



Review Of Research

A STUDY ON PERFORMANCE APPRAISAL AT HERITAGE FOODS (INDIA) LIMITED

Bharata Lakshmi Kukutla

ABSTRACT

The study was conducted to know the existing performance appraisal system and satisfaction level of the employees at Heritage Foods India Limited. A convenience sampling techniques is used for collection of data, Statistical tables are used for analyzing the primary data collected. The paper concludes that performance appraisal system aims at identifying the areas of improvement, Identifying areas of training and development.

KEYWORDS: *systematic ascertainment , Performance appraisal , human resource planning.*

INTRODUCTION:

Performance appraisal is a systematic ascertainment of the performance of employees and to understand the abilities of a person for future development

Performance appraisal is very important for every organization and for every employee because it helps in determining wage structure, compensation packages and identifies the strength and weakness of employees. Performance appraisal also helps in decision making regarding promotion, transfers, training and development, layoff, compensation decisions of employees and in human resource planning. Performance appraisal helps an employee in developing



their career.

Proper performance feedback gives Satisfaction and Motivation to employees as well as to concerns

NEED OF THE STUDY:-

The need of the study of performance appraisal is to ascertain what aspects of performance are required to be evaluated and to provide information about the performance ranks based on which decisions regarding salary fixation, promotion, demotion and transfer are taken.

REVIEW OF LITERATURE:-

1. Michael Pitt (2013) highlighted on the fact that performance management is an essential element to check the performance and quality of properties. This paper determined the recent standards and performance of maintenance management system by studying high rise private office building.
2. Joyce Emma Alta (2015) examined on the topic “An evaluation of the annual performance appraisal system at the university of cape coast “And suggested staff perception on the effectiveness of the annual assessment system and examines the motivation status of staff after assessment.
3. Shivali Jindal, Laveena, Navneet (2015), has made an attempt on the topic “Effectiveness of performance appraisal system in selected Indian companies” observed the need of performance appraisal can be constructed the occurrence of potential problems, benefits which could be availed and the information of the progress.
4. Neeti and Santhosh.c (2015) studied On the topic “study of performance appraisal system and it’s effectiveness in fmcg industry’ suggested that employees have good knowledge of performance appraisal and have a positive attitude towards it as their promotion is purely based on performance appraisal and the ratings helps to fix increments. During the course of study suggestions came from the employees for the need of counseling performance appraisal should be made more transparent and rationale.

SCOPE OF THE STUDY:-

In the present study an attempt has been made to know the actual implementation of performance appraisal techniques in general and some other aspects of the performance appraisal system in particular at heritage foods India Ltd.

LIMITATIONS:-

- + The study has been done in the city of Hyderabad (Heritage Foods India Ltd)
- + Conclusions are based on opinions of 80 respondents.

OBJECTIVES:-

- + To know the performance appraisal system in Heritage Foods India Ltd.
- + To know the satisfaction level of employees with the existing performance appraisal system.

HYPOTHESIS:-

- + No Significant performance appraisal system at Heritage
- + Employees are not satisfied with the existing appraisal system

METHODOLOGY:-

The study has been done with the help of primary data. The structured Questionnaire distributed to 80 respondents. The administered questions are presented in detailed tabulated form.

PERFORMANCE APPRAISAL:-

Performance appraisal system is a most significant and necessary tool for an organizing for the making decisions regarding various personal aspects such as promotions and transfers etc.

PERFORMANCE APPRAISAL TECHNIQUES:-

Several Techniques of appraisal are available for measuring the performance of an employee.

They are:

- + Straight rank method
- + Man to man comparison method
- + Grading method
- + Graphic rating method
- + Forced choice description method
- + Forced distribution method
- + Check lists method
- + Free from easy method
- + Critical incidents method
- + Group appraisal method
- + Field review method

MODERN METHODS:-

- ^ Assessment center
- ^ Appraisal by results or management by objectives
- ^ Human Asset accounting method
- ^ Behaviorally anchored rating sales

COMPANY PROFILE:-

The Heritage Group founded in 1992 by Sri Nara Chandra Babu Naidu, is one of the fastest growing private sector enterprises in India, the annual turnover of Heritage foods crossed Rs 347 crores in 2006-2007 and is aiming for Rs 700 crores during 2007-2008.

