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**Goa Business School**

**Taleigao Plateau,**

**Panjim– Goa**

Submitted in partial fulfillment of the requirement of the degree of Master of Business  
Administration (MBA)

**Project Report**

**A STUDY ON ABSENTEEISM OF WORKMEN ON**  
**CROMPTON GREVES CONSUMER ELECTRICALS LIMITED.**



**Submitted by**

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Roll No: 2025

(MBA Part I)

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## **DECLARATION**

I Pintokumar kewat, student of MBA first year at Goa Business School (No- 2025), here by declare that the project entitled “A STUDY ON ABSENTEEISM OF WORKMEN ON CROMPTON GREVES CONSUMER ELECRICALS LIMITED)” has been prepared by me to the best of my knowledge towards the partial fulfilment of the requirement for the award of Master of Business Administration Degree (MBA) during the period from May to June 2021, Under the guidance of Prof. Suraj Velip of Goa Business School (MBA). I further declare that the work reported in this project has not been submitted before and will not be submitted henceforth by anyone else, either in part or in full.

**Student Signature**

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**Signature of guide**

Prof. Suraj Velip

Place: Bicholim, Goa

Date:

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## **ABSTRACT**

In this project, we will look what are the factors lead for the absenteeism in the company of Crompton greaves consumer electricals and its strategic performance analysis. Furthermore, we will look at CROMPTON GREAVES CONSUMER ELECTRICALS LTD financial statement and the ratio analysis, how well the company is performing year by year.

This report evaluates how much improvement and decline company made from 2018 to 2020. The analysis showed that company is improving its financial performance over the time. Absenteeism leads to major problems in the company and harm company reputation in the market. The purpose of this research is to know the factors leading for absentees like, motivation, relationship, training, job satisfaction, wages etc. Set of questionnaires was framed based on the factor and has sent to the workers those who are working in the company. The results showed that most of the workers are far from the workplace and some of them are feeling the work are boring, and most of the workers don't like the job. Lastly, we will look at the managerial implications of these outcomes.

# Crompton

(Crompton Greaves Consumer Electricals Limited)

## CHAPTER 1: INTRODUCTION

### 1.1 INDUSTRY OVERVIEW

- **Electrical Consumer Durables Industry in India**

The Electrical Consumer Durables (ECD) segment in India is likely to grow owing to a demographic profile with higher disposable income, access to easy finance options, increasing electrification of rural areas, rapid urbanisation and growth of nuclear families, and emerging consumer trends of 'Home Proud' and 'Health & Wellness' etc.

Continuous focus on innovation to drive differentiation and creating value has provided a growth impetus to this sector. FANS The fan market in India is well-established and continues to show good growth. The fans market is projected to surpass ` 125 billion by 2023. Increasing spending power, rising temperatures and modular homes is expected to boost demand for electric fans in India. Demand for fans is likely to witness a surge in the coming years especially in the rural areas as the government plans to invest significantly in rural electrification.

## **1.2 CROMPTON HISTORY**

Crompton Greaves Consumer Electricals Ltd. (CGCEL) manufactures and markets a wide spectrum of consumer products ranging from fans lamps and luminaries to pumps and household appliances such as water heaters mixer grinders toasters irons and electric lanterns. It is India's market leader in fans No. 1 player in residential pumps and has leading market positions in its other product categories.

The company has a strong dealer base across the country and wide service network offering robust after sales service to its customers. The company has a nationwide network with more than 3000 distributors and over 1 lakh retailers and a strong after-sales support of over 500 service centers.

The company sells its products under the Crompton brand. Crompton's portfolio of energy-efficient products includes 5 star rated durable lights fans pumps and appliances for home and offices. It has the largest number of '5-Star' rated energy efficient products.

It was the first company to cross sales of a million fans in 1989. It is continually introducing smarter products like super-efficient LED bulbs, water heaters with the lowest standing costs and patented tank designs made from nano-tech based materials.

Crompton pumps are the preferred way to fill overhead water tanks in millions of homes. NEOLA is India's first microchip-controlled mixer-grinder. Amongst other initiatives Crompton is building 'Brand ' stores in India to give consumers a more enjoyable shopping experience and create awareness of the wide range of its products.

Crompton Greaves Consumer Electricals Limited (CGCEL) was formed following demerger consumer electricals business of Crompton Greaves.

The consumer products business demerged from Crompton Greaves into a separate company known as Crompton Greaves Consumer Electricals Ltd (CGCEL). CGCEL was incorporated as a public limited company on 25 February 2015. In April 2016 Crompton Greaves Consumer Electricals launched an innovative and sustained brand campaign.

Crompton Greaves Consumer Electricals Limited (CGCEL) was listed on bourses on 13 May 2016. This completes the demerger process of consumer electricals business of Crompton Greaves.

On 24 October 2016 Crompton Greaves Consumer Electricals (CGCEL) announced the launch of India's first anti dust ceiling fans. Crompton's anti dust ceiling fans range attracts 50% less dust compared to any regular fan. It includes the use of a nanotechnology-based paint which has hydrophobic and oleophobic properties that reduces the incidence of dust and grime on the fan. Also, during the month CGCEL introduced low-cost LED lighting.



On 1 December 2016 Crompton Greaves Consumer Electricals (CGCEL) announced that it has teamed up with Gooee the UK based creator of the world's first full-stack operating platform connecting lighting manufacturers and their customers to the IoT (Internet of Things).

Under the terms of the agreement Crompton will become Gooee's launch partner in India and will be able to use Gooee's innovative new lighting ecosystem to provide additional functionality and value to customer lighting and IoT solutions.

With this partnership Crompton unleashes its plan to foray into the world of IoT and connected lighting in big way. All the Gooee features, and scalability combined with Crompton's design and execution capability will bring wonderful products and solutions to its customers with exciting features.

In September 2017 CGCEL became number 2 lighting company in India (as per Q2 September 2018 financials). On 6 November 2017 CGCEL informed stock exchanges that the bid made by the company for the acquisition of the Kenstar Business and Kenstar Brand has expired and the company has not extended the validity of the bid. Earlier on 6 October 2017 CGCEL had informed the stock exchanges that the company has submitted a bid on 20 September 2017 as an Expression of Interest (EOI) for the acquisition of Kenstar Business and Kenstar Brand.

The submission of EOI was in response to the invitation received by the company from Videocon Industries and their affiliates (sellers) vide bid invitation letter dated 6 September 2017 to participate in the bid process.

### 1.3 COMPANY OVERVIEW

Crompton Greaves Consumer Electricals Ltd (NSE: CROMPTON) is one of the leading consumer companies in India with a 75+ years old brand legacy. As of February 2016, Crompton Greaves Consumer Electricals is an independent company under professional management and have 2 business segments – Lighting and Electrical Consumer Durables. The company market its products under the “Crompton” brand name in India and select export markets.<sup>1</sup>

The brand “Crompton Greaves” is one of the oldest brands in the country and has a rich legacy associated with great quality, reliability, superior engineering capability, product design and inspires an immense amount of trust. In its journey as CGCEL Crompton Greaves Consumer Electricals is making the brand more contemporary and are building on its legacy to become a more dynamic, younger, and innovative “Crompton”. The company will engineer this by building innovative products, that provide meaningful solutions to consumer needs. Over the last few years, Crompton Greaves Consumer Electricals has launched some breakthrough products like India’s first anti-dust fan and anti-bacterial LED bulb.

The company manage its product portfolio by continuously understanding its consumers better. Consumer insights across categories are critical to sustaining and growing the core product segments and adding new ones. The company work towards getting the right products to market faster and developing long-term product strategies and coherent roadmaps. Crompton products are differentiated, provide meaningful consumer benefits, deliver superior performance, and are designed with consumers in mind. The company's design philosophy ensures the most effective interplay of ergonomics, function, utility, and form to provide a portfolio covering a wide spectrum of product feature-benefits as well as price points.

Crompton Greaves Consumer Electricals Limited manufactures and markets a range of consumer products. The Company manufactures and markets a range of consumer products, ranging from fans, lamps, and luminaires to pumps and household appliances such as water heaters, coolers, mixer grinders and irons.

It operates through two segments: Lighting Products and Electrical Consumer Durables. Its Lighting Products segment comprises luminaires and light sources. Its Electrical Consumer Durables segment comprises fans, appliances, and pumps. It offers ceiling fans, table fans, pedestal fans, wall mounted fans, domestic exhaust fans, special fans, and personal fans.

It offers lighting products, including lamps, consumer luminaires, solar and lighting automation. Its household appliances include geysers, mixer grinders, toasters and irons. Its pumps are classified into industrial, agricultural, and domestic pumps, and offer surface pumps, submersible pumps, accessories and pumping systems.

Board of Directors Mr. H. M. Nerurkar (DIN: 00265887) Chairman and Independent Director  
Mr. Shantanu Khosla; - Managing Director  
Mr. D. Sundaram; - Independent Director  
Mr. P. M. Murty; - Independent Director  
Ms. Smita Anand; -Independent Director  
Mr. P. R. Ramesh; -Independent Director (With effect from 21st May 2021)  
Ms. Shweta Jalan; -Non-Executive Director  
Mr. Sahil Dalal; -Non-Executive Director  
Mr. Promeet Ghosh; -Non-Executive Director  
Mr. Mathew Job; -Executive Director & Chief Executive Officer (With effect from 22nd January 2021)  
Chief Financial Officer Mr. Sandeep Batra  
Company Secretary & Compliance Officer Ms. Pragya Kaul  
Statutory Auditors M/s. Sharp & Tannan, Chartered Accountants

**Manufacturing Locations:**

- Goa
- Vadodara
- Ahmednagar
- Baddi

## **Fans**

Crompton fans help you always stay cool and comfortable. The company provide a wide variety of sizes, designs, colours and aesthetics across the different types of fans to suit every purpose. Innovation, high quality, great design and engineering have ensured its products reach every nook and corner of India as well as other tropical countries.

- Ceiling Fans
- Pedestal Fans
- Table Fans
- Wall Mounted Fans
- Exhaust Fans
- Kitchen Fan

## **Lighting**

The company's innovative range of lighting solutions let you create the perfect ambience at home. The company's products are energy efficient and provide superior light output making homes more comfortable.<sup>3</sup>

- LED Bulbs
- Luminaires
- Lamps

## **Home Appliances**

Make your home comfortable with Crompton's innovative and state-of-the-art range of home appliances.<sup>4</sup>

- Air Coolers
- Water Heaters
- Food Preparation
- Garment Care
- Power Solutions

## **Pumps**

Crompton's extensive range of consumer pumps for household and special applications are sturdy and provide an unfailing and steadfast performance<sup>5</sup>

- Residential Pumps
- Agricultural Pumps
- Specialty Pumps
- Solar Pumps

## Electrical Consumer Durables Industry in India

The Electrical Consumer Durables (ECD) segment in India is poised for growth owing to rising income levels, increasing urbanisation and improved reach. Rural electrification programmes of Government will drive growth in rural sector. Demand for improved aesthetics and superior technology are driving growth in the premium segment of the industry.<sup>6</sup>

### Fans

The domestic fan market continues to grow in line with the economy with annual volumes estimated to be around 65 million units. This product category continues to grow owing to structural demand drivers such as extended summer spells and rising temperatures. Rural penetration is being driven by increased electrification, market penetration and better income levels. Growth in urban households is majorly driven by shorter replacement cycles owing to premiumisation, better ergonomics and energy-saving technologies. The mandatory new energy rating system will increase demand for compliant products.

### Key Growth Drivers:

- **Government Schemes:** Government schemes like Integrated Power Development Scheme (IPDS) and Deendayal Upadhyaya Gram Jyoti Yojna (DDUGJY) schemes are anticipated to positively influence the fans market
- **Focus on Energy Efficiency:** Starting FY2020, new energy-efficient norms have been mandated by BEE (Bureau of Energy Efficiency). This would require upgradation of current portfolio to new norms by the existing market players. Also, increased awareness on energy savings is driving growth of energy efficient products in the urban households. Energy-compliant products are poised to see multi-fold growth going forward.
- **Performance of Housing Sector:** The residential property space has struggled with demand softness over the last few years. As the financing environment along with consumer confidence improves, demand in mid and affordable segments will bounce back. Along with overall revival in housing sector, Government initiatives such as Pradhan Mantri Awas Yojana (PMAY) and Smart City projects will collectively add up to 15 million new houses over the next 2-4 years. The Government has also announced an outlay of Rs 25,000 crore for the completion of stalled housing projects. These initiatives augur well to drive growth in demand for fans.

