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A STUDY ON 360 DEGREE PERFORMANCE APPRAISAL IN KMF, KALABURAGI

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ABSTRACT

KMF is one of the leading players in the milk products and services. It has been truly an Indian multinational company. Since its existence it has enjoyed a top position in the beginning of 1925 among the Indian consumers. But after globalization and when other players in the market it faced a huge threat from these big names. After losing its top position KMF continued to work towards the organizational development and earning huge profit with customer satisfaction, to gain its share in the market. It still continued to be one of the best selling brands.

KEYWORDS: *Undiscovered, Organizational, Development, Industries, Agrarian, Human relations approach.*

INTRODUCTION

There are four important factors of production, namely land, labor, capital and organization. They only factor of production that has unlimited in built potential and without which there is no production, is labor. The factor of production "labor" in the modern concept, in both service sectors as well as in industries, from agrarian to human relations approach.

Thus the human resources are the only resources that possess unlimited in built potential which if not explored will be left undiscovered. These hidden talents and potentials are to be unearthed from every individual and they should be put to maximum use for benefit of the organization.

Management is concerned with the accomplishment of objectives by utilizing physical and



financial resources through the efforts of human resources. The human resources are a crucial sub-system in the process of management. The term human resources are quite popular in India with the inclusion of 'Ministry of Human Resources Development' in the union cabinet.

OBJECTIVES OF STUDY:

This study was carried out with the following objectives:-

- ✦ To study the need of appraisal in the organization.
- ✦ To study the level of efficiency of employees in the organization.
- ✦ To examine the performance of the employee through the 360 degree feedback.
- ✦ To suggest the appropriate measures for improving the performance of the performance.

SCOPE OF THE STUDY:

The scope of the study limited to various elements that make up the workers based upon the appraisal made by the appraise for overall development that is the individual and the organizational. The study benefits employees and management for further changes in the program for their improvement.

Study was conducted under the assumptions that the information given by the respondents are all correct.

OBJECTIVES OF KMF COMPANY:

- 1.Changing the operative and non-operative system and full capacities to do the work.
- 2.Industrial developments
- 3.Development of economical & social life of local people.
- 4.To take the local people support to develop the industry.
- 5.Totally industrial development is main target.
- 6.To improve effectiveness and environment.
- 7.To improve employee morale.
- 8.To improve process and quality control.

MILES STONES:-

1. The company was started in 2006.
2. Declared ISO 9002 certified in 2008.

GOALS AND OBJECTIVES OF THE FIRM

- o To expand operations to more foreign countries.
- o To acquire the north Indian market.
- o To maintain the quality of the products.
- o To acquire good relation with the suppliers.
- o To maintain a healthy competition with the competitors.
- o To develop transportation facilities from factories.
- o To control the wastages in an efficient manner.

2.3 PRODUCT PROFILE OF KMF

<p>NANDINI HOMOGENISED MILK</p> 	<p>Nandini Homogenised Milk is pure milk which is homogenised and pasteurized. Consistent right through, it gives you more cups of tea or coffee and is easily digestible.</p> <p>Available in 500ml.packs.</p>
<p>NANDINI TONED MILK</p> 	<p>Karnataka's most favourite milk. Nandini Toned Fresh and Pure milk containing 3.0% fat and 8.5% SNF. Available in 500ml and 1ltr packs.</p> <p>Available in 500ml and 1ltr packs.</p>

<p>NANDINI FULL CREAM MILK</p> 	<p>Full Cream milk. Containing 6% Fat and 9 % SNF. A rich, creamier and tastier milk, Ideal for preparing home-made sweets and savouries.</p> <p>Available in 500ml., and 1ltr packs.</p>
<p>NANDINI GOODLIFE MILK</p> 	<p>Cow's pure milk, UHT processed, bacteria free in a tamper-proof tetra-fino pack which keeps this milk fresh for 60 days without refrigeration until opened.</p> <p>Available in 500ml Fino and in 200ml Bricks at premium stores across the state.</p>
<p>NANDINI SMART MILK</p> 	<p>Cow's pure milk, homogenized, double toned UHT processed milk bacteria free in a tamper proof tetra fino pack which keep the milk fresh for 60days without refrigeration until opened. At present the milk is being directly home delivered on request.</p> <p>Available in 500ml pack.</p>
<p>NANDINI SPICED BUTTER MILK</p> 	<p>Nandini spiced Butter Milk is a refreshing health drink. It is made from quality curds and is blended with fresh green chillies, green coriander leaves, asafoetida and fresh ginger. Nandini spiced butter promotes health and easy digestion.</p> <p>It is available in 200 ml packs and is priced at most competitive rates, so that it is affordable to all sections of people.</p>

NANDINI GHEE

A taste of purity. Nandini Ghee, made from pure butter. It is fresh and pure with a delicious flavour. Hygienically manufactured and packed in a special pack to retain the goodness of pure ghee.

