

A STUDY ON RECRUITMENT AND SELECTION
WITH REFERENCE TO
TULASI SEEDS PVT LTD, GUNTUR

*A project report Submitted in partial fulfillment of the requirement
for the award of degree of*

MASTER OF COMMERCE



Submitted by
NUNSAVATHU HEMANTH NAIK
Reg.No:Y23CO01003



Under the Guidance of

Dr.K.SARADA DEVI

MBA.,M.Ed.,B.L.,Ph.D

DEPARTMENT OF COMMERCE
ANDHRA CHRISTIAN COLLEGE
GUNTUR, ANDHRA PRADESH.

2022-2024

**ANDHRA CHRISTIAN COLLEGE,
GUNTUR DEPARTMENT OF COMMERCE**

CERTIFICATE

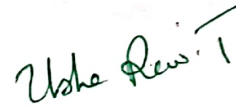
This is to certify that this "**STUDY ON RECRUITMENT AND SELECTION**"
TULASI SEEDS PVT LTD, GUNTUR" has been submitted by **NUNSAVATHU**
HEMANTH NAIK in partial fulfillment of the requirements for award of degree of
MASTER OF COMMERCE as per the requirement of **ACHARYA NAGARJUNA**
UNIVERSITY during the academic years 2022 -2024.



Project guide

Dr.K.SARADA DEVI

MBA.,M.Ed.,B.L.,Ph.D



Head of the department

Dr.T.NILOUFERUSHARANI

M.Com.Phil.,Ph.D.

EXTERNAL EXAMINER



TULASI SEEDS

CERTIFICATE

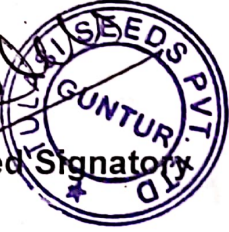
20.07.2023

This is to certify that **Mr.NUNSAVATHU HEMANTH NAIK (Regd.No.Y23CO01003)** student from Andhra Christen College, Guntur has successfully completed the project work titled **"A STUDY ON RECRUITMENT AND SELECTION"** with reference to TULASI SEEDS PVT. LTD., at Guntur, during the period 8 Weeks.

During the project work his participation was found to be good, hardworking and well disciplined.

For TULASI SEEDS PVT LTD


Authorized Signatory



Regd. Office : Tulasi House, # 6-4-6, Arundelpet 4/5, Guntur 522 002, AP, INDIA, ☎: +91-863-2223254, www.tulasiseeds.com





TULASI SEEDS

CERTIFICATE

20.07.2023

This is to certify that **Mr.NUNSAVATHU HEMANTH NAIK (Regd.No.Y23CO01003)** student from Andhra Christen College, Guntur has successfully completed the project work titled **"A STUDY ON RECRUITMENT AND SELECTION"** with reference to TULASI SEEDS PVT. LTD., at Guntur, during the period 8 Weeks.

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Authorized Signatory

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కులసి
అకిరా
AKIRA ప్రతి విత్తనాలు

DECLARATION

I NUNSAVATHU HEMANTH NAIK declare that this Project entitled "A STUDY ON RECRUITMENT AND SELECTION" TULASI SEEDS PVT LTD, GUNTUR has been prepared by me to submitted to ANDHRA CHRISTIAN COLLEGE, GUNTUR on partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE.

I also declare that the project report is the result of my own effort and that is has not formed the basis for any degree, and other similar title submitted by anybody to ACHARYA NAGARJUNA UNIVERSITY or to any other university in any year.

PLACE:GUNTUR

DATE: 30/4/2024

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to **Dr. K. MOSES, M.Sc., M.Ed., Ph.D.,** Principal of **ANDHRA CHRISTIAN COLLEGE** for providing with necessary infra-structural facilities of the Department in completing the project.