## Pumps

The water pump industry is estimated to be at Rs 7,500 crore. Rising building construction and industrialisation activities, increasing agriculture activities and depleting groundwater levels will continue to drive demand for water pumps across India in the longer run

### Key Growth Drivers:

- **Growing dependency on groundwater:** Growing irregularity of the monsoon is catalysing groundwater dependency with a consequent higher demand for agricultural water pumps.
- **Government Initiatives:** Increasing rural electrification along with Government programs to improve water infrastructure and development of sanitation services across the country will continue to play the role of major growth drivers. Increased focus on energy efficient products will start contributing as a key growth driver soon.
- **Solar-powered Water Pumps:** The solar energy sector is fast emerging as an attractive industry. Water pumping systems based on solar-based energy are gaining acceptance, backed by Government initiatives. Under Kisan Urja Suraksha evam Utthan Mahabhiyan (KUSUM) scheme, the Government intends to install 27.5 lakh solar-based water pumps over a period of five years that will reduce dependency of farmers on the power grid.

## Appliances

The consumer appliances industry is expected to grow rapidly owing to increasing purchasing power of the growing middle class and continued urbanisation in the country. A part of this growth will be contributed by the rural sector due to improved rural penetration, income levels and electrification. A favorable population composition in terms of increasing number of nuclear families and easier access through online channels will continue to aid growth in demand. Feature-rich products offering convenience and improved aesthetics will drive premiumisation in this segment.

### Water Heaters:

The revival of the housing sector in terms of new constructions along with rising income levels will drive growth in Water Heaters industry. Improved brand awareness with respect to technological superiority and willingness to pay a premium owing to higher income levels are driving market share in favour of branded products.

**Air coolers; -**

The Indian air coolers industry is well positioned to grow on account of rising temperature levels and a growing middleclass. Feature-based products with better technology and performance are driving faster growth of branded products.

**Lighting Industry in India**

The Indian lighting industry continues to be competitive but exhibited a relative stabilisation of prices in second half of FY20 specifically in the consumer lighting space. Major growth drivers of the industry are rural electrification, infrastructure development, construction of new homes, and consumer trends towards better light. Government schemes such as Deen Dayal Upadhyay Gram Jyoti and UJALA (LED lighting) schemes are a major impetus to the industry's growth. Connected lighting solutions have found successful application in residential and commercial domains which has added further to the growth of the industry.



### **1.3.1) Business Segments**

#### **Electrical Consumer Durables (ECD) Business**

The ECD segment registered a strong double-digit growth till the month of February 2020. However, the nationwide lockdown imposed in March 2020 owing to COVID-19's spread impacted the growth and tapered the growth rate down to 6% for the full year.

#### **Fans**

The company continues to retain its leadership position in the fans segment and increased its market share. This was largely driven by the growth of its premium range fans and increasing the availability of its products across the country.

#### **New Launches**

Committed to its strategy of consumer meaningful innovations, the company launched the 'Aura Fluidic' with a five-year warranty - a first in the industry. Aura Fluidic combines better aesthetics with improved durability. The company launched SilentPro and Energion in the premium range of fans that operate on ActivBLDC technology consuming 50% less energy than conventional fans. SilentPro delivers superior air flow and is two times more silent than a conventional fan.

#### **In the Pipeline**

As the new BEE norms become mandatory in FY21, the company is well positioned for transition of its existing portfolio under new norms smoothly. The company will continue to support its innovative products with consumer advertising and focus on strengthening the premium portfolio. It will broaden its product portfolio with technologically driven solutions and better aesthetics. Brand building activities coupled with deeper sales penetration will further improve availability. The company shall thus continue to maintain its leadership position.

#### **Pumps**

The company continued to grow in domestic and agricultural pumps despite a softening of demand observed during the year owing to the extended monsoon and flooding in parts of eastern India. It witnessed a significant traction in the Mini Crest models. It is increasing focus on Tier 2 and 3 cities through its channel expansion programme.

#### **New Launches**

The company has continued to launch new products. In Agricultural pumps, it launched the Ultima series of pumps at an affordable price for the mass market which delivers enhanced performance and a wide voltage pump which is suitable in states having voltage fluctuations. It has also launched a solar-powered agriculture pump which provides 20% to 30% more water output than the required MNRE guidelines. Mini Crest continues to deliver industry-leading growth to the company.

### **Future**

The company will continue to leverage its brand name and introduce products in the premium range in both domestic and agriculture pumps. The Government's pro-solar initiatives such as the PM KUSUM scheme has prompted the company to foray into the solar pump business.

### **Consumer Appliances**

The company clocked impressive growth in consumer appliances owing to successful consumer innovation across the portfolio in relevant categories, channel expansion in key geographies and investments in increasing brand visibility. The company strives to expand the market in the consumer appliances segment through innovative and differentiated products.

### **Water Heaters**

During the last year, water heater portfolio of the company was entirely revamped in line with the innovation strategy of providing meaningful consumer benefits. The new portfolio has yielded great results in FY20 with market share gains and increased volumes. During the year, the company further launched new products such as Regallio, Qube, Rapid Jet and Solarium Vogue

### **Air Coolers**

The company achieved steady growth in the air cooler segment during the year and continued to launch coolers with technological advantages and better aesthetics. It launched the desert cooler range Optimus with superior air delivery, easy drain feature and unique design for easy cleaning. Other launches included the Genie Neo and Marvel Neo.

### **Other Appliances**

In the other appliances' category, the company manufactures Mixer Grinder and Iron. During the year, the company launched Ameo mixer grinder which provides 10% higher grinding efficiency at 10%

lesser mixer body temperature as compared to competition mixers. Brio and Instaglide were launched in the category of irons

### **Lighting Business**

The company's consumer lighting segment delivered low double-digit growth in volume terms which was offset by price erosion. The B2B segment was impacted by the economic slowdown and witnessed delays in execution of Government and institutional orders. The Lighting business thus delivered marginal decline in value terms for the full year.

The company continued to drive innovation in the consumer lighting business by launching differentiated products with value-added benefits. It has invested in automation of production of LED Lamps at Vadodara plant. In the B2B segment, through value engineering of the product range, improved internal processes and IT enablement through a Lead Management tool, the company continued to strengthen its execution capabilities. Cost optimisation efforts have allowed the company to offer competitive product range to consumers across product segments. The company also bagged the prestigious smart city projects during the year, helping it foray into connected light solutions. Through marketing activities and better geographical reach, the company increased market awareness.

### **New Launches**

The company based on a consumer-led value proposition, has introduced 'Back up Lamp' which works even after a power failure. It has two variants: one with an hour of backup capacity and other with four hours of backup capacity. It also launched Super Lumen Led Batten in select regions which delivers 3600 lumens at 36W.

The energy-efficient, 5-star rated LYOR LED bulb and Anti-Bac bulb that kills 85% bacteria have garnered positive feedback and continued to perform well.

### **1.3.2) Five-dimensional Growth Strategy Of company**

#### **1)Brand excellence:**

Our success in building a resilient brand was reflected through robust improvement in brand recall in focus segments and geographies and in our strong sales across categories in a difficult year. To further deepen our engagement with consumers, we are reaching out to them through multiple channels. Responding to the step-change in e-commerce growth, we have enhanced our focus on direct-to consumer programmes, which includes our presence on leading e-commerce platforms.

#### **2)Portfolio excellence:**

By driving customer-centric innovation through investments in R&D and technology, our emphasis is on building a strong portfolio of differentiated products across categories. We also remain focused on developing premium category products and driving their saliency. Our premium category products have been generating strong sales year-on-year, endorsing the strength of our strategy.

#### **3)Go-to-market excellence:**

Our go-to market execution remained strong in terms of leveraging technology to drive productivity and improve customer reach, building alternate channels like ecommerce, modern retail and rural. We focused on enhancing our superior partnership with our trade partners and supporting them during the lockdown with extended credit and other support areas. Continuous efforts and investments are being made to improve the number of retail points where our products are available.

#### **4)Operational excellence:**

In addition to building our portfolio and enhancing our reach, we believe that a culture of continuous improvement will be a critical enabler of business performance. Several new initiatives were implemented to drive operational excellence. We continued to invest in growth initiatives and strengthen digital enablement and help achieve the objective of enabling the business using technology i.e.: Make people

productive, make processes efficient and make product relevant. Acutely aware of the impact that digitization has on operations, we are taking our digital transformation journey to the next level with our ongoing programme 'Urja'.

#### **5)Organisational excellence:**

Our Company's progress is rooted in the skills and capabilities of our people. We continued to invest in their development by offering extensive opportunities for learning through specially designed training programmes. Throughout this pandemic, our foremost priority has been the health and safety of our employees. Apart from adopting government and public health authority guidelines, additional

measures, such as the installation of the My Shield app to enable contact tracing and monitoring of physical presence, were put in place to support the health and well-being of all our employees. We also enabled them with technology solutions so that they could work remotely from their homes with safety.

## **1.4 SWOT ANALYSES OF CROMPTON GREAVES CONSUMER ELECTRICALS LIMITED**

SWOT Analysis is a universal analytical technique focused on the evaluation of internal and external factors affecting the success of the organization or any other evaluated system. Naturally and most commonly, the SWOT analysis is used in the strategic management of the organization in evaluating a strategic intention.

SWOT Analysis is an universal analytical technique focusing on the evaluation of internal and external factors affecting the success of an organization or any other evaluated system. Most often, SWOT analysis is used in the strategic management of an organization in the evaluation of a strategic **intention**. The author of SWOT analysis is Albert Humphrey, who designed it in the sixties of the 20th century.

Internal and external factors within the **SWOT analysis** are evaluated. Internal factors include the Strengths and Weaknesses of the organization/system. External factors include Opportunities and Threats which are related to the surroundings of the organization/system. SWOT is an acronym formed by the first letters of the designations of the individual factors.

### **Strengths: -**

1. **High Recall and Loyalty** – Crompton greaves consumer electricals of India has high brand recall and loyalty and owns many prestigious brands
2. **Preferred Choice for Electrical Products** – Crompton greaves consumer electricals of India along with its brand have earned the difference of being the preferred choice of various electrical products for consumers both in India and abroad.
3. **Huge Product Range** – Crompton greaves consumer electricals of India's produces a huge range of products that range from home and kitchen appliances, commercial and industrial appliances, domestic lightening, LED lighting, modular switches, fans, water heaters, induction motors, and many more. All their products are of high-quality, and the quality is the same for both the Indian and international market.
4. **Global Presence** – Crompton greaves consumer electricals of India has expanded its business operations at the international level and has a strong distribution network out there.
5. **Good Command on Fast Growing Countries** – Crompton greaves consumer electricals of India has a great investment in fast-growing and emerging countries. Due to this, it has expanded its business operations and attain greater visibility.

6. **Good Acquisition History** – Crompton greaves consumer electricals of India has created a good history of the acquisition. It had acquired the lightning business of Sylvania, a Frankfurt-based company which is a global leader in the lighting business
7. **High R&D Investment** – Crompton greaves consumer electricals of India has a high investment in R&D and has helped them to deliver various innovative solutions to produce good products.
8. **In-house Manufacturing** – Crompton greaves consumer electricals of India has an in-house manufacturing unit for their products which is easy to monitor the activities.

#### **Weaknesses; -**

1. **Debt Ratio** – Crompton greaves consumer electricals of India is estimated to possess high debt ratio that is a big weakness for its business success.
2. **Small Market Share at the Global Level** – Crompton greaves consumer electricals of India tends to have a small market share at the global level. Due to this, the company sees less visibility with the brand at all places.
3. **Switchgear Segment** – Crompton greaves consumer electricals of India has a weak position in the industrial switchgear segment.

#### **Opportunities; -**

1. **Government Schemes and Programmes:** The government's initiatives such as special funding of stressed projects mainly in affordable and mid-income projects, smart city and power will provide an impetus in near future. The government's renewed focus to drive solar power in agriculture sector under Kisan Urja Suraksha evam Utthan Mahabhiyan (KUSUM) scheme is positive and opens new opportunity in solar pumps business. The efforts under 'Jal Jeevan Mission' to ensure safe drinking water to every rural household will drive demand for pumps segment. Further, the thrust on affordable housing will boost the long-term growth of the electricals consumer segment. PLI scheme incentive will stimulate manufacturing capability of white goods (ACs and LED lights).

1. **2.Electrification & Thrust on Infrastructure:** The government's focus on infrastructure development in country is expected to increase demand for electrical goods, particularly in products supplied to projects that include streetlights. Continued focus of government to improve electrification in rural areas through initiatives such as 'Deendayal Upadhyaya Gram Jyoti Yojana (DDUGJY)' are creating new markets for electrical products.
2. **3.Increasing Income:** Favorable demographic indicators like urbanisation, increase in disposable income of individuals, aspiration for good quality products, growing number of nuclear families etc. are expected to catalyse the growth for electrical goods in the mid-to-long term horizon.
3. **E-commerce Business:** The COVID-19 pandemic has had a significant impact across various sectors. Consumer journeys are now intersecting more with the online world. Social distancing norms have accelerated shift to online buying across age and income segments leading to increased sales through e-commerce channels. These channels will also improve customer reach.
4. **5.Digitisation and Technology:** Introduction of new tech driven products will improve core customer experience. Rapid adoption of Smart and IoT-connected solutions shall be an enabler to drive business growth. Millennials who are more inclined towards technology will drive growth in this sector.