Shelf life of 6 months at ambient temperatures

Available in 200ml, 500ml, 1000ml sachets, 5lts tins and 15.0 kg tins.

I. FUNCTIONAL DEPARTMENT:

- a) Procurement and input dept.
- b) Production dept.
- c) Quality control dept.
- d) Marketing dept.
- e) Sales and distribution dept.
- f) Human Resource dept. Therefore number of employees 200.
- g) Finance dept.
- h) Management information systems dept.

II. COMPITATORS INFORMATION

1. Arokya Milk
2. Dudh Pandhari Milk
3. Lok Mangal Milk
4. Laxmi Milk
5. Mahanandi Milk
6. Dhaval Milk

Sonai Milk Those seven elements are distinguished in so called hard S's and soft S's. The hard element is feasible and easy to identify. They can be found in strategy statements, corporate plans, organization chart and other documentation.

The four soft S's however, are hardly feasible. They are difficult to describe sine capabilities value and elements of corporate culture are continuously developing and changing. They are highly determined by the people at work hi the organization. Therefore it is much more difficult to plan for or to influence the character tics of the soft elements, although the soft factors are below the surface, they can have grate impact of the hard structure, strategies and system of the organization.

SYSTEMS:

The decision making system within the organization can range from management institution, to structure computer system to complex expert system an artificial intelligence, it includes Computer systems, HR Systems, etc.

There are the detailed procedure laid out by the corporate office on procurement of items and suppliers, making travel agreement an other elements, use of office facilities which are adhered to by the office.

With regards to the office systems, offices are computerize for the purpose to enable greater speed and timeliness of the completion of the projects.

- Depends on management revenue meeting.
- Decision will be taken only after analysis of revenue meeting.

STAFF:

Staff means that the company has hired well experience employees, mechanicals, and assigned them to the right jobs. Selection, training, reward and reorganization, retention, motivation and assignment to appropriate work are all key issues. Requirement is done through either advertisement or through external sources and internal sources.

SKILLS:

Skill refers to the fact that employees have the skills needed to carry out the company's strategy. Training and development ensuring people know how to do their jobs and have up to date with knowledge about the latest techniques.

Managers, marketing executives, researchers required to have strong verbal and written communication skills, especially presentation skill as they will need communicate effectively with the clients.

They have also need to be skilled in multi tasking, efficient planning and implementation of the projects, be good in managing time and people.

STYLE:

Style refers to the employees shared and common way of thinking and behaving unwritten norms of behavior and thought:

- Leadership style
- Organizational culture

The company culture is very informal, youthful and dynamic; it encourages free and out of the box thinking and let the individuals pursue creative approaches to their work. This style of leadership is important to ensure that talented people enter the company and are motivated to stay within the company.

SHARED VALUES:

Shared values means that the employees share the same guiding values. Values are things that you would strive for even if they were demonstrably not profitable. Values act as an organization conscience, providing guidance in times of crisis. Identifying corporate values is also the first essential step in defining the organizations role in the large community in which functions.

- Honesty and trustworthiness in all interactions.
- A pioneering spirit and excellence inaction.
- Collaboration and teamwork.
- An understanding of customer need and the desire to satisfy them.

- A consistently above performance.

STRATEGY:

