A Study on Functions And Policies Followed In An Organization With Ref To Bradman Design And Technologies Pvt.Ltd

Sankaranarayanan.H[1], Dr.S.Rathika[2]
[1]Dept of MBA
[2]Associate professor/Head of Dept, Dept of MBA
[1, 2] Prince Shri Venkateshwara Padmavathy Engineering College,Chennai-600127

Abstract- *This study has been enriched in BRADMAN DESIGN AND TECHNOLOGIES PVT LTD to understand "Functions and Policies followed in an Organization".*

QIn modern organizational management, the establishment and adherence to effective functions and policies play a pivotal role in ensuring operational efficiency, regulatory compliance, and overall success. This abstract provides a comprehensive overview of the key functions and policies implemented within organizations, encompassing their significance, components, and strategic implications.

The functions within an organization typically encompass core operational areas such as human resources, finance, marketing, operations, and strategic management. Each function is responsible for distinct activities aimed at achieving organizational objectives. Human resources functions involve talent acquisition, training and development, performance management, and employee relations. Financial functions manage budgeting, financial reporting, investment decisions, and risk management. Marketing functions focus on market analysis, product development, branding, and promotional activities. Operational functions oversee production processes, supply chain management, and quality control. Strategic management functions involve setting long-term goals, formulating strategies, and monitoring performance to ensure alignment with the organization's mission and vision.

In parallel, organizational policies serve as guiding principles that regulate behavior, decision-making, and interactions within the organization. These policies encompass a wide range of areas, including code of conduct, diversity and inclusion, health and safety, data protection, and environmental sustainability. They provide clarity and consistency in organizational practices, mitigate risks, and promote ethical standards. Moreover, policies ensure compliance with legal requirements and industry standards, safeguarding the organization's reputation and reducing liability.

Effective implementation and enforcement of functions and policies require a cohesive framework comprising clear communication, robust governance structures, and continuous monitoring mechanisms. Leaders play a crucial role in championing these initiatives, fostering a culture of accountability, and driving organizational alignment. Furthermore, leveraging technology solutions such as enterprise resource planning (ERP) systems and compliance management software enhances the efficiency and effectiveness of function and policy management.

In conclusion, the integration of well-defined functions and policies is fundamental toorganizational management, facilitating operational excellence, regulatory compliance, and stakeholder trust. By prioritizing these elements, organizations can navigate complexities, mitigate risks, and achieve sustainable growth in an ever-evolving business

I. INTRODUCTION

Within various types of organizations, the employees as well as the employers need to carry out their job duties in accordance to policies and procedures. In leading to well-being and progression and enhance the reputation of the organization, it is necessary to formulate human resources policies and procedures. When the human resources abide by the policies and procedures, they are not only able to implement their job duties appropriately, but also would promote discipline within the working environment. The policies and procedures need to be concerned in terms of various areas such as, technical, clerical, management, administration and so forth. When the employees get recruited within the organizations, they are required to go through training and development programs. In these programs, they are imparted with knowledge in terms of human resources policies and procedures. When the human resources follow the policies and procedures, they are able to benefit to a major extent. The main areas that have been taken into account in this research paper are, meaning and significance of human

resources policies and procedures, types of human resources policies, and areas in which human resources policies and procedures are implemented.

Human resources (HR) policies and procedures are regarded as formal commitments that are focused upon the ways, in which employers treat the employees. Within the organization, it is apparent that members cannot carry out tasks and activities in isolation. In order to carry out various tasks and functions, they need to organize meetings, exchange ideas and suggestions, share viewpoints and work in co-ordination with each other.

Collaboration and integration among the members are regarded to be of utmost

1.2 INDUSTRY PROFILE

The graphic design and packaging industry is a dynamic and essential sector that plays a crucial role in shaping consumer perceptions, driving sales, and enhancing brand recognition. Combining creativity, technology, and strategic thinking, this industry encompasses a wide range of activities aimed at creating visually compelling and functional packaging solutions for products across various sectors.

At its core, graphic design in the context of packaging involves the creation and manipulation of visual elements such as typography, imagery, color, and layout to communicate messages effectively and engage consumers. Whether it's a product The graphic design and packaging label, box design, or point-of-sale display, graphic designers in this industry strive to industry is characterized innovation and evolution, by constant driven by strike the right balance between aesthetics advancements in technology, changing and functionality, ensuring that the consumer preferences, and emerging packaging not only catches the eye but also conveys essential information about the product within. trends. From traditional packaging to digital incorporating augmented print-based solutions reality and interactive elements, designers are One of the primary objectives of packaging design is to differentiate a product from its competitors on the crowded shelves of retail stores. In a world continually exploring new create impactful and experiences for consumers. avenues to memorable where consumers are bombarded with countless choices, packaging serves as a powerful tool for brand differentiation and storytelling. A well-designed package can evoke emotions, communicate brand values, and establish a connection with the target audience, ultimately influencing purchasing decisions.