#### **Threats; -**

1. **Economic slowdown:** Sluggish growth in the Indian economy due to the current global developments could negatively impact growth in the short term. Demand for new housing has been subdued since the past couple of years which could impact demand for electrical goods. Availability of quality electricity is the key for demand of electrical products and any substantial shortfall in the supply of electricity may hamper growth prospects for the industry.
2. **Impact of second wave of COVID-19:** Operational efficiency will be put to test as the second wave of COVID-19 will affect availability of right resources at right place and time. Deterioration in supply chain and demand slowdown have emerged as a significant business risk. The outbreak of COVID-19 and its subsequent effect on the economy has hampered consumer spending, leading to a resurged uncertainty in the market.



## **1.5 PESTAL ANALYSES**

PESTLE Analysis is an analytical technique used for the strategic analysis of organizational surroundings. PESTLE is an acronym, and each letter represents a different type of external factors: political, economic, social, technological, legal, ecological.

The essence of the analysis is to identify for each of the factors the most important phenomena, events, risks and influences that affect or will affect the organization. PESTLE method is part of the methods used in impact analysis.

### **POLITICAL: -**

- 1) government implemented 51% FDI on multibrand retail, 100% on single brand retail.
- 2) index of industrial production has grown 5.5% between April 18 -March 19.
- 3) 28% GST tac implemented on FMGC products.
- 4) government policies.

### **ECONOMIC; -**

- 1) Consumer durable index has grown at 16% CAGR.
- 2) Production of consumer durable has grown 6.4%.
- 3) India's GDP expected to grow by an average of 7.5%.
- 4) Total income grew by 11.1% as compared to last year.
- 5) Strong growth in the electrical consumer segment.
- 6) Increase in sales by 155 in value terms.

### **SOCIAL; -**

- 1) Active employees volunteering through CSR programmed.
- 2) Provide youth with employable vocational and life management skills.
- 3) Addresses environmental issues.
- 4) Vocational and skills training.

**TECHNOLOGY; -**

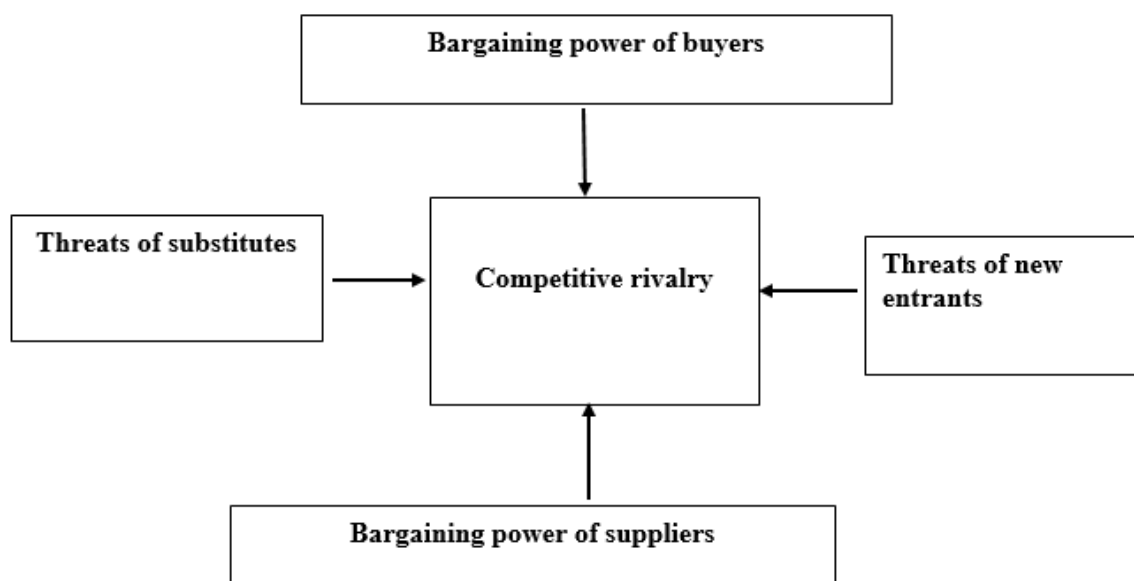
- 1) Applies technology to create more meaningful relationships with their people.
- 2) It has been the key pillar for furthering key strategies of company.
- 3) Collaboration platform with business partners and ease of doing business with Crompton programme, also improved employee engagement.

## 1.6 PORTERS FIVE FORCES

Porter Five (5) Forces Model was proposed by Michael E. Porter in 1979. The purpose was to assess and evaluate the competitive positioning and strengths of business organisations. The model has three horizontal competitive forces (Threat of Substitute Products or services, the threat of new entrants and rivalry among existing firms) and two vertical forces (Bargaining power of buyers and bargaining power of suppliers).

These forces shape the competition within any industry. The overall industry competitiveness declines when these forces reduce profitability. Porter found SWOT analysis lacking in rigour. Many new companies use the Porter Five (5) Forces Model to decide whether it is profitable to enter in a particular industry.

Here is the pictorial presentation of the Porter Five (5) Forces Model:



### 1.Threats of new entrants

Threat of new entrants reflects how new market players impose threats to the existing market players. If the industry will be profitable and barriers to enter the industry will be low, it will attract more players and hence, the threat of new entrants. will be high.

Crompton Greaves consumer electricals Ltd of India will be facing high new entrants threat if

- Existing regulations support the entry of new players.
- Consumers can easily switch the brands due to weak/no brand loyalty.
- Initial capital investment is high.
- Building a distribution network is easy for new players.
- Retaliation from the existing market players is not a discouraging factor

## **2.Threat of Substitute Products or services**

The availability of substitute products or services makes the competitive environment challenging for Crompton Greaves consumer electricals Ltd of India and other existing players. High substitute threat shows that customers can use alternative products/services from other industries to meet their needs. Various factors determine the intensity of this threat for Crompton Greaves Ltd an Out of India

The Threat of Substitute Products or services increases when.

- A cheaper substitute product/service is available from another industry
- The psychological switching costs of moving from industry to substitute products are low.
- Substitute product offers the same or even superior quality and performance as offered by Crompton Greaves consumer electricals Ltd of India's product.

## **3.Rivalry among existing firms**

The Rivalry among existing firms shows the number of competitors that give tough competition to the Crompton Greaves consumer electricals Ltd of India. High rivalry shows Crompton Greaves consumer electricals Ltd of India can face strong pressure from the rival firms, which can limit each other's growth potential. Profitability in such industries is low as firms adopt aggressive targeting and pricing strategies against each other.

The Rivalry among existing firms will be low for Crompton Greaves consumer electricals Ltd of India if.

- There are only a limited number of players in the market
- The industry is growing at a fast rate
- There is a clear market leader
- The products are highly differentiated, and each market player targets different sub-segments
- The economic/psychological switching costs for consumers are high..

#### **4.Bargaining Power of Suppliers**

Bargaining power of suppliers in the Porter 5 force model reflects the pressure exerted by suppliers on business organisations by adopting different tactics like reducing the product availability, reducing the quality, or increasing the prices. When suppliers have strong bargaining power, it costs the buyers- (business organisations). Moreover, high supplier bargaining power can increase the competition in the industry and lower the profit and growth potential for Crompton Greaves consumer electricals Ltd of India Similarly, weak supplier power can make the industry more attractive due to high profitability and growth potential.

Bargaining power of suppliers will be high for Crompton Greaves consumer electricals Ltd of India if:

- Suppliers have concentrated into a specific region, and their concentration is higher than their buyers.
- This force is particularly strong when the cost to switch from one supplier to other is high for buyers (for example, due to contractual relationships).
- If Crompton Greaves consumer electricals Ltd of India is not well educated, does not have adequate market knowledge and lacks the price sensitivity, it automatically strengthens the suppliers' position against the organization.
- Other factors that increase the suppliers' bargaining power include-high product differentiation offered by suppliers, Crompton Greaves consumer electricals Ltd of India making only a small proportion of suppliers' overall sales and unavailability of the substitute products.

Contrarily, the bargaining power of suppliers will be low for Crompton Greaves consumer electricals Ltd of India if:

- Suppliers are not concentrated
- Switching costs are low
- Product lacks differentiation
- Substitute products are available
- There is no threat of forward integration by suppliers.

#### **Bargaining Power of Buyers**

Bargaining power of buyers indicates the pressure that customers exert on the business organizations to get high quality products at affordable prices with excellent customer service. This force directly influences the Crompton Greaves Ltd an Out of India's ability to accomplish the business objectives. Strong bargaining power lowers profitability and makes the industry more competitive. Whereas, when buyer power is weak, it makes the industry less competitive and increase the profitability and growth opportunities for Crompton Greaves Ltd an Out of India

There are some factors that increase the bargaining power of buyers:

- A more concentrated customer base increases their bargaining power against Crompton Greaves consumer electricals Ltd of India
- Buyer power will also be high if there are few whereas a number of sellers (business organisations) are too many.
- Low switching costs (economic and psychological) also increase the buyers' bargaining power.
- Consumers' price sensitivity, high market knowledge and purchasing standardized products in large volumes also increase the buyers' bargaining power.

Some factors that decrease the bargaining power of buyers include lower customer concentration (means the customer base is geographically dispersed), customers' inability to integrate backwards, low price sensitivity, lower market knowledge, high switching costs and purchasing customised products in small volumes.

## 1.7 VIRO ANALYSES

VRIO framework is the tool used to analysis forms internal resources and capabilities to find out if they can be a source of sustained competitive advantage. VRIO stands for – Value of the resource, Rareness of the resource, Imitation Risk, and Organizational Competence. VRIO can be used to build sustainable competitive advantage by better understanding the role of resources in CROMPTON GREAVES CONSUMER ELECTRICALS LTD overall business model

VIRO ANALYSES					
	VALUE	RARE	INIMITABLE	ORGANISED	IMPLICATION
<b>BRAND NAME</b>	✓	X	X	✓	temporay advantage
<b>STRONG DEALER</b>	✓	✓	✓	✓	temporay advantage
<b>FEATURES</b>	✓	✓	✓	✓	temporay advantage
<b>RESOURCE CAPABILITY</b>	✓	X	X	✓	temporay advantage
<b>MARKETING</b>	✓	✓	✓	✓	temporay advantage

### 1)VALUE

**Brand name:** - the company have already had its brand name in the market which is known as the “CROMPTON”.

**Strong dealer:** - the distribution channel of network over the worldwide of Crompton greaves consumer electricals is large. And have been performing great in the market.

**Features:** - Crompton high speed has been established NO 1 fan brand in some of the state like Tamil nadu. Having market holding of 20+ years.

**Resource capabilities:** - the availability of the resource in the market of Crompton fan is easily accessible and you can find in any shop.

**Marketing:** - the marketing of Crompton fan has been great for the past 2 years as the company have come up with the new features and design.

## 2)RARE

**Brand name:** - the company brand name is rare in some part of the state where the competitors are getting advantage of it.

**Strong dealer:** - the company has a strong dealer but also must improve it further for upcoming years for a strong relationship. So, the competitors may not get the advantages of it. And the company can lead the market in future.

**Features:** - the Crompton fans products must be added more features as the fan manufacturing are coming with new technology and new design as well as their price are low compared to Crompton fan. So, the company must improve that and come up with new design and features with a strong and liable fan.

**Resource capability:** - the available of resources is good of Crompton but also have to set up where there is scarcity of resources.

**Marketing:** - the marketing of Crompton fan is great for the past years and must advertise their product on social media for the strong network in the market.

## 3)INIMITABLE

**Brand name:** - There are very few other firms that hold some competitive strength in terms of brand image, but their presence is limited to few markets and achieving the same cult status as Crompton.

**Strong dealer:** - the distribution channel compared to other company is less than the Crompton with has a wide range of channel for distribution for their product in the market as well as globally.

**Features:** - the Crompton fan features has been attractive for the customers but the color and design has disappointed the customers so the company must see what new they can add and change the mindset of the people to take their product rather than competitors.

**Resource capability:** -the company capabilities of resources has been good in the market and that the major advantages for the company.

**Marketing:** - the company should not use only social media for advertising its products but also advertise its product on various resources like newspaper.



#### **4)ORGANISED**

**Brand name:** - the company has organized its name in the market as well as globally in the name of “CROMPTON’

**Strong dealer:** - the company has a strong dealer in the market as well as globally so the distribution of the product in various nation.

