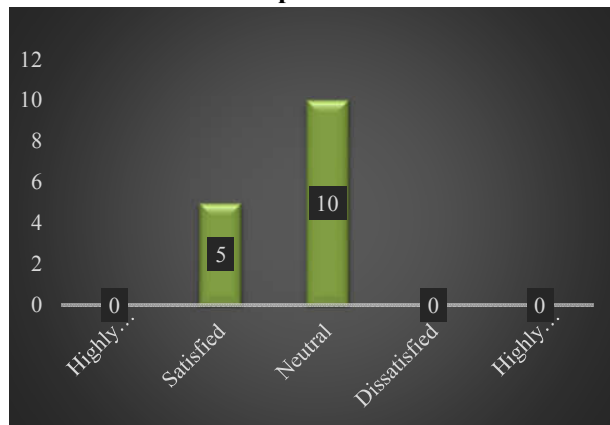
**Interpretation and analysis:** - Majority of the employees got a chance during induction to meet all the key personnel of the company so they strongly agree.

**12) Are you satisfied with the way when you were welcomed by team member?**

Sr. No	Particular	Respondent
1	Highly satisfied	0
2	Satisfied	5
3	Neutral	10

(Source: Primary Data)

Graph no – 12



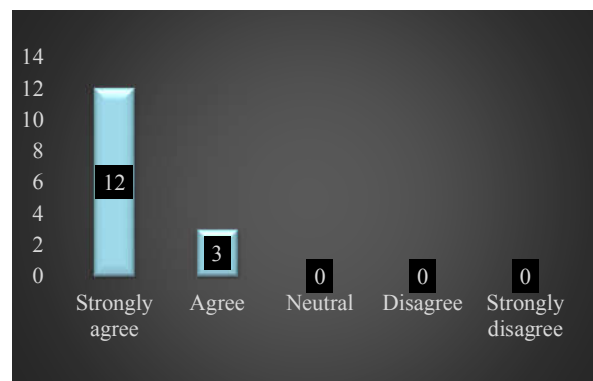
**Interpretation and analysis:** - Most of the employees were neutral with the welcome by their team and some had a satisfy experience of being welcomed.

**13) Weather Company policies were clearly explained during induction program?**

Sr. No	Particular	Respondent
1	Strongly agree	12
2	Agree	3

(Source: Primary Data)

Graph no - 13



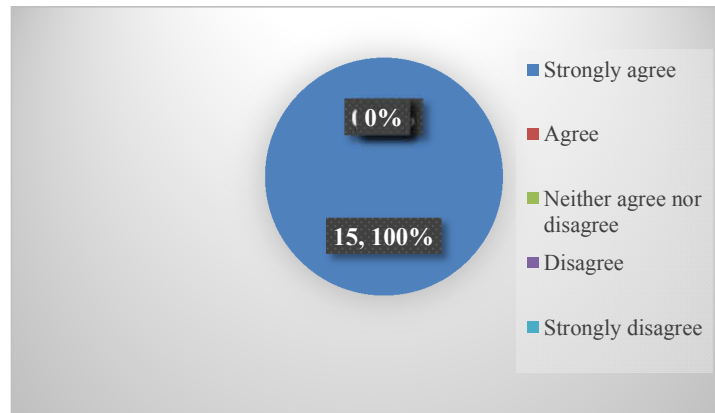
**Interpretation and analysis:** - All the employees have agreed that they got all the policies in which most of the employees strongly agreed it.