COMPANY PROFILE

From a global service provider of graphic design and image editing services to a full-fledged packaging solution

Moreover, packaging design goes beyond just aesthetics; it also plays a provider, Bradman Design Master Artwork Creation, specializes in Adaptations, crucial role in ensuring product safety,

Rollouts and Repro. Our team brings years preservation, and convenience. Packaging of industry experience to manage your designers must consider factors such as material selection, structural integrity, ease Brand with in challenging times. We provide solutions turnaround in Artwork of use, and sustainability when developing Development, Pre-press & Image Editing packaging solutions. With increasing to Brands, Agencies, Online Retailers and awareness about environmental issues, there is a growing demand for eco-friendly Professional Photographers across Australia, Europe and North America. Our packaging options that minimize waste and reduce the environmental footprint. process begins right after finalization by the Brand the Design/Creative Agencies and ends before the Plate / Cylinder Production Process. With a team of professionals using industry standard tools and software, Bradman Design manages brands by combining Quality Workmanship and Precision to meet the High Standards in shortest turn-around.

Package designing: -

Package designing plays a pivotal role in the development of your brand identity. It is as important as the product itself. It is a robust marketing tool, and it is crucial to pay particular attention to the package design.Our mission is to contribute to your success by providing your products with the most presentable and memorable appearance in the market, which will catch the buyer's attention.Another essential part we take seriously into account is utilitarian packaging quality, to keep your products without damages and easy to use.With a team of 100+ Designers, we offer you complete end to end solutions right from Packaging to Image editing services.

REGISTERED DETAILS - BRADMAN DESIGN AND TECHNOLOGIES PRIVATE LIMITED

CIN U72501TN2016PTC112055
INCORPORATION DATE / AGE

19 August, 2016 / 8 yrs
LAST REPORTED AGM DATE
30 November, 2021 AUTHORIZED CAPITAL INR 1.0 Lacs
PAIDUP CAPITAL INR 1.0 Lacs INDUSTRY*
Computer Related Services TYPE
Unlisted Private Company CATEGORY
Company limited by Shares SUBCATEGORY
Non-govt company

NEED OF THE STUDY

Policies encourage consistency and foster a cohesive environment whereby accomplishing multiple tasks. They help employees stay on track and companies reach their goals while avoiding unwanted occurrences.Policies provide guidance, consistency, accountability, efficiency, and clarity on how an organization operates.Furthermore, these strategies provide instruction on how staff are expected to operate.

OBJECTIVES OF THE STUDY PRIMARY OBJECTIVE

A Study on functions and policies followed in an organizations

SECONDARY OBJECTIVE

- To identify key functions of the organizations, understanding how they contribute to overall operations and effectiveness.
- To evaluate existing organizational policies assessing the identify gaps, or areas needing improvement in policy implementation.
- To assess policy impact on organizational performance analysing on how organizational policies influence key performance indicators such as productivity, efficiency, employee satisfaction, and financial outcomes.

SCOPE OF THE STUDY

1. It should cover all the aspects of business.
2. It includes the functions and responsibility of employees.
3. Deal with determination of future course of action.
4. Involves a choice of purpose and defining the needs.
5. Include the resources by the help of which organization can achieve its goal.

1.7 REVIEW OF LITERATURE

Hadji, S., et.al (2022),. Diagnosing of human resource performance management based on lack of ambidextrous learning themes: a case study of public Iranian banking system. International Journal of Ethics and Systems, ahead-of-p(ahead-of- print).With drastic changes in the external environment, many organizations today cannot continue their activities and create sustainability in achieving long-term goals without having carefully designed and coordinated systems with each other. The human resource performance management system is considered as one of the most important process pillars of any organization that without any specific strategic mechanism, such as inclusive learning, faces challenges and harmful conflicts. The purpose of this study is to diagnose human resource performance management based on the lack of ambidextrous learning themes in the banking system. Design/methodology/approach - In this study, theoretical screening based on similar research was used to identify the components (diagnosing of human resource performance management) and   research propositions (ambidextrous learning themes). Then, Delphi analysis was used to determine the reliability of research components and propositions by the participation of 13 management specialists and experts.