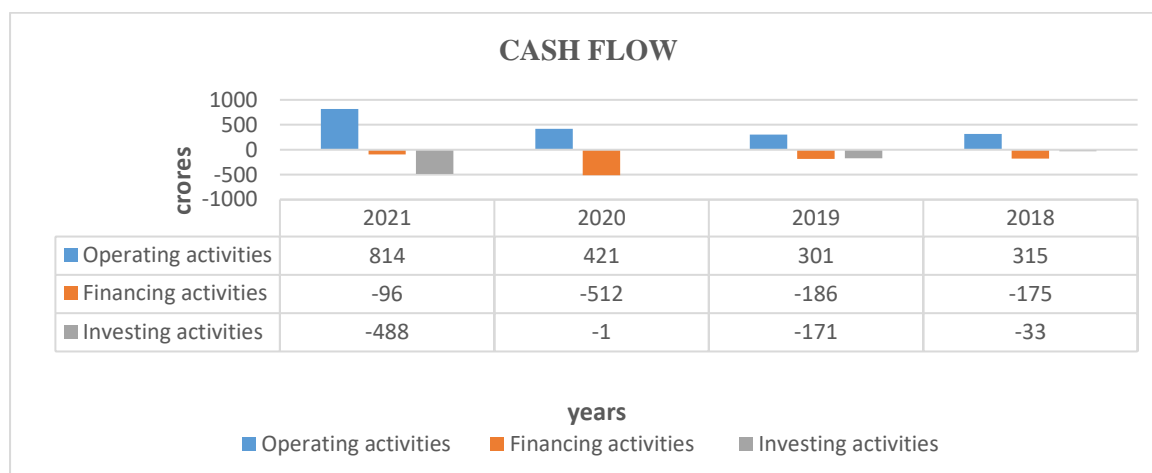
**Features:** - the features of the Crompton fan are good and has been acceptable by the customers in the market they have good quality of products.

**Resource capability:** - the resource of Crompton is available in the market easily and the cost is also not too high, so the customers can easily buy it.

**Marketing:** the marketing of Crompton fan has is good in the market and has a strong dealer in the market. The marketing of Crompton can also improve in future compared to its competitors.

## CHAPTER 2; - FINANCIAL ANALYSES

### 2.1 CASH FLOW



As we can see from the above cash flow graph of Crompton greaves consumers electricals ltd. one of the essential reason in Crompton greaves consumer electricals ltd was there was increase in trade and other payables compare to previous years.

Now analyzing the Net Cash (used in) / generated from financing activities in year 2021 the company issued equity and debentures of worth Rs Cr 307 as compared to previous year company only issued equity of Rs Cr 5.15. in year 2021 the total cash outflow was Rs Cr 403.44 which was due to Payment of dividend including dividend distribution tax, Repayment of debentures, Repayment of lease liability and Interest paid.

Talking about investing activities for year 2021 cash inflow for investing activities was about Rs Cr 26. And cash outflow was Rs Cr 515. The major reason for the same are Purchase / (Sale) of current investments (net) 178.02, Increase / (Decrease) in other bank balances and term deposits 317.44, Purchase of property, plant and equipment and intangible assets Rs Cr 20. And for the previous year cash inflow was Rs Cr 21. And cash outflow was Rs Cr 23.

## 2.2 BALANCE SHEET

<b>BALANCE SHEET</b>			
particulars (Cr)	21-Mar	20-Mar	19-Mar
total assets	3563	2744	2669
total capital and liabilities	3563	2744	2669
equity share capital	125	125	125
inventories	517	463	352
cash and cash equivalent	594	47	142

From the above balance sheet table, the total assets of the company have increased over the time, it's because the company has increased its investment in various sources and company had also purchased inventories. Company has also increased its capital on Property, plant and equipment as compared to last year.

From the above balance sheet table, the total liabilities of the company have increased over the time, it's because the company has increased its borrowings or its operation.

Inventories has increased over the last period of the years it is because the company is boosting its year on year. And it's a good sign for a company as there are manufacturing more unit, so that they could also generate high profit.

We can see that in cash and cash equivalent it is highly increased in the year 2021.

## 2.3 PROFIT AND LOSS

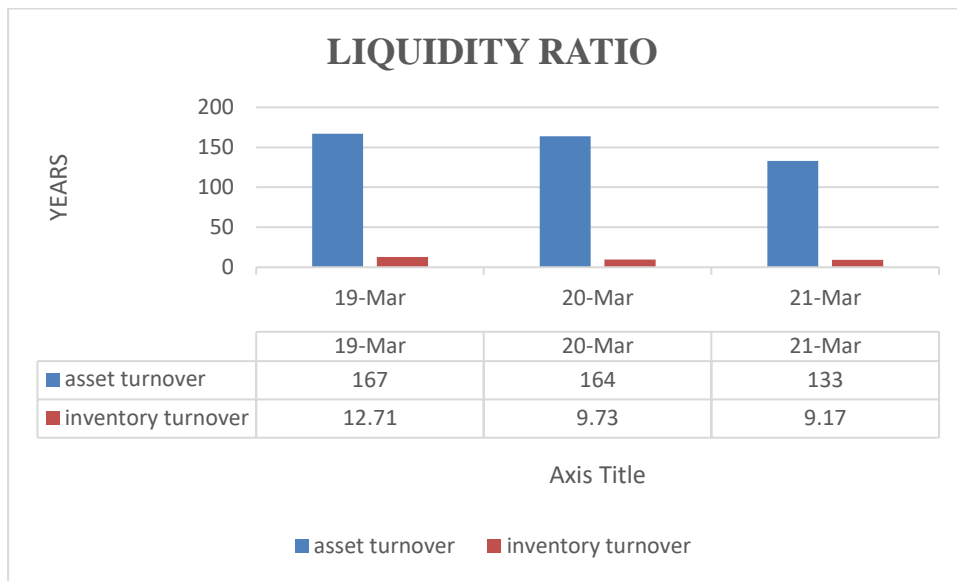
PROFIT AND LOSS					
	21-Mar	20-Mar	19-Mar	% chnge 2020-21	% chnge 2019-20
revenue from operations	4738	4497	4463	5	1
Total income	4825	4570	4527	6	1
Total expenses	4117	3982	3965	3	0
profit for the year	604	494	402	22	23

From the table we can see that the company has generated more revenue from the operations compared to previous year.

The total income has increased by 6% compared to previous year.

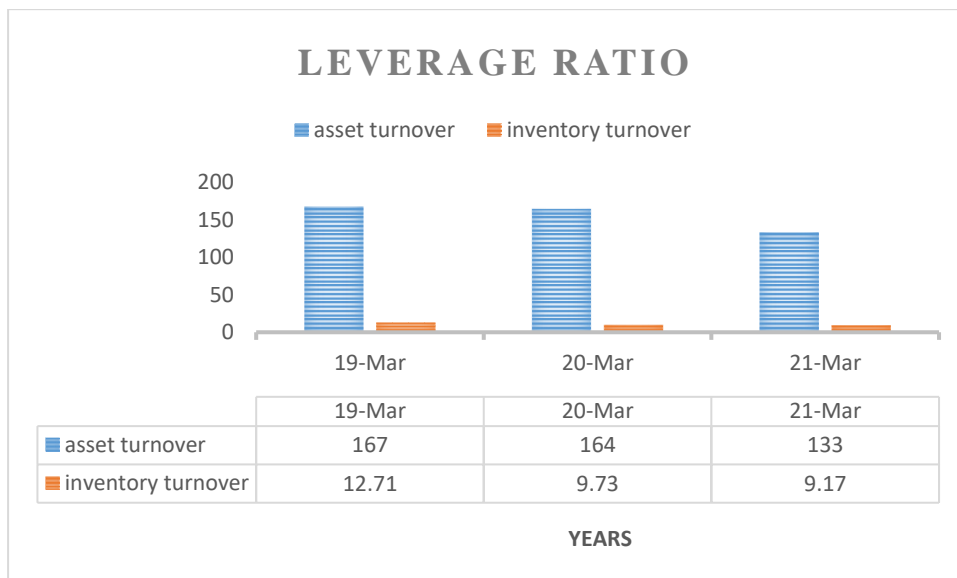
Total expenses have been also increased by 3% compared to previous year.

## 2.4 RATIOS



From the graph we can see that their current ratio is consistently more than 1, which is a good sign. This means the company can pay their current liabilities.

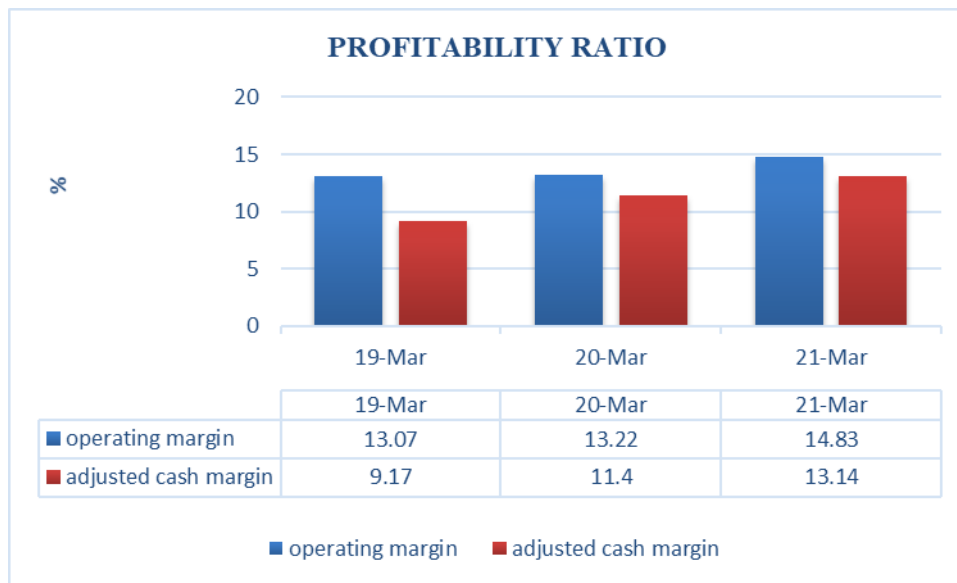
### 2.4 1) LEVERAGE RATIO



Debt of equity, it is the comparison between the shareholders investment that is equity and total liabilities. It is used to measure the amount of company debt and equity required to purchase the assets. so from the graph we can conclude that there is little increase in debt to equity.

Interest coverage ratio has been increased in latest year compared to previous year.

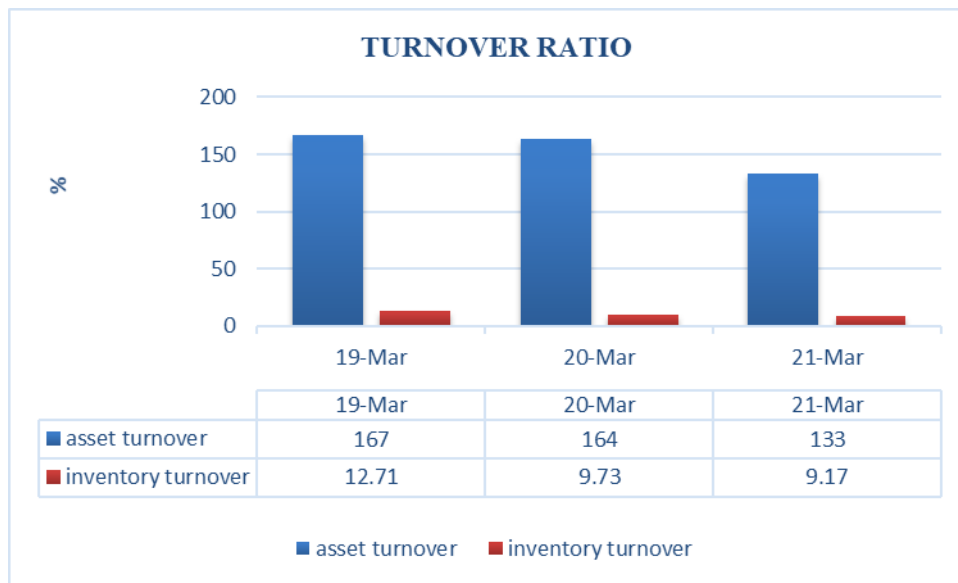
## 2.4 2) PROFITABILITY RATIO



From the graph we come to know that the operating margin of the company has increased compared to the previous year.

And, we can say the adjusted cash margin has increased compared to previous year. So, we can say that the company is going in profit.

### 2.4 3) TURNOVER RATIO



The turnover can be defined as the ratio to calculate the quantity of any assets or liabilities which is used by a business to generate revenue through its sales. The turnover ratios are categorized under efficiency ratios as these ratios measures how a company or business is utiising its different assets to increases its revenue.