**14) Does Induction program was carried out for sufficient duration?**

Sr. No	Particular	Respondent	Percentage
1	Strongly agree	15	100%

(Source: Primary Data)

Graph no - 14



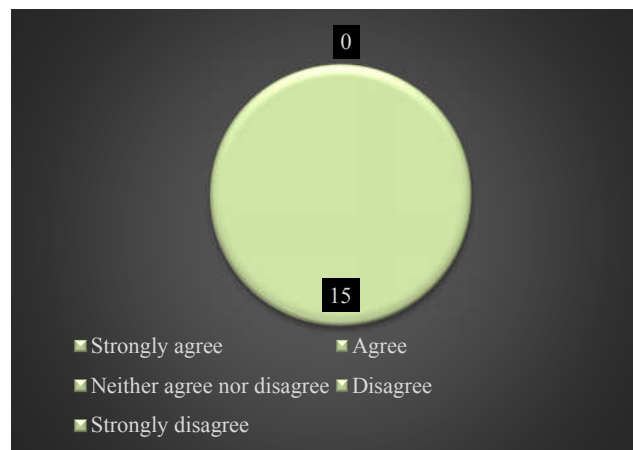
**Interpretation and analysis:** - All the employees strongly satisfy with the sufficiency of time during induction program.

**15) Are Organizations goals and plans were clear after induction?**

Sr. No	Particular	Respondent	Percentage
1	Strongly agree	15	100%

(Source: Primary Data)

Graph no - 15



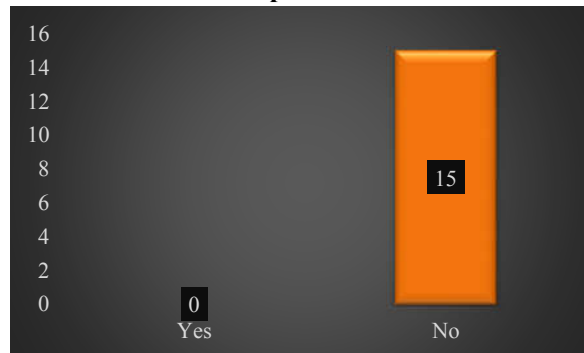
**Interpretation and analysis:** -All the employees strongly satisfy with clear goals and plans of company told in induction program.

**16) Whether feedback was taken from employees to know the induction benefits ?**

Sr. No	Particular	Respondent	Percentage
1	Yes	0	0%
2	No	15	100%

(Source: Primary Data)

**Graph no - 16**



**Interpretation and analysis:** - No. Feedback isn't taken from employees after the induction program.

**17) Are the employees satisfied with the current induction program process of the company?**

Sr. No	Particular	Respondent	Percentage
1	Highly Satisfied	10	67 %
2	Satisfied	3	20%
3	Neutral	2	13 %

(Source: Primary Data)

**Graph no - 17**



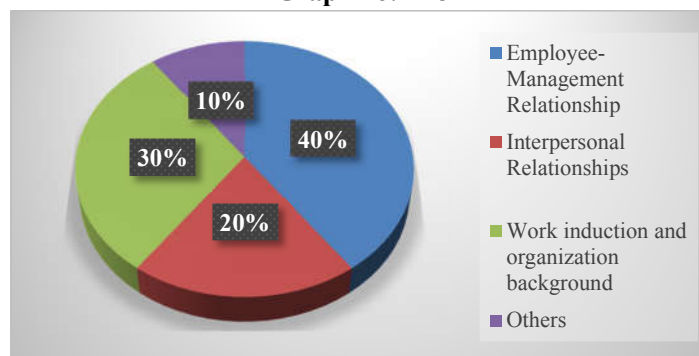
**Interpretation and analysis:** - Most of the employees are highly satisfied with the current induction program process of the company some with satisfied and few were having neutral satisfaction.

**18: Which are the aspect on which induction training should be more focused?**

Sr. No	Particular	Percentage
1	Employee- Management Relationship	40%
2	Interpersonal Relationships	20%
3	Work induction and organization background	30%
4	Others	10%

(Source: Primary Data)

