

1.1 INTRODUCTION AND BACKGROUND ABOUT THE STUDY

This research aims to assess how employees of NAMAZCO Coconut Oil and PET Industries perceive the current HR practices followed in the organization. It attempts to analyse whether these practices contribute positively to employee motivation, job satisfaction, workplace relationships, and organizational efficiency. By examining the existing HR framework, the study seeks to provide meaningful suggestions for strengthening employee relations, improving HR operations, and enhancing overall workforce productivity.

Human Resource (HR) practices play a vital role in shaping the performance, productivity, and overall organizational success in both manufacturing and service sectors. In today's highly competitive industrial environment, the effectiveness of HR practices has become a key element for ensuring employee satisfaction, motivation, commitment, and retention. Organizations are increasingly focusing on strategic HR policies such as recruitment and selection, training and development, performance appraisal, compensation management, and employee welfare to achieve long-term business sustainability.

NAMAZCO Coconut Oil and PET Industries Pvt. Ltd., located in Pachapoika, is one of the growing players in the coconut oil and packaging industry in Kerala. As the company continues to expand, managing and retaining a skilled workforce has become essential for maintaining production quality, operational efficiency, and customer satisfaction. With the increasing demands of the market and changing employee expectations, the organization must continuously evaluate and improve its HR practices to enhance productivity, work culture, and employee engagement.

This study is undertaken to assess the effectiveness of HR practices implemented in NAMAZCO Coconut Oil and PET Industries Pvt. Ltd. The study attempts to understand employee perception towards HR functions and identify the strengths and weaknesses of existing systems. The findings of this research will help the organization understand how well their HR practices align with employee expectations and contribute to organizational performance.

NEED FOR THE STUDY

The present study is essential because HR practices directly influence employee morale, productivity, and retention. In manufacturing industries like NAMAZCO Coconut Oil and PET Industries Pvt. Ltd., workforce efficiency and consistency are critical for achieving production targets. Evaluating HR effectiveness helps identify gaps, employee concerns, and areas where improvements are required. The study will provide useful insights into whether existing HR practices are effective and how they can be modified to improve employee satisfaction and organizational performance.

OBJECTIVES OF THE STUDY

- To understand the awareness level of employees regarding HR practices in Namazco Coconut Oil and PET Industries Pvt. Ltd.
- To analyse the effectiveness of recruitment and selection practices followed in the company.
- To assess employee perception toward training and development programs.
- To evaluate the effectiveness of performance appraisal and reward systems.
- To measure employee satisfaction toward overall HR practices implemented in the organisation.

LIMITATIONS OF THE STUDY

- The study is limited to employees of a single organization, hence generalization of results may not be applicable to other industries.
- Responses provided by employees may be biased due to fear of disclosure or hesitation to express true opinions.
- Time constraints may limit the depth of data collection and analysis.
- The study is based on primary data, and accuracy depends on the honesty and reliability of respondents.

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