The asset turnover is more in the year mar 21 compared to previous year which is good sign for the company and inventory turnover is less compared to previous year.

**CHAPTER 3**  
**A STUDY ON ABSENTEEISM OF WORKMEN**

**On**  
**CROMPTON GREVES CONSUMER ELECTRICALS LIMITED.**

**3.1 INTRODUCTION**

Absenteeism has been recognized as a vital issue affecting discipline and production in the organized industry today. It is a major socio psychological problem in industries. Absenteeism in Indian industry is not a new phenomenon. The Royal Commission of Labour reported, High absenteeism prevails among industrial labours mainly due to their rural orientation. Absenteeism is a serious problem for a management because it seriously involves heavy expenditure and loss of production.

The main objective of organization is to maximize profit by maximum utilization of men, materials, and money. When there is a problem of absenteeism the three above said sources are not fairly utilized.

Absenteeism is one of the common factors, which affects both the production, and the growth of the organization. No company can afford to allow high incidence of absenteeism to eat up its hard-earned corporate profits.

In general, the absent rate indicates the relative cost to a given company because production workers simply cannot produce as much annually when absent rates are high as they can when absent rates are low. When the employees are away from the work, it is difficult for the employers to maintain production schedule.

Reduction of absenteeism is beneficial not only to the industry but also to the nation. The treatment of dismissal by the employer would never ultimately help to reduce absenteeism.

Labour force is an integral and important component of the wealth of nations, as other factors like land, capital, and machine. Measured by what labour contributes to output, productive capacity of human beings is now vastly larger than all other forms of wealth taken together which has chiefly contributed to economic growth of countries.



An employee is under an obligation not to absent himself from work without good cause during the time at which he is required to be at work spot by the terms of his contract of service. Absence creates many administrative problems, resulting in dislocation of work.

The contribution of labour towards production is possible only when the individual comes to the work spot and delivers his labour to somebody. Labour is inseparable from the labour himself. He sells his labour in person. A laborer works to earn, to do so it is imperative on his part to be present on the work spot every day.

When the workers are absent from the work, it leads to loss in the manhours, which has direct influence on the production and productivity. This underlines the importance of the need for workers to be present.

Absenteeism refers to the absence of an employee from work who is scheduled to be at work. It refers to the loss of man hours on account of the absence of a percentage of workers scheduled to be at work.

Absenteeism plays an important role in the productivity of the organization.

### **More the Absenteeism, Less Would Be the Productivity**

Absenteeism affects; -

The Employer Production/Profitability

The Employee Earnings

## **3.2 REVIEW OF LITERATURE**

Employers and workers can have a knowledge base to start preventive and reintegrative activities at the workplace. These activities should

- Use a systematic and comprehensive approach.
- Be based on the needs of the work force.
- Aim at active employee participation.

Another project titled ill Health, working condition, job satisfaction, motivation and Workplace Absenteeism focused on the health-related issues of absenteeism. In the main phase of the research, detailed studies were made of different approaches to reducing absence associated with ill health and all other factors which lead to absenteeism.

### 3.3 DEFINITIONS FOR ABSENTEEISM

Hackett defines absenteeism as a temporary cessation of work for not less than one whole day, on the initiative of workers, when his presence is expected.

Technically it can be defined as a ratio of the number of production man days or shift lost to the total number of production man days or shifts scheduled to work.

According to the circular issued by the Labour Department, Government of India, absenteeism rate refers to the total man shifts lost because of absence as a percentage of the total man shifts scheduled.

An employee is to be considered scheduled to the work, when the employee has available work and the employee is aware of it, and when the employer has no reason to expect, well in advance, that the employee will not be available for work at the specified time.

Absenteeism is any failure of an employee to report for or to remain at work as scheduled, regardless of reason.

Labour Bureau of India defines absence as a failure of a worker to report for work when he is aware that the employer has work available to him.

Absenteeism is the tendency of a worker to abstain from his scheduled work. For the purpose of statistics, a worker is treated as absent when; -

- He does not turn for work by obtaining prior permission.
- He is on leave with pay (Full or Part)
- The worker is on leave without pay even though the worker receives social security benefits for sickness, maternity benefits etc.,
- When the worker absconds from duty.

According to a circular issued by the Labour Department, Govt. of India, absenteeism rate refers to the total man- -shifts lost because of absence as a percentage of the total man shifts scheduled.

For estimating the rate of absenteeism, we require the number of persons scheduled to work and the number present. A worker who reports for any part of shift is to be considered as present.

An employee is to be considered scheduled to work, when the employee has available work and the employee is aware of it, and when the employer has no reason to expect, well in advance, that the employee will not be available for work at the specified time.

Regularly scheduled holidays, ordered layoffs, strikes and bandhs are excluded while estimating absenteeism.

### **Rate of Absenteeism**

$$\text{Absence} = \frac{(\text{Number of daily absentees during a period}) * 100}{(\text{Number of employees}) * (\text{Number of working days})}$$

## **3.4 CAUSES OF ABSENTEEISM**

The rate of absenteeism is the highest on the last and the first working days in the week and after the paydays. The enterprises with paid sick leave have greater absences than their counterpart, manufacturing units have higher rate of absence than the non-manufacturing ones, the shop have greater rate of absences than the office rates, the night shift involves more absence than the day shifts, and the job satisfaction is also negatively related to absenteeism.

Rates of sickness absenteeism indicate a health rather than a morale problem; it should be separately estimated. However, whatever be the nature of absenteeism it can upset production schedule badly, especially in line and group production systems.

The causes of absenteeism can be categorized into three. It includes

- In-plant causes
- Personal causes
- Community causes

### **In plant Causes**

In plant causes of absenteeism include

- In effective selection and placement procedures
- Excessive fatigue
- Over staffing
- Under staffing
- Irregular flow of production
- In effective use of skills
- Poor supervision
- In adequate training programme
- Poor employer employee relations

### **Personal Causes**

The personal causes of absenteeism are: -

- Illness of oneself or of one's family
- Seeking other employment
- Household responsibilities
- Childcare
- Use of alcohol

### **Community or Social Causes**

The community or social causes include:

- Inadequate housing
- Poor transportation
- Marketing and shopping difficulties
- Lack of social facilities such as hospital and credit
- Seasonal factors such as cultivation season, marriage season, amusement, and religious festivals

### **3.5 CONTROLLING AND PREVENTING ABSENTEEISM**

There are several measures to control and prevent absenteeism. The most effective measures to control absenteeism relate to good records, careful analysis, and good supervision. Efforts may be made to determine where absenteeism takes place, when it takes place, who is involved and why he/she is involved.

Other measures to control include effective placement, adequate training, penalty for absence, and rewards for attendance, delegation of responsibility of control to foreman, effective personal practices and improved working conditions and obtaining union cooperation.

The work milieu is very important since a large part of the workers daily life is spent there. The atmosphere obtaining in a plant therefore affects his attitude to his work, and either persuades him to attend regularly or keeps him away.

It has been indicated that a large part of absenteeism is caused by a small part of work force that the same individuals are involved throughout their work history rather than in a particular year, it indicates that the individuals with positive attitudes have low absenteeism.

Moreover, life stress and illness have positive relationship with absenteeism. These facts provide the basis to control absenteeism effectively. In addition to this, inter departmental contests and awards, and time - offs for personal needs such as shopping have been found effectiveness in preventing absenteeism.

## CHAPTER 4

### RESEARCH INFORMATION

#### 4.1 OBJECTIVE

**Primary Objective:** - The primary objective of the project is to study about absenteeism and the rate of absenteeism prevailing in the industry. The study also includes the attitude of the workers towards the company who belongs to chronic absenteeism also what are the factors which lead them to absent from the work. And what they feel about the company.

To assess the position of employee awareness of the Attendance Policy at CROMPTON GREAVES CONSUMER ELECTRICALS LIMITED.

Also, to examine how lack of work-life balance affects absenteeism

#### Secondary Objective

- To study the reasons for absenteeism.
- To find the factors leading to absenteeism.
- To find whether the workers are motivated by the introduction of new schemes by the company.
- To find measures to control absenteeism.
- To find the relationship between absenteeism and the various factors leading to absenteeism.
- To receive suggestions from the workers for reducing absenteeism.

## **4.2 NEED FOR THE STUDY**

Absenteeism is a common factor prevailing in the Indian industries. The main objective of organization is to maximize profit by employing minimum number of men, material and money. When there is a problem of absenteeism the above said factors are not fairly utilized. So, the need for reducing absenteeism is not only the need for the company but also the need of the nation.

The study conducted in CROMPTON GREAVES CONSUMER ELECTRICLS LTD, is to find the reasons for the absenteeism, the factors leading to absenteeism, to find whether the workers are motivated after the introduction of the various schemes to reduce absenteeism etc. The study is also conducted to analyze the relationship of various factors with absenteeism. Moreover, to know the attitude of the workers towards the organization is the most important one because in a factory like CROMPTON, which employees more than **1000** workers, the attitude is the basic factor that defines the workers morale and rate of satisfaction.

## **4.3 SCOPE OF THE STUDY**

Absenteeism is not a new problem in the Indian industries. It is a universal fact. Absenteeism is one of the common factors, which affect both the production, and the growth of the organization. So, controlling and preventing absenteeism become the aim of the whole nation.

Chronic absentees are persons who habitually stay away from their work. Unauthorized absence will increase the workload of other workers. Moreover, the production will decrease, and the company will be able to close the business. This is not only the problem of the company alone; it will affect the employer, the employee, and the community.

## **4.4 LIMITATIONS**

- The study was conducted within a limited time.
- The sample size is limited to 55.
- Only the workers who absented in the year 2020 and 2021 during the 1<sup>st</sup> shift and 2<sup>nd</sup> shift are taken for the study.
- The data provided by the respondents may be false at times.

## **CHAPTER 5**

**Researcher is conducting the project for the first time.**

### **5.1 RESEARCH METHODOLOGY**

#### **Research Design**

- **Descriptive**

Research Design has been followed to conduct the research study. The success of any formal research depends on its sound research design. As the aim of this project is to identify the factors leading to absenteeism and the relationship between various factors and absenteeism this project is purely descriptive in nature.

- **Sampling Technique**

Stratified Random Sampling is used for the study. Under stratified sampling the population is divided into several sub populations that are individually more homogenous than the total population. Stratified sampling results in more reliable and detailed information.

- **Population**

CROMPTON has a total population more than 200 workers. The workers who have been absent in the year 2020 and 2021 are selected for the study. So, the research of the population (55) is selected for the study as the sample size.



## **5.2 Method of Data Collection**

Both primary and secondary data collection have been taken for this research study.

### **Primary Data:**

The primary data are those, which are collected afresh and for the first time, and thus happen to be original in character. The primary data is collected using a well-designed questionnaire in English language. The primary data is collected through the google forms and some questionnaires were ask to the workers.

The questions included were:

- Open ended questions
- Closed ended questions

### **Secondary Data:**

Secondary data means data that are already available. The secondary data is collected with the help of company records, company websites, internet etc.,

## **5.3 Statistical Tools**

The statistical methods, which are used, for the research are:

- Percentage analysis
- Statistical analysis

## **5.4 ANALYSIS AND INTERPRETATION**

Analysis and interpretation are the main part of a project study. The statistical methods used for this study of absenteeism are:

- **Simple Percentage Analysis**

In simple percentage analysis the number of respondents for each factor is converted into percentage basis. So, the percentage of each factor leading to absenteeism can be known from the simple percentage analysis.

- **Statistical Analysis**

statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It is a non-parametric test. Chi square is used to show the dependency or to determine whether the two classifications are independent.

### GENERAL PROFILE OF ABSENTEES

DEPARTMENT/ PRODUCTION LINE	MARITAL STATUS		Total	AGE				Total	Grand Total
	Single			Married					
	20 - 30	31 - 40		20 - 30	31 - 40	41 - 50	>50		
Quality department	4	-	4	1	1	-	-	2	6
Line 1	5	-	5	11	1	-	-	12	17
Line 2	9	-	9	4	2	-	-	6	15
Line 3	13	-	13	4	-	-	-	4	17
Grand Total	-	-	31	-	-	--		24	55

In the Quality department, from a total of 6 absentees, 5 of the absentees is from years the age group of 20-30 years. And 1 of the is 30-40 years.

In the production line 1, from a total of 17 absentees, 16 absentees are from the age of 20-30 years, and 1 is of age 30-40 years.

In the production line 2, from a total of 15, 13 absentees are from the age of 20-30 years and rest 2 are from the age of 30-40 years.

In the production line 3, from a total of 17, all the employees are the from the age of 20-30 years. Finally, out of 55 employees, 31 are belonged to married and 24 are belong to unmarried.