Graph no: - 18



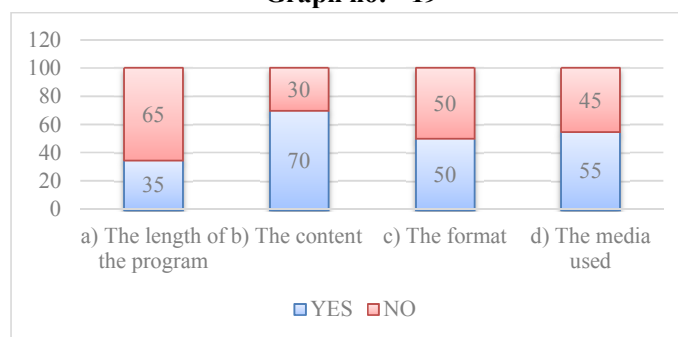
**Interpretation and analysis:** - 40% of the total respondents says that Employee Management Relationship is the biggest aspect to focus during the induction program whereas 30% and 20% thinks Work induction and organization background and Interpersonal Relationships respectively should be focused.

**Q19: Would you change any of the following to make induction program more effective?**

Sr. No	Particular	Yes	No
1	Length of the program	35%	65%
2	Content	70%	30%
3	Format	50%	50%
4	Media used	55%	45%

(Source: Primary Data)

Graph no: - 19



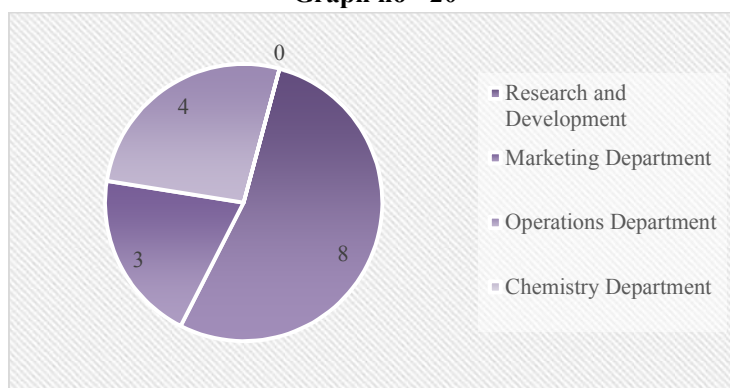
**Interpretation and analysis:** - The study carried out says that Length of the program does not matter as much as compared to the content and media used whereas the total respondent thinks the format of the induction is equally important.

**Q20: Do you feel there were any areas missing from your induction ?**

Sr. No	Particular	Total Respondents
1	Research and Development	8
2	Marketing Department	4
3	Operation Department	3
4	Chemistry Department	0

(Source: Primary Data)

**Graph no - 20**



**Interpretation and analysis:** - Study done says that 8 respondents i.e. 53% of the total respondents thinks that the R&D department was missing in the company following Marketing and Operations Department and also the 100% population was satisfied with the Chemistry Department.

#### **Findings:-**

- Induction program is carried out in the organization for every new employee.
- All the employees are comfortable with the period of induction program.
- Induction program is structured and formal.
- Induction program covers all the useful aspects of induction.
- Induction program helps the employee or new joined person feel familiar and comfortable in the new environment. Also the employee feels motivated towards the work.
- All the employees are highly satisfied with the quality of induction program given in the organization.
- Induction program is carried out for sufficient time.
- Organization plans, values and vision were clearly stated in induction program.

#### **CONCLUSION**

*“What will happen if we do not conduct Induction Program properly of new recruits in the organization and they stay on????”*

Induction is a process of bringing or introducing or familiarizing a new recruit into the organization. This Program familiarizes the new employees about the culture, accepted practices and performance standards of the organization. Induction program in a sequence is very essential for a company. It is during Induction when a new employee gets to know about the organization's environment, culture, employee responsibilities, employee rights etc. Induction process includes all the aspects of the organization and present for the awareness of the new employee. Induction should be conducted on the first day of the new recruits from the gate of the organization itself. Induction should also be an interactive. It should always be interesting and must hold the attention of new employee. Getting the induction process right, sets the scene for the remainder of the employment experience. Induction programs should be implemented in a structured manner and applied uniformly across the organization. Getting the induction process right, sets the scene for the remainder of the employment experience. This is a critical phase in the employment process. Induction programs should be implemented in a structured manner and applied uniformly across the organization. Best practice involves a very structured approach to the induction process.

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