I express my sincere thanks to **Dr.T.NILOUFER USHA RANI, M.Com.,M.Phil.,Ph.D** Head of the Department of Commerce, for her valuable encouragement, suggestions and guidance in every stage of the completion of this project successfully.

I am deeply indebted to my Project Guide **Dr.K.SARADA DEVI., MBA., M.Ed.,B.L.,Ph.D** for her intellectual stimulation, inspiring guidance, constructive criticism and helpful suggestions throughout my project work.

I express my profound sense of gratitude to the lecturers of Department of **M.Com. ANDHRA CHRISTIAN COLLEGE,** for their co-operation during the period of my project work.

I wish to thank my parents and friends for the co-operation during the period of my project.

N. Hemanth Naik
(NUNSAVATHU HEMANTH NAIK)

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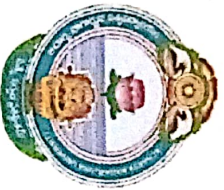
CHAPTER – I

INTRODUCTION

**A STUDY ON JOB SATISFACTION
WITH REFERENCE TO
BHARATHI CONSUMER CARE PRODUCTS PVT LTD,**

*A project report Submitted in partial fulfillment of the requirement
for the award of degree of*

MASTER OF COMMERCE



Submitted by

Reg. No: Y23CCO01007

GARIKAPUDI SULOCHANA



Under the Guidance of

Dr. V. VANI

M.Com, MBA, MHRM, M.Sc Psychology, Ph.D

DEPARTMENT OF COMMERCE

ANDHRA CHRISTIAN COLLEGE

GUNTUR, ANDHRA PRADESH.

2022-2024

ANDHRA CHRISTIAN COLLEGE,
GUNTUR DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that this "A STUDY ON JOB SATISFACTION"
BHARATHI CONSUMER CARE PRODUCTS PVT LTD. IN GUNTUR
has been submitted by GARIKAPUDI SULOCHANA in partial fulfillment of
the requirements for award of degree of **MASTER OF COMMERCE** as per the
requirement of ACHARYA NAGARJUNA UNIVERSITY during the
academic years 2022 -2024.


Project guide

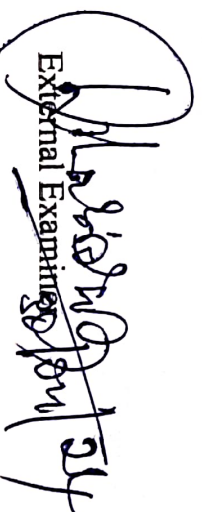
Dr. V. VANI

M.Com., MBA., MHRM, M.Sc Psychology, Ph.D


Head of the department

Dr. T. NILOUFER USHA RANI

M.Com. Phil, Ph.D.


External Examiner

DECLARATION

I GARIKAPUDI SULOCHANA declare that this Project entitled "A Study on job Satisfaction Bharathi Consumer Care Products Pvt Ltd Guntur has been prepared by me to submitted to ANDHRA CHRISTIAN COLLEGE, GUNTUR on partial fulfillment of the requirement for the award of the degree of MASTER OF COMMERCE. I also declare that the project report is the result of my own effort and that is has not formed the basis for any degree, and other similar title submitted by anybody to ACHARYA NAGARJUNA UNIVERSITY or to any other university in any year.

PLACE: GUNTUR

DATE: 30/11/2024

CERTIFICATE

Date: 25-09-2023

This is to certify that Ms. GARIKAPUDI SULOCHANA (Reg. No: Y23CO01007) M.Com student of Andhra Christian College, Guntur has successfully completed his academic project work during the period from 8 weeks in the area of HR on the topic If "A STUDY ON JOB SATISFACTION" BHARATHI CONSUMER CARE PRODUCTS PVT LTD. IN GUNTUR.