### GENERAL PROFILE OF ABSENTEES

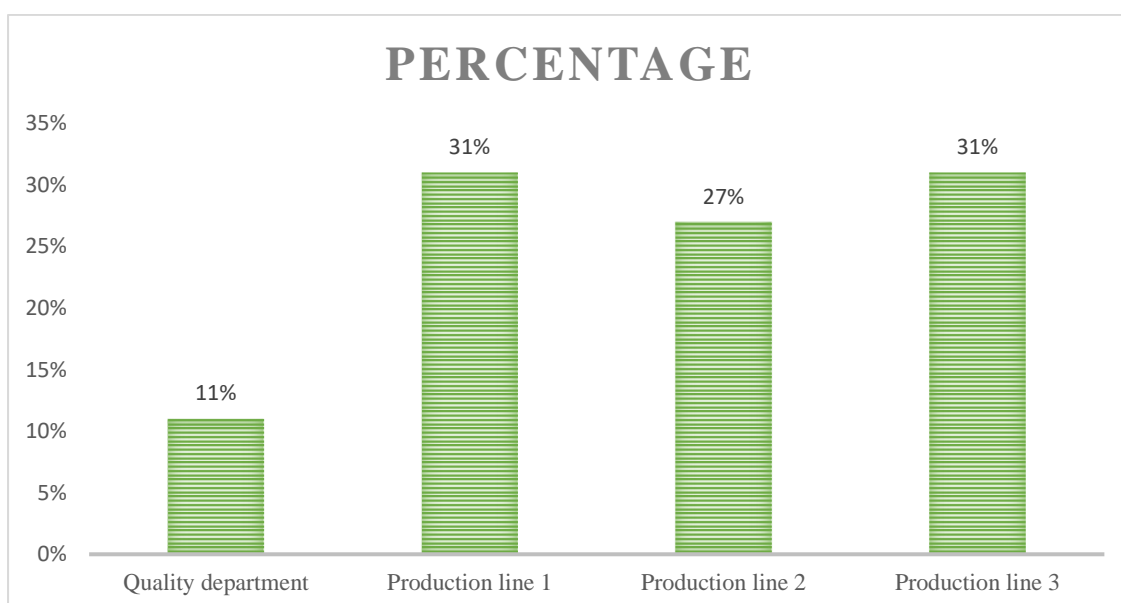
EXPERIENCE	INCOME	AGE				Grand Total
		20 - 30	31 - 40	41 – 50	>50	
Less than 5 years	Yes	30	3	-	-	33
	No	19	-	-	-	19
6-10 years	Yes	1	-	-	-	1
	No	1	1	-	-	2
11-15 years	Yes	-	-	-	-	-
	No	-	-	-	-	-
16-20 years	Yes	-	-	-	-	-
	No	-	-	-	-	-
More than 20 years	Yes	-	-	-	-	-
	No	-	-	-	-	-
Grand Total						55

Among the employees who are having more than 10 years' experience, 2 person doesn't have other source of income. And the employees who are having less than 5 years of experience, 19 of the employees don't have other source of income and 33 of the employees are having other source of income. From the table is a relationship between age and the income employees are dependent on the work at the age of 20-30 years. If there is other source of income to the employees there is chances that the absentees of the employees may increase.

## SIMPLE PERCENTAGE ANALYSIS

### RATE OF ABSENTEEISM IN DEPARTMENTS

DEPARTMENT/ Production line	NO. OF RESPONDENTS	PERCENTAGE
Quality department	6	11.00
Production line 1	17	31.00
Production line 2	15	27.00
Production line 3	17	31.00
total	55	100

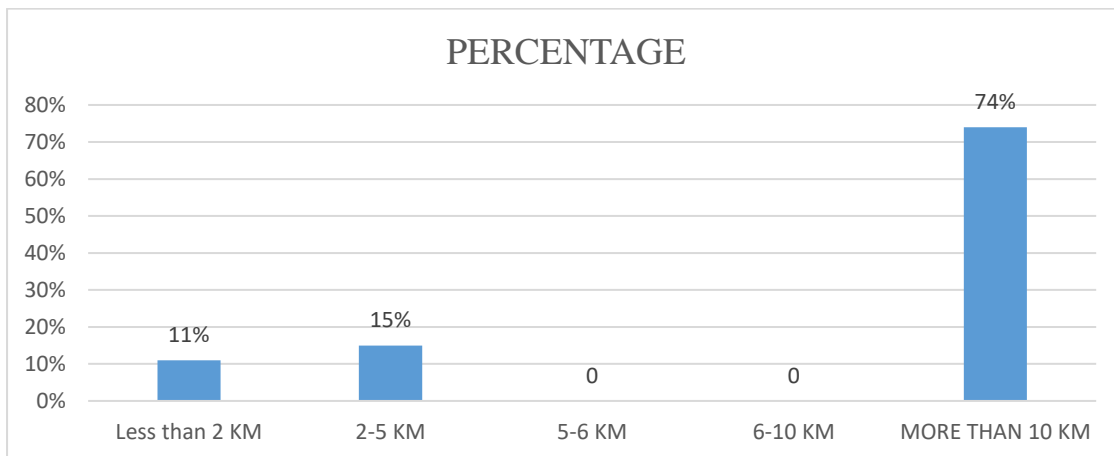


From the table it is clearly shown 11% of absentees was in Quality department. And 31% was production line 1. 27% was from the line 2 and 31% was from production line 3.

In the table clearly shows that in the production line 1 and 3 the absentees are more, it can be because of job dissatisfaction, workload, or any other factors.

### DISTANCE FROM THE PLACE OF STAY

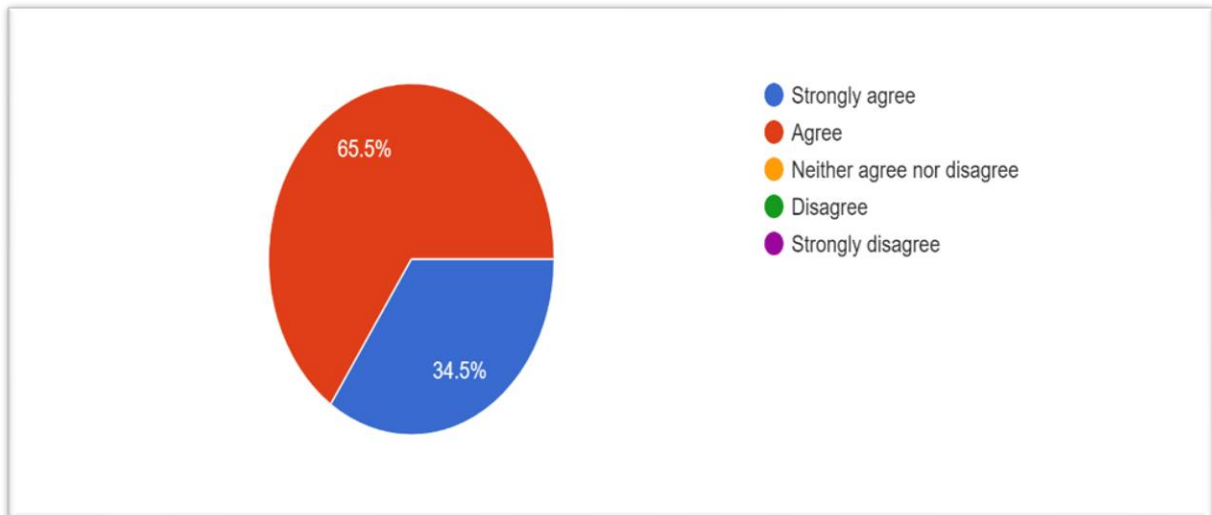
DISTANCE	NO. OF RESPONDENTS	PERCENTAGE
Less than 2 KM	6	11.00
2-5 KM	8	15.00
5-6 KM	-	-
6-10 KM	-	-
MORE THAN 10 KM	41	74.00
Total	-	100.00



From the table the workers are coming far from the work, as 74% of workers are coming more than 10 km. To reduce absenteeism the company may provide the transport facilities during the night shift. So, the workers may also feel safe for coming to work.

### NIGHT SHIFT SALARY MUST EXTEND

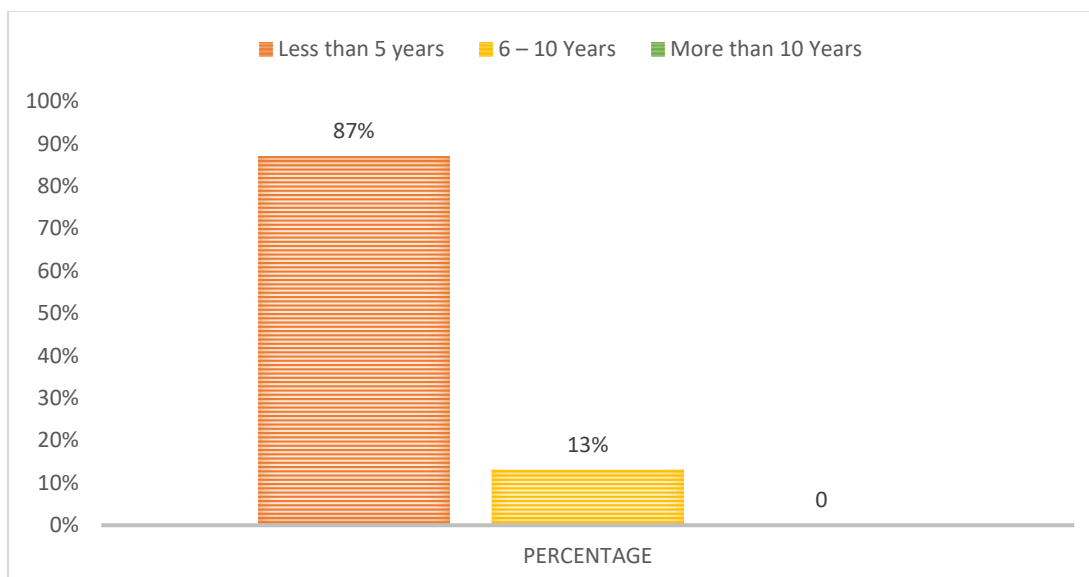
SALARY EXTENDED RESPOND	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	19	35
Agree	36	65
Neither agree nor disagree	-	-
Disagree	-	-
Strongly Disagree	-	-
Total	55	100.00



The graph tells that the workers are not happy with the salary which ever they are getting now. 65% of the workers feels like the night shift salary must extend and 35% of the employees strongly agreed that the salary must extend. This may be because of the shift work or may be the timing of the company work.

### EXPERIENCE RELATED WITH ABSENTEEISM

EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGE
Less than 5 years	48	87.00
6 – 10 Years	7	13.00
More than 10 Years	-	-
Total	55	10.00

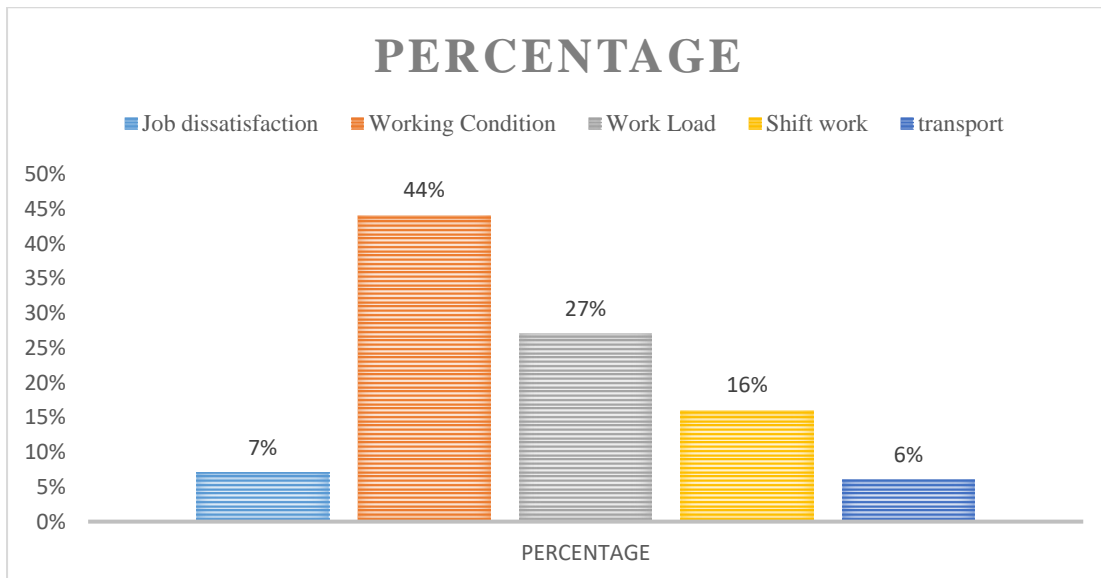


The workers who are having experience less than 5 years is absenting more, this shows their job dissatisfaction or may be due to health problem. Only 13% of the absentees are seen at the experience of 6-10 year.