Aydogan, E. and Arslan, Ö. (2021), "HRM practices and organizational commitment link: Maritime scope", International Journal of Organizational Analysis, This study aims to determine the dimensions of HR Practices and Policies contained in various previous literatures. Journal analysis was carried out using a systematic literature review (SLR) method obtained from Scopus in 2016-2021 following inclusion and exclusion criteria with the keywords HR Policies and Practices in order to obtain 15 journals. The journal articles obtained related to HRM practices and policies were found with various specific topics ranging from age- related HRM, Green HRM, hospitality HRM, Austerity HRM, Gen-Z HRM, Health Workers HRM, HRM Strategy, SR-HRM, Promoting Women to seniors. and HRM in the University. There are various dimensions of HR Practices and Policies categorized on macro, meso and micro measures. Most of the research methods used in the article are qualitative. For future researchers, it is expected to combine quantitative and qualitative approaches to make it more comprehensive with a wider research sample.

Ahmed, R., & Philbin, S. P. (2021), Systematic literature review of project manager's   leadership competencies. Over the last few decades, a large number of research studies have been carried out on project manager's leadership competencies. However, systematic literature reviews are still scarce in the project management literature. Therefore, the purpose of this article is to conduct a systematic literature review on project manager's leadership competencies based on published empirical research studies.

Boehm, S. A., et.al, (2021), Age- Related Human Resource Management Policies and Practices: Antecedents, Outcomes, and Conceptualizations. Work, Aging and Retirement, 7(4), 257–272.Due to the demographic change in age, societies, firms, and individuals struggle with the need to postpone retirement while keeping up motivation, performance, and health throughout employees' working life. Organizations, and specifically the Human Resource Management (HRM) practices they design and implement, take a central role in this process.

RESEARCH METHODOLOGY MEANING OF RESEARCH:

Systematic investigative process employed to increase or revise current knowledge by discovering new facts. It is divided into two general categories: Basic research is inquiry aim increasing scientific knowledge, and applied research is effort aimed at using basic research for solving problems or developing new processes, products, or techniques. Research refers to a search for knowledge. It can also be given as a scientific and systematic search for pertinent information on a specific topic. In fact research is an art of scientific investigation. The Advanced Learner"s Dictionary of current English lays down the meaning of research as "a careful investigation or inquiry especially through search for new facts in any branch of knowledge." Some people consider research as a movement from the known to the unknown. It is actually a voyage of discovery.

RESEARCH METHOD:

Research method is those techniques that are used for condition of research.

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem.

It may be understood as a science of studying how research is done scientifically. In this study the various steps that are generally adopted by a researcher in studying the research problem along with the logic behind him.

RESEARCH DESIGN:

Research Design is defined as the "arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure".

RESEARCH DESIGN:

1. Descriptive

The research design followed for the study is descriptive type of research. It is typically concerned with determining the frequency with which something occurs or how two variables 25 vary together. Descriptive research studies are those studies which are concerned with the characteristics of a particular individual, or of a group.

SAMPLING:

Sampling is a process used in statistical analysis in which a pre- determine number of observation are taken from a larger population.

SAMPLING DESIGN:

A sample design is a finite plan for obtaining a sample from a given population.

POPULATION:

The Employees of "BRADMAN DESIGN AND TECHNOLOGIES PVT.LTD" Chennai constitute the work place of the study. The employees of the company are 310, and it forms the work place for the present study.

SAMPLE SIZE:

Number of the sampling units selected from the population is called the size of the sample. Sample of 200 respondents were obtained from the population.

SAMPLING TECHNIQUES:

- Probability Sampling
- Non-Probability Sampling

STATISTICAL TOOLS :

SPSS(STATISTICAL PACKAGE FOR SOCIAL SCIENCE)

1. CHI-SQUARE
2. ANNOVA
3. CORRELATION
4. REGRESSION

LIMITATION OF THE STUDY

One of the disadvantages of organizational policies is that the rigid nature of business rules and regulations can

make it difficult for you to implement changes. By their nature, business rules tend to be inflexible and binary, which creates a rigid fraInadequate Coverage- Time Period

1.9 LIMITATION OF THE STUDY

One of the disadvantages of organizational policies is that the rigid nature of business rules and regulations can make it difficult for you to implement changes. By their nature, business rules tend to be inflexible and binary, which creates a rigid framework for your employees.

1. Inadequate Coverage- Time Period
2. Limited Zone

Table-2.1 Table showing age of the respondent.