In the year 1994, Heritage Food India Limited went to public issue to raise resources, which was oversubscribed 54 times and its shares are listed under BI category on BSE (Stock code:519552) and NSE (Stock code:HERITG FOOD)

Heritage Slogan:-

When you are healthy, we are healthy
 When you are happy, we are happy
 We live for your “Health & Happiness”

Analysis and Interpretation:-

Data analysis has been done by arranging the data in a simple table form and % are calculated.

+ **Do you think performance appraisal is needed in a company?**

a) Yes

b) No

S.No	Options	No of Respondents	Percent
1	Yes	80	100
2	No	0	0
	Total	80	100

INTERPRETATION:-

All most 100% of the employees opine that the performance appraisal is needed in a company

+ Which method you are using for evaluating performance

a) 360° degree appraisal b) MBO c) Assessment centre d) BARS e) Any other

S. no	Options	No of Respondents	%
1	360° Appraisal	40	50
2	MBO	20	25
3	Assessment centre	4	5
4	BARS	12	15
5	Any other	4	5
	TOTAL	80	100

INTERPRETATION:-

About 50% of the employers are following 3600 appraisal method and 25% of the employers are following MBO method and 5% of the employers are following assessment centre and 15% of the employers are following BARS method and 5% of the employees are following other methods of performance appraisal

+ Are you satisfied with Present Performance appraisal System?

a) Yes b) No

S.No	Options	No of Respondents	Percent
1	Yes	60	75
2	No	20	25
	Total	80	100

INTREPRETATION:-

About 75% of the employees are satisfied with the present performance appraisal systems and 25% of the employees are not satisfied with the present system of appraisal

+ Do you think reward System in fair and adequate?

a)Yes b) No

S.No	Options	No of Respondents	Percent
1	Yes	60	75
2	No	20	25
	Total	80	100

INTERPRETATION:-

75% of the employees opine that reward system is fair and adequate and 25% if the employees

responded that it is not fair and adequate.

+ What factors taken into consideration while appraising an individual

- a) Interpersonal effective b) Team Building Skills c) Leadership d) Self-motivated Skills**

S. no	Options	No of Respondents	%
1	Interpersonal effectiveness	16	20
2	Team building Skill	20	25
3	Leadership	32	40
4	Self motivated skills	12	15
	Total	80	100

INTERPRETATION:-

About 20% employers considered interpersonal effectiveness and 25% of the employers considered team building skills and 40% of the employers considered leadership skills and 15% of the employers considered self motivated skills in appraising an individual.

+ Performance appraisal rating is used

- a) Identify areas of Improvement b) Identify Qualitative work
c) Set performance Target d) All the above**

S. No	Options	No of Respondents	%
1	Identify Areas of Improvement	25	31
2	Identify Qualitative work	40	50
3	Set performance Target	10	13
4	All the above	5	6
	Total	80	100

INTERPRETATION:-

About 31% of appraisal is used for identifying the areas of improvement and 40% is used for identifying qualitative work and 13% is used for setting performance target and 6% are used for all the above mentioned reasons.

FINDINGS & CONCLUSIONS:-

- + It is suggested that the appraisal result must be communicated to the employees especially when they are negative
- + Performance appraisal system existed in Heritage foods India Ltd is appropriate and employees are satisfied with those system.
- + Employers are following different appraisal systems for identifying areas of improvement, setting targets and for identifying areas of training and development.

REFERENCES:-

PUBLISHED ARTICLES

Shivalijindal, Laveena, Navneet(2015), Study of effectiveness Performance appraisal system in selected Indian companies, International journal of research granthaalayah vol-3 issue12

Mlcheale pitt, in research in Malaysia in 2013 ,Eksploracja i Niezawodność, 2013 | Vol. 15, no. 2 | 111-116

Neeti, Santosh .C (2015) Study of performance appraisal system and it's effectiveness in fmcg industry, International Journal of Research & Development in Technology and Management Science –Kailash, Volume - 22| Issue 1 | 2015,53-63.

Joyce EmmaAtta (2015)An evaluation of the Annual performance appraisal system at the university of cape coast, Open Journal of Social Sciences, 3, 247-260. doi: 10.4236/jss.2015.37037.

Online URLs

1. www.hrindia.com
2. www.heritage.com

TEXT BOOKS

- + Subbarao, personnel/Human resource management
- + Aswatappa, Human resource management
- + T.V.Rao, Appraising Performance
- + C.B.Mamoria, Human resource management