### REASONS FOR ABSENTEEISM

REASONS	NO. OF RESPONDENTS	PERCENTAGE
<b>Job dissatisfaction</b>	4	7
<b>Working Condition</b>	24	44
<b>Workload</b>	15	27
<b>Shift work</b>	9	16
<b>transport</b>	3	6
<b>Total</b>	<b>55</b>	<b>100.00</b>

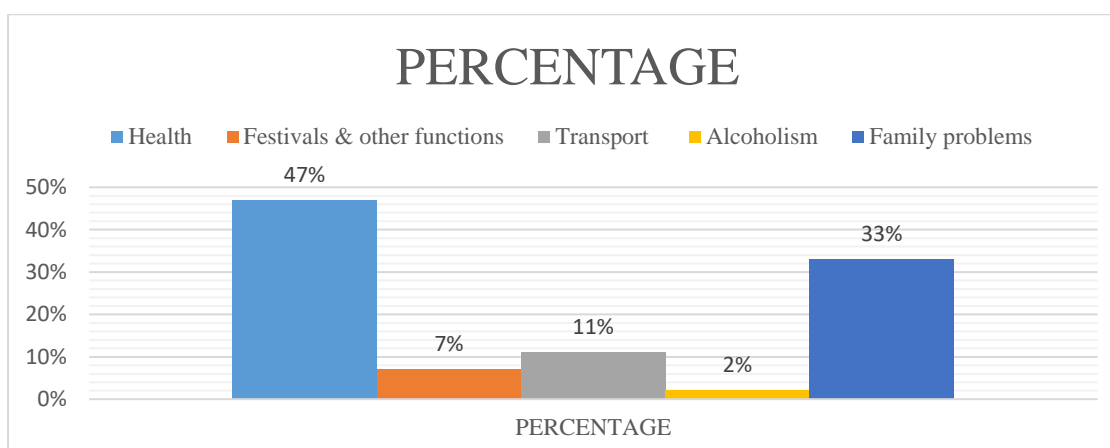


In the table you can see that 44% of the absentees is due to the working condition. 27% is due to the workload. 16% is due to shift work. 7% is due to job satisfaction and 6% is due to the transport.

The absenteeism of workers is more because of the working condition, that can be illness to the employees or the health problems, so the company must see to it and solve the problem as the workers are the main assets of the company.

### RATE OF PERSONAL PROBLEMS LEADING TO ABSENTEEISM

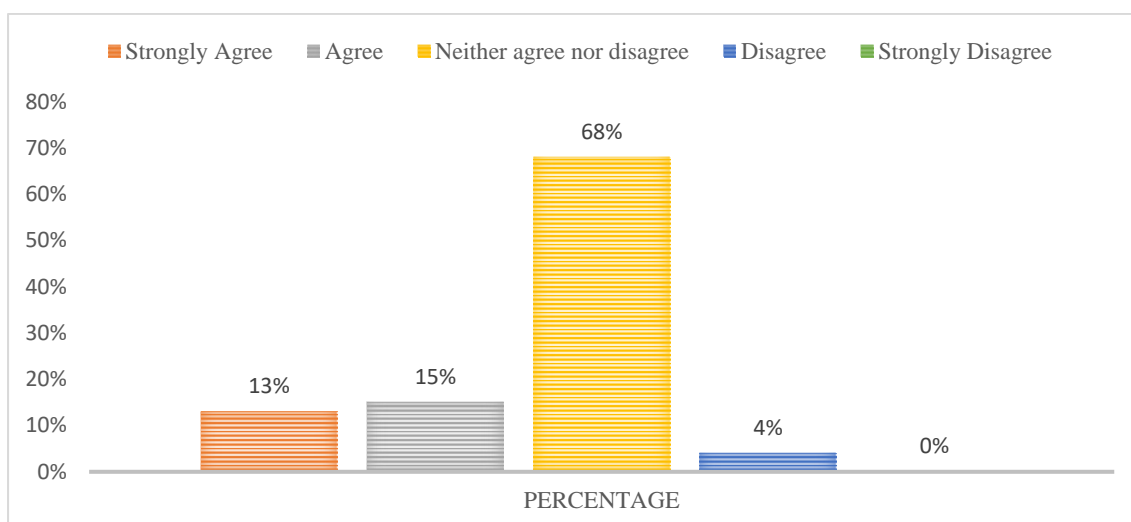
PERSONAL PROBLEMS	NO. OF RESPONDENTS	PERCENTAGE
Health	26	47.00
Festivals & other functions	4	7.00
Transport	6	11.00
Alcoholism	1	2.00
Family problems	18	33.00
Total	55	100.00



From the table it is clear that Health is leading to more absenteeism than the other factors. The percentage of the absenteeism due to health is 47%. 33% is due the family problems. 11% of the absenteeism is due to transport. 7% is due to the festival and other functions and 2% is due to the alcoholism.

### RATE OF SATISFACTION OF MOTIVATION

SATISFACTION WITH SCHEMES	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	7	13.00
Agree	8	15.00
Neither agree nor disagree	38	68.00
Disagree	2	4.00
Strongly Disagree	-	-
<b>Total</b>	<b>55</b>	<b>100.00</b>

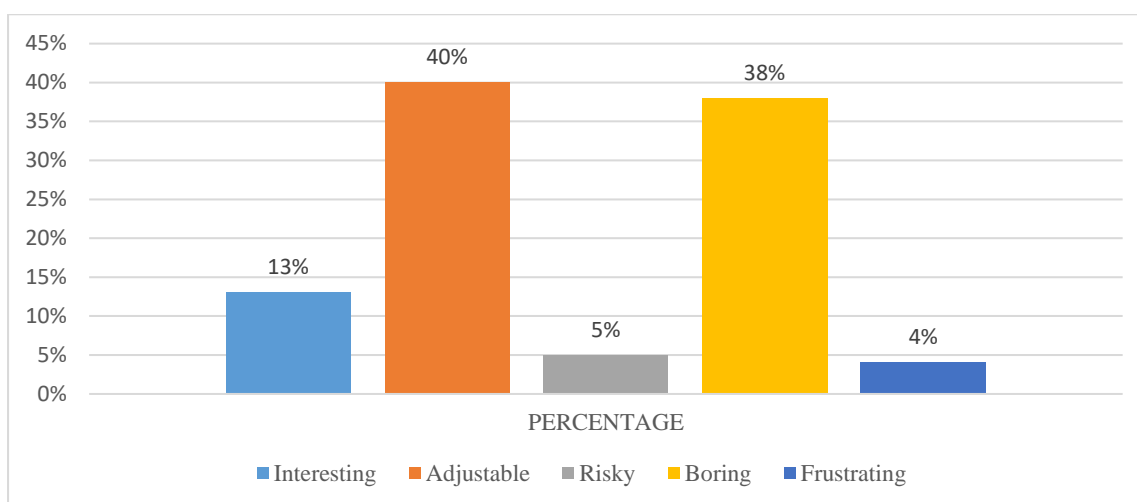


It is clearly shown in the chart that the employees are not motivated by the companies. 68% of the employees are dissatisfied by the motivation from the company. They don't have opinion on that.

15% of employees are motivated by the company and 13% workers are strongly agreed with the company. And 4% of workers are disagree with the company.

### NATURE OF JOB OF THE ABSENTEES

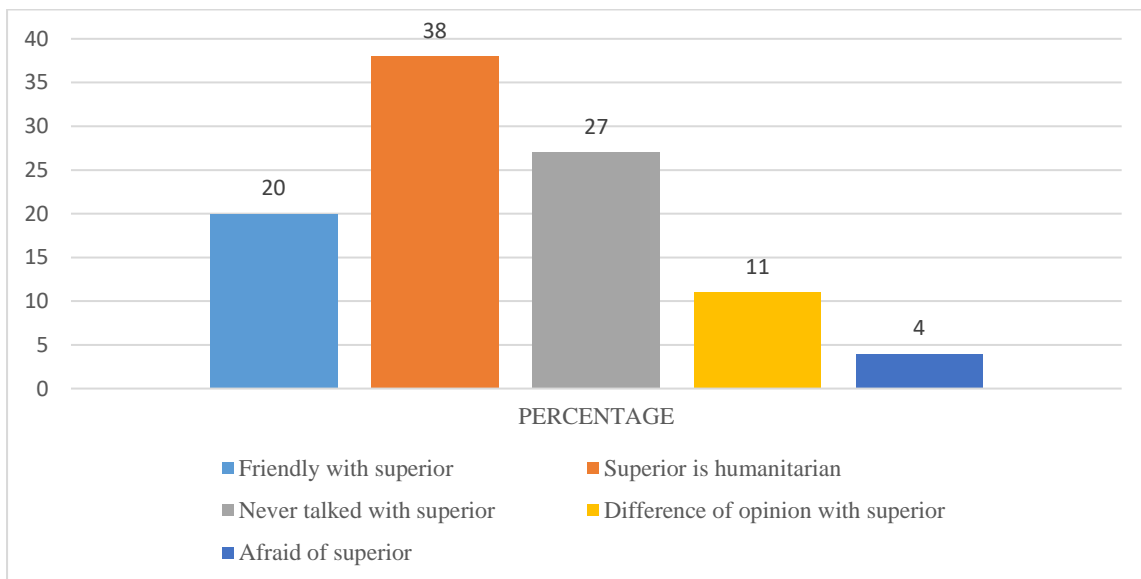
NATURE	NO. OF RESPONDENTS	PERCENTAGE
Interesting	7	13.00
Adjustable	22	40.00
Risky	3	5.00
Boring	21	38.00
Frustrating	2	4.00
<b>Total</b>	<b>55</b>	<b>100.00</b>



About 40% of the workers are adjustable with the job. 30% of workers feels like the work is boring. 13% of workers are very interested in the work. 5% of the workers feels like the work are risky for them, might be because of the new environment or to operate the new machine. And 45 workers feel the work is frustrating.

### RATE OF SATISFACTION OF RELATIONSHIP WITH SUPERIORS

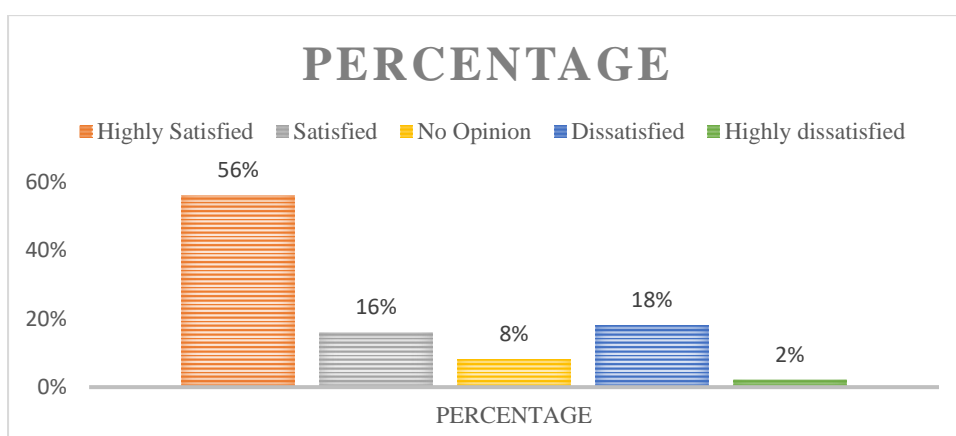
RELATIONSHIP WITH SUPERIORS	NO. OF RESPONDENTS	PERCENTAGE
Friendly with superior	11	20.00
Superior is humanitarian	21	38.00
Never talked with superior	15	27.00
Difference of opinion with superior	6	11.00
Afraid of superior	2	4.00
<b>Total</b>	<b>55</b>	<b>100.00</b>



About 11% of the workers have some difference of opinion with the superiors. 20% of workers is friendly with superiors, 38% feel that their superior is humanitarian, 27% said that they never talked with superior and the rest 4% is afraid of their superior.