SL.NO	Age of the respondent	No of the respondent	Percentage of the respondent
1	18-24	100	50%
2	25-35	63.2	31.60%
3	above 40	36.8	18.40%
		200	100%

INTERPRETATION:

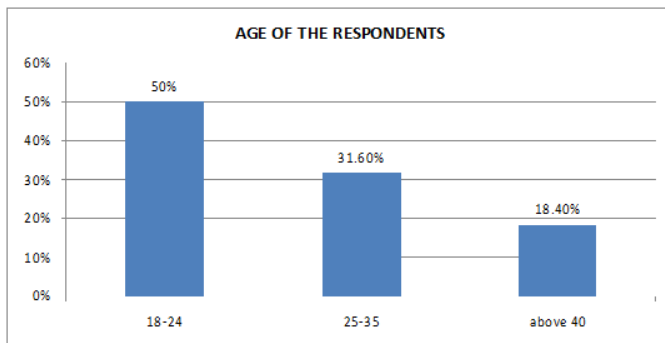Out of the respondents,50% are between 18-24 years, 31.60% are between 25-35 years, 18.40% are between above 40 years.

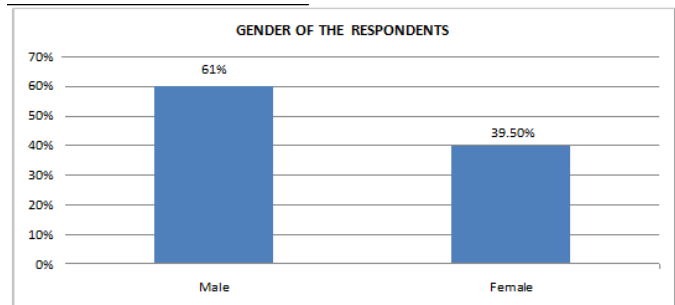Chart No:2.1(a) chart showing age of the respondents

Table-2.2 Table Showing gender of the respondent

SL. NO	Gender of Response	No of the respondent	Percentage of the respondent
1	Male	121	61%
2	Female	79	39.50%
			%
		200	100%

INTERPRETATION:

Out of the respondents,60.50% are male, and 39.50% are female

Chart no:2.2(a) chart showing gender of the respondents

CHI-SQUARE:

Chi- Square test on Age of the respondents and Positive impact do the HR policies have on your Work lifean major role in the organization:

NULL HYPOTHESIS(H0):

There is no significant difference between age of the respondent and Positive impact do the HR policies have on your Work lifean major role in the organization.

ALTERNATIVE HYPOTHESIS(H1):

There is a significant difference between age of the respondent and Positive impact do the HR policies have on your Work lifean major role in the organization.

Age of the respondent Age of the respondent

Descriptive Statistics					
	N	Mean	Std. Deviation	Minimum	Maximum
Age of the respondent	200	2.00	.853	1	3
Positive impact do the HR policies have on your Work life	200	2.50	1.168	1	4

Positive impact do the HR policies have on your Work life			
	Observed N	Expected N	Residual
Excellent	50	48.0	2.0
Very good	60	70.0	10.0
Neutral	50	56.0	6.0
Bad	40	38.0	2.0
Total	200		

INTERPRETATION: Here the significance was occurs and has a value 0.000 is less than 0.05. Hence H0 is rejected.

RESULT: There is no significant difference between Age of the respondent and Positive impact do the HR policies have on your Work life in the organization.

II. FINDINGS

1. We can find that the majority of respondents indicated that they are highly aware of all HR policies in their company.
2. We can find that the respondents expressed a neutral opinion, indicating neither strong satisfaction nor dissatisfaction with the dissemination of policy information.
3. We can find majority of the respondents enforced HR policies in their company 70.2% of the respondents indicate s excellent 75.6 of the respondents indicates good 49.6 of the respondents indicates the neutral of tneir opinion and no one of the respondents didn't saying their bad opinion.
4. Most of the employees enforcing these policies 93.2 percentage of the respondents saying excellent of their opinion and 59.4 percentage of the respondents saying very good in their HR policies and balance employee saying neutral of their opinion.
5. Majority of the employee witnessed the policy violation 129.8 saying yes and 70.2 are saying no on their opinions.

III. SUGGESTIONS

Based on the findings of a study on functions and policies followed in organizations, here are some potential suggestions for improvement:

- Enhance Communication Channels: Implement robust communication channels to ensure clear and consistent dissemination of organizational policies. This could include regular updates via email, intranet portals, or employee handbooks.
- Training and Awareness Programs:Develop comprehensive training programs to educate employees about organizational functions and policies. This could involve conducting workshops, seminars, or online courses to ensure everyone understands their roles and responsibilities.
- Streamline Processes:Simplify and streamline organizational processes to make it easier for employees to understand and comply with policies. This could

involve reducing bureaucracy, clarifying procedures, and eliminating unnecessary steps.

IV. CONCLUSION

In conclusion, the study on functions and policies followed in organizations sheds light on critical aspects of organizational behavior, management practices, and strategic decision-making. Through the examination of various functions and policies within the organization, several key findings have emerged.By implementing these suggestions, organizations can improve the effectiveness of their functions and policies, foster a positive work environment, and enhance overall organizational performance.

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