FOR BHARATHI CONSUMER CARE PRODUCTS PVT LTD


(A.MANICKAVELU)
CHAIRMAN-CUM-EXECUTIVE DIRECTOR

CHAIRMAN-CUM-EXECUTIVE DIRECTOR

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to **Dr. K. MOSES, M.Sc., M.Ed., Ph.D.,** and Principal of **ANDHRA CHRISTIAN COLLEGE** for providing with necessary infra-structural facilities of the Department in completing the project.

I express my sincere thanks to **Dr.T.NILOUFER USHA RANI, M.Com.,M.Phil.,Ph.D** Head of the Department of Commerce, for her valuable encouragement, suggestions and guidance in every stage of the completion of this project successfully.

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I express my profound sense of gratitude to the lecturers of Department of **M.Com. ANDHRA CHRISTIAN COLLEGE,** for their co-operation during the period of my project work.

I wish to thank my parents and friends for the co-operation during the period of my project.


(GARIKAPUDI SULOCHANA)

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**A STUDY ON CUSTOMER SATISFACTION TOWARDS
HIMALAYA PRODUCTS IN GUNTUR CITY**

*A project report Submitted in partial fulfillment of the requirement
for the award of degree of*

MASTER OF COMMERCE



Submitted by

Reg. No: Y23CO01001

PASUPULETI SIVA NAGA RAJU



Under the Guidance of

Dr. K. Sarada Devi

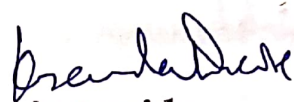
MBA, M.ED B.L., Ph.D

**DEPARTMENT OF COMMERCE
ANDHRA CHRISTIAN COLLEGE
GUNTUR, ANDHRA PRADESH.
2022-2024**

ANDHRA CHRISTIAN COLLEGE, GUNTUR DEPARTMENT OF COMMERCE

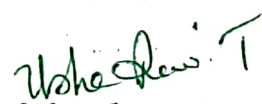
CERTIFICATE

This is to certify that this **"A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS IN GUNTUR CITY"** has been submitted by **PASUPULETI SIVA NAGA RAJU** in partial fulfillment of the requirements for award of degree of **MASTER OF COMMERCE** as per the requirement of **ACHARYA NAGARJUNA UNIVERSITY** during the academic years 2022 -2024.


Project guide

Dr. K. Sarada Devi

MBA., M.Ed., BL., Ph.D


Head of the department

Dr. T. NILOUFER USHA RANI

M.Com. Phil., Ph.D.

External Examiner

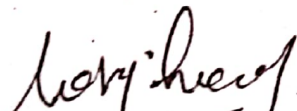
CERTIFICATE

24.07.2023

This is to certify that **Mr.PASUPULETI SIVA NAGARAJU (Regd.No.Y23CO01001)** student from Andhra Christen College, Guntur has successfully completed the project work titled "**A STUDY ON CUSTOMER SATISFACTION**" towards Himalaya Products in Guntur City, during the period 8 Weeks.

During the project work his participation was found to be good, hardworking and well disciplined.

For Himalaya Products


Authorized Signatory

DECLARATION

I PASUPULETI SIVA NAGA RAJU declare that this Project entitled "**A STUDY ON CUSTOMER SATISFACTION TOWARDS HIMALAYA PRODUCTS IN GUNTUR CITY**" has been prepared by me to submitted to **ANDHRA CHRISTIAN COLLEGE, GUNTUR** on partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE**.

I also declare that the project report is the result of my own effort and that is has not formed the basis for any degree, and other similar title submitted by anybody to **ACHARYA NAGARJUNA UNIVERSITY** or to any other university in any year.

PLACE: GUNTUR

DATE: 30/04/2024

ACKNOWLEDGEMENT

I wish to convey my deep sense of gratitude to **Dr. K. MOSES, M.Sc., M.Ed., Ph.D.,** Principal of **ANDHRA CHRISTIAN COLLEGE** for providing with necessary infra-structural facilities of the Department in completing the project.

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I express my profound sense of gratitude to the lecturers of Department of **M.Com. ANDHRA CHRISTIAN COLLEGE**, for their co-operation during the period of my project work.