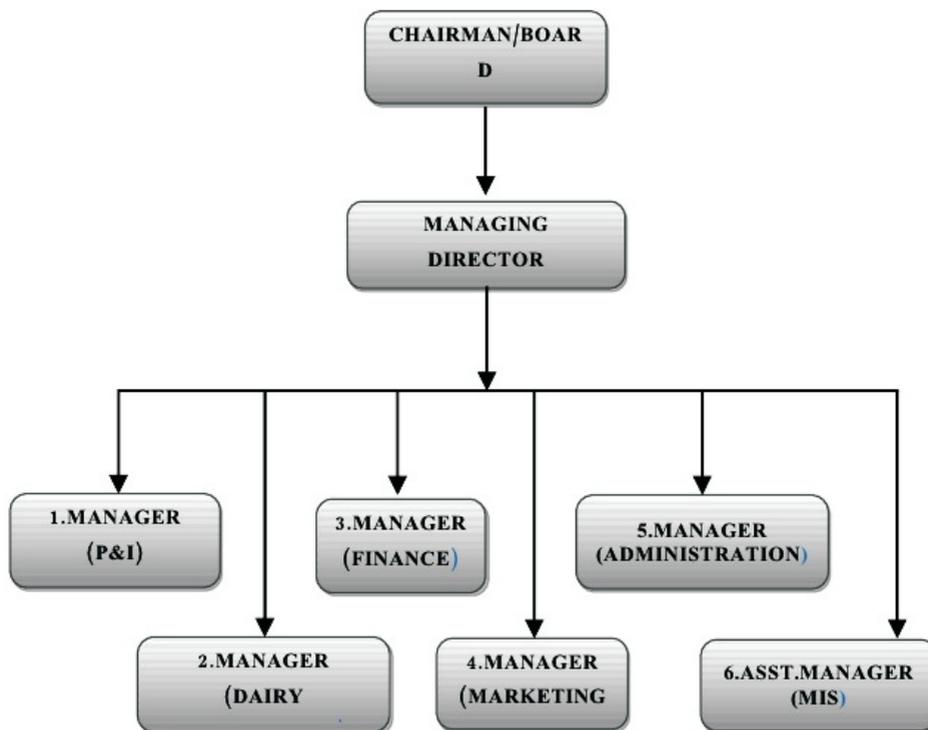
Strategy can be defined as the general programs of action and development of reseals to attain comprehensive objectives, strategy is the route that the organizations has chosen for its future growth and plan an organization formulates to gain a sustainable competitive advantage.

STRUCTURE:

The basis for specialization and co-ordination influenced by the strategy and by organization size and diversity a company structure effects its and its change.

ORGANISATION CHART

FIG 1:



2.9 ANALYSIS OF FINANCIAL STATEMENT**ANALYSIS OF FINANCIAL STATEMENT: A GULBARGA DAIRY, A UNIT OF KMF, HUMNABAD ROAD, GULBARGA-585104 BALANCE SHEET AS ON 2013-12, 2012-11, 2011-10**

PARTICULARS	SCH NO	31-3-2014	31-3-2013
SOURCES OF FUNDS			
Share Capital(Capital Grants)	1	25609526.22	26630718.37
Reserves And Surplus	2	0	-
Profit And Loss Apprn. a/c	3	729645.45	9333913.99
LOANS			
Secured	4.1	0.0	-
TOTAL		26.339.171.67	35.964.632.36
APPLICATION OF FUNDS			
Fixed Asset (Net Block)	5	41170186.52	42.552.823.51
Investments	6	0	-
CURRENT ASSETS.LOANS AND ADVANCES,			
Cash and Bank Balance	7	14792416.50	13884457.85
Sundry Debtors	8	33947895.10	21008701.45
Inventory	9	17038335.45	13471109.13
Deposits Loans and Advances	10	6986008.34	19870635.70
TOTAL		72764655.39	68234904.13
Less: Current Liabilities and Provisions	11	87595670.24	74823095.28
Net Current Asset		(14831014.85)	(6588191.15)
TOTAL		26339171.67	35964632.36

**A GULBARGA DAIRY, A UNIT OF KMF,
HUMNABAD ROAD, GULBARGA-585104
PROFIT AND LOSS ACCOUNT AS ON 2011-12, 2012-13, 2013-14**

PARTICULARS	SCH NO	31-3-2013	31-3-2014
Staff expenses (20%)	17	6002601.52	5177640.69
Administrative expenses	21	5799944.60	4004338.74
Rates,Taxes,Licence and insurance	22	7120.04	
Selling and distribution expenses	23	18900533.70	17256590.19
Interest and Bank charges	24	3140.88	3549.17
Repairs and Maintenance of vehicles	25	1662068.99	1730652.48
Depreciation	26	729645.45	9333913.99
Net profit Tfd to appropriation a/c			
TOTAL		33105055.17	37506685.26
INCOME			
Gross profit		29177557.36	34784070.24
Other income	27	3860196.81	2645535.02
Parlour rent	28	67301.00	77080.00
TOTAL		33105055.17	37506685.26

CONCLUSION

- By the above study it can be concluded that the 360 degree appraisal is very essential to survive and flourish in the present corporate world as well as the freshers coming out of the educational institutions. The company has invested time and money in upgrading the knowledge and skills of its employees undergoing performance appraisal.
- o As per the studied goes all the participants has immensely expresses their satisfactions on quality of work and the facilities provided by KMF
- Thus, it can be concluded that 360 degree appraisal can certainly help the employees to cope up with every situation and work efficiently to achieve individual and organizational goals.

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