**RATE OF SATISFACTION OF RELATIONSHIP WITH  
CO – WORKERS**

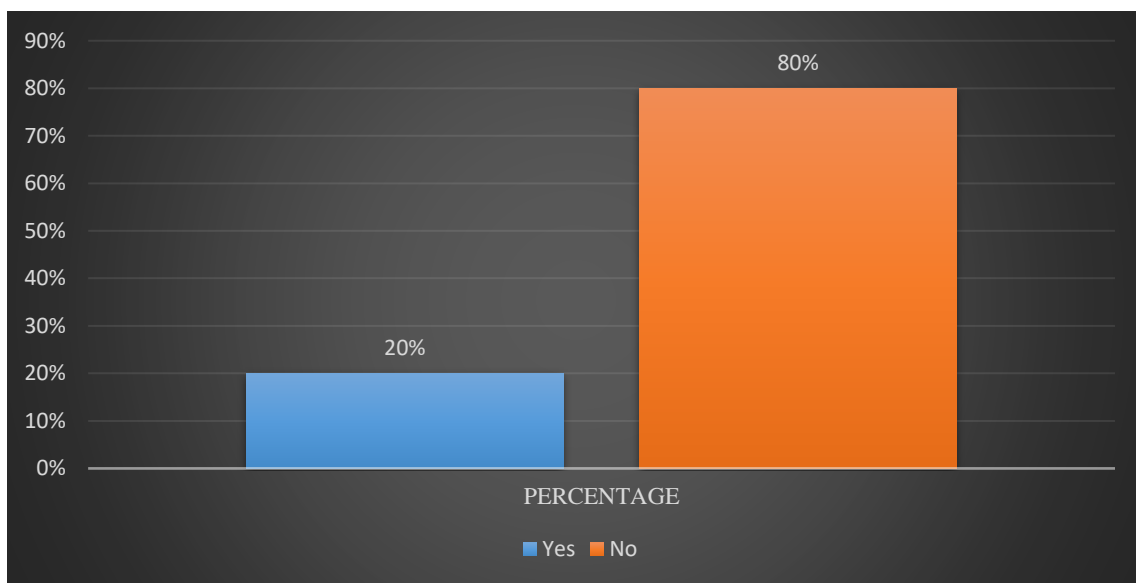
RELATIONSHIP	NO. OF RESPONDENTS	PERCENTAGE
Highly Satisfied	31	56.00
Satisfied	9	16.00
No Opinion	4	8.00
Dissatisfied	10	18.00
Highly dissatisfied	1	2.00
Total	55	100.00



About 56% of the worker are satisfied with the relationship with their co-workers. 16%are satisfied- so the relationship with co-workers cannot be said as a reason for absenteeism as a reason for absenteeism. 8% have a no opinion about the relationship. Only 8% is dissatisfied and 2% is highly dissatisfied with the relationship with co-workers.

**PERCENTAGE OF AWARENESS AND UNAWARENESS  
ABOUT SCHEMES**

<b>AWARENESS ABOUT SCHEMES</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Yes</b>	11	20.00
<b>No</b>	44	80.00
<b>Total</b>	<b>55</b>	<b>100.00</b>



From the chart about 80% of the absentees are not aware about the schemes introduced by the company to reduce absenteeism. Only 20% is aware about the schemes. So, this is a reason for absenteeism.

## **CHAPTER 6**

### **FINDINGS; -**

#### **According to the objectives; -**

- 1) The main reason behind absenteeism is the working condition and workload of the workers. Apart from the health problems of the aged workers also led to high rate of absenteeism.
- 2) The main factor, which lead to absenteeism of the workers, include the low rate of satisfaction toward motivation, and low rate of satisfaction towards wages.
- 3) Even though the absentees are not fully motivated, a sample part of workforce is motivated for a better work. The introduction of the schemes.
- 4) Also, the workers feel boring at the same workplace to work, which there are not happy to work.
- 5) There is a significant relationship with the factors leading to absenteeism and absenteeism in most of the cases.



**In Detail; -**

1. Percentage analysis according to age gave the result that 20-30 aged workers are absenting more. This may be due to family responsibility and other family problems.
2. A major part of the absentees is unmarried. This is due to health, personal problems, family problems, etc.
3. A large part of the absentees is coming from the far away, that is from more than 10 kms. So, the absenteeism is due to distance.
4. The most shocking fact is that the major groups of absentees are skilled persons. This is because of the high rate of job dissatisfaction in the company and may be because of health problems.
5. Other source of income is a major reason for absenteeism. Most of the absentees depend only on other source of income for their living.
6. Awareness about leave rules and leave facilities is also the reason for absenteeism. Most of the absentees are not aware about the leave rules and leave facilities.
7. More than half percentage of the absentees is very much dissatisfied with their wages.
8. Most of the workers feel that the company is not giving enough rewards for their good performance. This will generate a psychologically negative attitude from the workers towards the company.
9. Unawareness of the schemes introduced by the company can also be said as a reason for absenting. Most of the workers are unaware of the schemes.
10. The workers are not satisfied with the motivation given by the company. The company can introduce more useful schemes for reducing absenteeism.

11. Another main factor is the lack of good relationship with the superiors. 15 of the workers have some difference of opinion with the superiors and some are afraid to speak.

12. Relationship with the co – workers is not a reason for absenteeism. A major portion is very much satisfied with the co – worker relationship.

13. The most appropriate suggestion given by the workers to reduce absenteeism is to re– arrange the existing shift schedule.

14. Also, some of the other suggestion which is given by the workers; -

- Improving working conditions
- Workload should be less
- Work condition must be improved
- Improve wages
- Shift work must be improved
- Shift work must me decrease
- Shift wise workload must be improve
- Working load must be decrease
- Weekly meeting must be conduct from supervisor
- Water must be purified for drinking

## SUGGESTIONS

- One main suggestion to reduce absenteeism is allowing a normal rate of shift exchange between the different shift workers. This will allow the worker to do overtime and the other worker's absence will not affect the organization.
- Get-together of the workers in different shifts should be conducted once in two months for at least 2 hours. This will help to increase the relationship and mutual understanding among the different shift workers.
- The rest interval or the lunch break is only a pause to the workers for a highly motivated work for the next session. So, after the lunch the worker should feel fresh. Some entertainment like Television, music etc. can relieve the strain of the workers. Moreover at least some workers will try to keep up the timings indirectly for the lunch break and to come back for work.
- Increased rate of job security is one reason for absenteeism. So, the management should make an agreement with the union that a worker who absents without any truthful reason for more than the limited days should be suspended from the company. That worker's photograph and the warning letter given to him should be displayed on the notice board. This will create a fear of the loss of job in the minds of the workers.
- An officer should be appointed to enquire about the reasons for the absenteeism of the workers and should provide counseling programmes for the mentally depressed persons to reduce their personal problems.
- Providing accommodation to the workers is another way to reduce absenteeism. If charging very cheap rental, this can bring profit to the company in the long run. Moreover, the other advantages include:
  - Absenteeism due to distance can be reduced.
  - The workers will be motivated.
  - Superiors can identify the reason for absenteeism very easily.
  - Will improve the relationship between the workers.

- Alcoholic relief programmes should be conducted to the workers who absents due to alcoholism.
- Incentives to the workers can be given by the middle of every month. This will help to reduce the difficulty of the worker to face his colleagues without money since because friend circle is very important for each person. Moreover, the other workers will be motivated to do more work and earn more money.
- Since the supervisor is the immediate leader to the workers keen interest should be taken in appointing superiors. Superiors should deal with the workers in a psychological manner to influence the workers.
- Apart from all these improving the working condition, health, safety, and welfare measures are also important. Improving the superior - worker relationship is another important factor.
- Some group games and other entertaining programmes can be conducted for the workers to make the job interesting.
- Counseling can be given to the workers, who have some personal problems. Management should help the workers when they are in need.
- Transportation facility must be given to the workers those who are coming far from the workplace. This will reduce absenteeism in the company.
- Other facilities like drinking water, canteen facilities, and rest time must be given to the workers. So, they can feel to work further rest of the time.
- Personal drawer must be given to the workers so they can keep their equipment in that and freely can work at the workplace without hesitation that their equipment will be loss.

## **MANAGERIAL IMPLICATION**

The data which is collected for the project is mainly through the employees' point of view. The questionnaire was formed to the employees those who are unhappy with the work and leave absent at the workplace.

Their suggestion has been taken for the study and based on their suggestion and recommendation we come to know that what are the reason or employees' problems which is faced by the employees and their reason for the absent at the workplace.

Absenteeism is the major problem in all the industry, as the employees are the main assets of the company. Absenteeism of employees not only impact the company but also harm the company in different way.

According to the study, we come to know that there are many ways through which employees leave absent at their workplace. The company must see small, small things which employees want and its needful for the employees. Even a small mistake can lead to absentees at the workplace.

I would recommend that the company must look the employees even if the employees working on contract bases.

As per my study conducted by 55 employees. The Crompton company has not able to satisfy the employees based on their work.

As it's a globally company they must come up with the schemes and workload to reduce in the company through which the company must rise more in the future.

## **CONCLUSION**

**CROMPTON GREAVES CONSUMER ELECTRICALS LIMITED** is one of the leading consumer companies in India. Since manpower is most important, the problem of absenteeism affects the organization in many ways. The main reason that is the basis for absenteeism is the workers morale towards the organization. The company should take necessary steps immediately to increase the morale and satisfaction of the workers because workers form an integral part of the organization.

The management should convince the workers about their importance in the organization and the workers should feel that they belong to the CROMPTON Family. The study helped to identify the reasons for absenteeism and the satisfaction level of the workers towards the various factors leading to absenteeism.

The management can take steps to reduce absenteeism by implementing the suggestions and can take some more measures by considering the causes of absenteeism. CROMPTON can become the largest manufacturers in the World if they adopt necessary steps to reduce the problems in the factory.

## RESOURCES

Websites: -

[www.crompton.co.in](http://www.crompton.co.in)

[www.google.in](http://www.google.in)

<https://www.moneycontrol.com/india/stockpricequote/electricals/cromptongreavesconsumerelectrical/CGC01>

<https://www.digitalhrtech.com/absenteeism/>

<https://www.investopedia.com/articles/personal-finance/070513/causes-and-costs-absenteeism.asp>

C.R. KOTHARI : Research Methodology  
Methods and Techniques  
WISHWA PRAKASAN  
NEW DELHI

C.B. MAMORIA : Personnel Management  
Himalaya Publishing House 1998

P.C. TRIPATHI : Personnel Management and Industrial  
Relations  
Sultan Chand & Sons

# Crompton

(Crompton Greaves Consumer Electricals Limited)

## QUESTIONNAIRE; -

### 1. Name \*

Your answer

### Department; -

- Quality department
- production line 1
- production line 2
- production line 3

### 2.Age

- 10-20 years
- 20-30 years
- 30-40 years
- 40-50 years
- above 50 years

### 3. Marital Status:

- married
- unmarried



**4. Distance from place of stay:**

- 0-2 km
- 2-5 km
- 5-10km
- more than 10 km

**5. Total experience in the company:**

- Less than 5 years
- 6-10 years
- 11-5 years
- 16-20 years
- more than 20 years

**6. Do you have any other source of income?**

- yes
- no

**7. Are you aware of the leave facilities and leave rules pertaining to you?**

- yes
- no

**8. If yes, Mention the leave facilities**

Your answer

**9. What are the reasons for absenteeism?**

- shift work
- working condition
- workload
- job dissatisfaction
- transport
- all the above

**10.the nature of your job?**

- interesting
- adjustable
- risky
- boring
- frustrating

**11. Which of these personal problems is leading to more absenteeism?**

- health
- festival and other function
- alcoholism
- family problems
- transport

**12.Which of the following are the types of illnesses that caused short-term and/or long-term absences? Please check only the boxes that apply in each row. If any of the types of illnesses are not applicable, please select „Does not apply “. Note: Long-term illness is defined here as spanning more than 20 working days.**

- I have not been absent from work in the last 12 months due to illness
- Minor illness (cold, flu, migraine, etc.)
- Recurring illness (muscular/skeletal, back pain, asthma, etc.)
- Work related stress
- non-work-related stress
- Work related injuries
- Acute illness (heart attack, emergency surgery, etc.)
- Other (please specify): \_\_\_\_\_

**13.Are you satisfied with the present wages you are getting now?**

- Highly satisfied
- satisfied
- No opinion
- Dissatisfied
- Highly dissatisfied

**14.The company is not giving enough rewards according to your performance.**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**15.Night shift salary should extend?**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**16.Are you aware of the schemes introduced by the company to reduce absenteeism?**

- yes
- no

**17.If yes mention any two:**

Your answer

**18.Do you agree that the schemes introduced are enough to reduce absenteeism?**

- Strongly agree
- Agree
- Neither agree nor disagree
- Disagree
- Strongly disagree

**19.How is your relationship with your superiors?**

- Friendly with superior
- Superior is humanitarian
- Never talked with superior
- Have some difference of opinion with superior
- Afraid of superior

**20.Are you satisfied with the relationship with your co-workers?**

- Highly satisfied
- Satisfied
- No opinion
- Dissatisfied
- Highly dissatisfied

**21.Are you satisfied with the rest intervals provided?**

- yes
- no

**22.Among these which one you feel the most prompt to reduce your absenteeism.**

- Improving the superior-worker relationship
- Re-arranging the existing shift schedule
- Improving the working condition, health, safety, welfare measures etc.
- Changing the existing leave rules
- Revising the wage policy

**23.If you have any other suggestions please specify:**