I wish to thank my parents and friends for the co-operation during the period of my project.


(PASUPULETI SIVA NAGA RAJU)



THE HIMALAYA LOGO

- The Himalaya brand has much in common with the mountain range from which it draws its name. For centuries, the Himalayas have been an icon of aspiration and of man's quest to unlock nature's secrets. They represent purity and lofty ideals.
- Our logo is a visual definition of our brand identity. The leaf that forms the crossbar of the letter H represents the company's focus on herbal healthcare. The teal green reflects our closeness to nature, while the orange is evocative of warmth, vibrancy and our commitment to caring.
- The Himalaya brand represents wellness, both internal and topical. Our range of head-to-toe healthcare and personal care products spans the entire wellness spectrum, offering gentle, safe and efficacious care.
- Each and every product that carries our logo is backed by the high quality that is Himalaya's hallmark. It promises good health, well-being and a prescription for good living. Our logo symbolizes a promise delivered.

INTRODUCTION OF CUSTOMER SATISFACTION

Customer satisfaction is a key factor in formation of customer's desires for future purchase (Mittal & Kamakura, 2001). This fact, especially in the Middle Eastern cultures, where the social life has been shaped in a way that social communication with other people enhances the society, is more important (Jamal & Naser, 2002). Although satisfaction has been defined as the difference between expectation and performance, but there are differences between quality and satisfaction. For example, parasuraman et al. (1991) say that satisfaction is a decision made after experience while quality is not the same. Expectations for goods are "would", while in service quality literature, expectation for goods "should"

- 3) Another limitation was short period of time for project and with in this the research was carried out
- 4) The study was confined only to Guntur city so it cannot be suitable for other places.
- 5) Getting accurate response due to their inherent problem is difficult

HISTORY OF HIMALAYA:

Eighty years ago. on a visit to Burma. Himalaya's founder, Mr. M. Maw!, saw restless elephants being fed with a root to pacify them. The plant from which this was taken is Rau wolf is serpentina. Fascinated by the plants effect on elephants, he had it scientifically evaluated. After extensive research, Semina, the world's first anti-hypertensive drug, was launched in 1934.

This legacy of researching nature forms the foundation of Himalaya's operations. Himalaya uses the tools of modern science to create pharmaceutical-grade ayurvedic products. We have pioneered research that has converted Ayurveda's herbal tradition into a complete range of proprietary formulations dedicated to healthy living and longevity. Today, these products have found acceptance with medical fraternities and serve the health and personal care needs of consumers in 67 countries.



1930



1932



1934



1950

Mr. M. Manal	His elder brother,	Launch of Serpina,	Dr. Roshan M.
forms The	Mr. M. Misal,	the world's first	Captain, Ph.D.,
Himalaya Drug	joined him a few	anti-hypertensive	joins the company
Company. His	years later and they	drug, derived from	and spearheads
vision:	set about building	<u>Rauwolfia</u>	research and
Put ayurveda on par	the company	<u>serpentina</u> .	development.
with modern	together.		
medicine.			



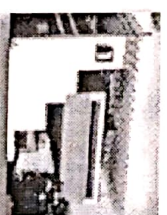
1955



1964



1965



1975

Liv.52, a	Mr. Meraj Manal,	Mr. Karstein, a	An advanced
hepatoprotective, is	the founder's son,	German	manufacturing
launched and goes	joins the company.	pharmaceutical	facility is set up in
on to become one of		consultant, directs	Bangalore.
the world's top-		the company's focus	
selling drugs.		towards allopathic	
		medical	
		practitioners.	

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
HIMALAYA PRODUCTS IN GUNTUR CITY**

*A project report Submitted in partial fulfillment of the requirement
for the award of degree of*

MASTER OF COMMERCE

Submitted by

Reg. No: Y23CCO01001

PASUPULETI SIVA NAGA RAJU



Under the guidance of

Dr. B. Sarada Devi

Associate Professor, M.D.

DEPARTMENT OF COMMERCE

ANITHA GOWDAMAN COLLEGE

GUNTUR, ANDHRA PRADESH

2022-2024

A STUDY ON TRAINING AND DEVELOPMENT
WITH REFERENCE TO
SANGAM MILK PRODUCER COMPANY LIMITED

*A project report Submitted in partial fulfillment of the requirement
for the award of degree of*

MASTER OF COMMERCE



Submitted by

Reg. No: Y23CO01002

SINGAMSETTI MANEESHA



Under the Guidance of

Dr. V. VANI

M.Com., MBA., MHRM., M.Sc Psychology, Ph.D

DEPARTMENT OF COMMERCE
ANDHRA CHRISTIAN COLLEGE
GUNTUR, ANDHRA PRADESH.
2022-2024

**ANDHRA CHRISTIAN COLLEGE,
GUNTUR DEPARTMENT OF COMMERCE**

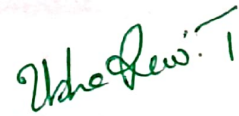
CERTIFICATE

This is to certify that this **"STUDY ON TRAINING AND DEVELOPMENT" SANGAM MILK PRODUCER COMPANY LIMITED, VADLAMUDI** has been submitted by **SINGAMSETTI MANEESHA** in partial fulfillment of the requirements for award of degree of **MASTER OF COMMERCE** as per the requirement of **ACHARYA NAGARJUNA UNIVERSITY** during the academic years 2022 -2024.


Project guide

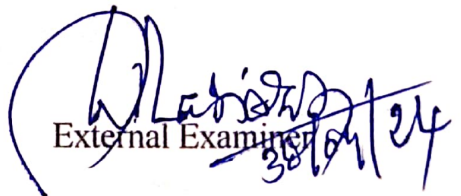
Dr. V. VANI

M.Com., MBA., MHRM., M.Sc Psychology, Ph.D


Head of the department

Dr. T. NILOUFER USHA RANI

M.Com. Phil., Ph.D.


External Examiner 30/01/24



CERTIFICATE

Date: 16-07-2023

This is to certify that Ms. **SINGAMSETTI MANEESHA** (Reg. No: Y23CO01002) M.Com student of **Andhra Christian College**, Guntur has successfully completed his academic project work during the period from 8 weeks in the area of HR on the topic of "A STUDY ON TRAINING AND DEVELOPMENT" in **SANGA DAIRY**, Vadlamudi.



Balaji
MANAGER (PERSONNEL)
MANAGER (Personnel)
SANGAM DAIRY
VADLAMUDI-522 213
Guntur Dist., A.P.

SANGAM MILK PRODUCER COMPANY LIMITED

GST No. 37AATCS4693K12C

REGD. NO.: 088443 2013-14 | AN ISO 22000:2005 CERTIFIED DAIRY | FSSAI LICENSE NO. 10012044000063

SANGAM DAIRY, VADLAMUDI, S JAGARLAMUDI, GUNTUR - 522213. ANDHRA PRADESH, INDIA

Ph : 0863 - 2025555 & 2027777 | e-mail: sangamdairy@gmail.com | www.sangamdairy.com

DECLARATION

I **SIGAMSETTI MANEESHA** declare that this Project entitled "**A STUDY ON TRAINING AND DEVELOPMENT**" **SANGAM MILK PRODUCER COMPANY LIMITED, VADLAMUDI** has been prepared by me to submitted to **ANDHRA CHRISTIAN COLLEGE, GUNTUR** on partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE**.

I also declare that the project report is the result of my own effort and that is has not formed the basis for any degree, and other similar title submitted by anybody to **ACHARYA NAGARJUNA UNIVERSITY** or to any other university in any year.

PLACE: GUNTUR

DATE: 30/04/2024

ACKNOWLEDGEMENT

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I wish to thank my parents and friends for the co-operation during the period of my project.

S.M &

(**SIGAMSETTI MANEESHA**)

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A STUDY ON GOODS AND SERVICES TAX
WITH REFERENCE TO
NAGARJUNA CONSTRUCTION COMPANY LTD,
HYDERABAD

*A project report Submitted in partial fulfillment of the requirement
for the award of degree of*

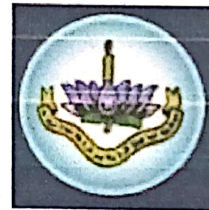
MASTER OF COMMERCE



Submitted by

BITRA JAGADEESH

Reg.No:Y23CO01005



Under the Guidance of

Dr.V.VANI

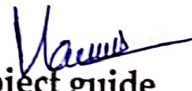
M.Com.,MBA.,MHRM.,M.Sc Psychology, Ph.D

DEPARTMENT OF COMMERCE
ANDHRA CHRISTIAN COLLEGE
GUNTUR, ANDHRA PRADESH.
2022-2024

**ANDHRA CHRISTIAN COLLEGE,
GUNTUR DEPARTMENT OF COMMERCE**

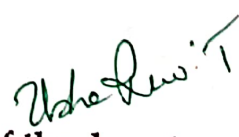
CERTIFICATE

This is to certify that this **"STUDY ON GOODS AND SERVICES TAX" NAGARJUNA CONSTRUCTION COMPANY LTD, HYDERABAD** has been submitted by **BITRA JAGADEESH** in partial fulfillment of the requirements for award of degree of **MASTER OF COMMERCE** as per the requirement of **ACHARYA NAGARJUNA UNIVERSITY** during the academic years 2022 -2024.


Project guide

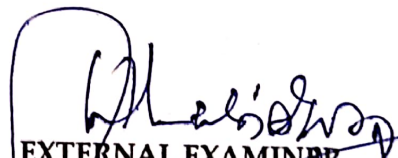
Dr.V. VANI

M.Com.,MBA.,MHRM.,M.ScPsychology,Ph.D


Head of the department

Dr.T.NILOUFERUSHARANI

M.Com.Phil.,Ph.D.


EXTERNAL EXAMINER
30/04/24

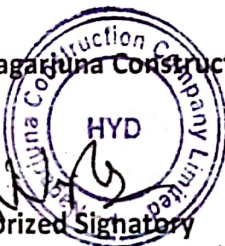
Date:20.07.2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. BITRA JAGADEESH (Regd No:Y23CO01005) a student of Andhra Christian College, Guntur Dist., has successfully completed the project work titled "A STUDY ON GOODS AND SERVICES TAX" during the period 8 Weeks in our organization.

During the project work his participation was found to be good, hardworking and well disciplined.

For Nagarjuna Construction Company Ltd


Authorized Signatory

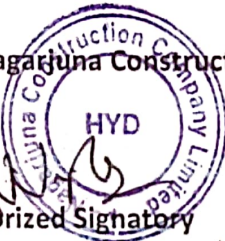
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During the project work his participation was found to be good, hardworking and well disciplined.

For Nagarjuna Construction Company Ltd


Authorized Signatory

DECLARATION

I BITRA JAGADEESH declare that this Project entitled "**A STUDY ON GOODS AND SERVICES TAX**" **NAGARJUNA CONSTRUCTION COMPANY LTD, HYDERABAD** has been prepared by me to submitted to **ANDHRA CHRISTIAN COLLEGE, GUNTUR** on partial fulfillment of the requirement for the award of the degree of **MASTER OF COMMERCE**.

I also declare that the project report is the result of my own effort and that is has not formed the basis for any degree, and other similar title submitted by anybody to **ACHARYA NAGARJUNA UNIVERSITY** or to any other university in any year.

PLACE:GUNTUR

DATE: 30/4/2024

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B. Jagadeesh
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