



ORIGINAL RESEARCH PAPER

Management

ORGANIZATIONAL STUDY ON HINDUSTAN LIFECARE LIMITED, POOJAPURA, THIRUVANANATHAPURAM.

KEY WORDS: Organizational Study, SWOT Analysis, HLL, Hindustan Lifecare Limited.

Dr. R. Sam Renu Associate Professor, Department of Management Studies, Ponjesly College of Engineering, Nagercoil-629 003, Kanyakumari District, Tamil Nadu, India.

Ms. S. V. Athira Final Year M.B.A., Department of Management Studies, Ponjesly College of Engineering, Nagercoil-629 003, Kanyakumari District, Tamil Nadu, India.

ABSTRACT

The topic entitled "Organizational Study on Hindustan Lifecare Limited, Poojapura, Thiruvananthapuram. The organizational study deals with the analysis of how people prepare organizational structures, practices, and processes and how all these create social relations and institutions which have an impact on people. The health care industry, or medical industry, is a sector within the economic system that provides goods and services to treat patients with curative, preventive, rehabilitative, and palliative care. The modern health care sector is divided into many sub-sectors, and depends on interdisciplinary teams of trained professionals and paraprofessionals to meet health needs of individuals and populations. The organizational study was completed at Hindustan Lifecare Limited, Poojapura, Thiruvananthapuram. HLL Lifecare Limited was set up in 1969 with the objective of providing good quality condoms for the National Family Planning Programme of India. After Independence India was still lottering with an enormous population. Organization study helped significantly to get a feel of the real-world industry and organization climate. The study about various departments and their functioning contributed to bridge the gap between the theories and practical knowledge.

INTRODUCTION

An organization study helps the management students to gain practical knowledge and experience and to achieve higher management excellence. Students have only theoretical knowledge that they learn from class room. The organization studies help the students to implement the theory they have learn from the classroom. They get firsthand knowledge about activities and functions of various departments in an organization. Thus, students get a better understanding of the organization by the study. An Organizational study also includes strategically evaluating the organization's potential and resource base. Internal weakness and strengths, together with external threats and opportunities, determine the success of an entity. For this reason, SWOT analysis is an important part of Organizational study.

Company Profile

HLL Lifecare Limited undertaking the Ministry of Health and Family Welfare. HLL Lifecare Limited launched a diversification plan aimed at becoming a premier health care company of India. HLL Lifecare Limited commenced its manufacturing operation of condom at its plant established at Thiruvananthapuram on April 5, 1969. HLL Lifecare Limited was set up in 1969 with the objective of providing good quality condoms for the National Family Planning Programme of India. After Independence India was still lottering with an enormous population. It was around this time that the Government of India decided to broadcast and intensity the Family planning Programme. Thus, on March, 1969 HLL was born. The choice of site came based on the requirements of production facility. There over the three decades since its inspection, HLL Lifecare Limited has developed an impressive and health care product. Manufacturing facilities of HLL Lifecare Limited have the prestigious ISO 9002 Certificate.

Product Profile

HLL Lifecare Limited is providing a wide range of products for different sections of market. The details of these are given below:

- a) Condom
- b) Contraceptive Tablets
 - Saheli
 - Mala-D
- c) Apron
- d) Blood Bags

- e) Copper-T
- f) Hydrocephalus Shunt
- g) Additional Products
 - Intra Uterine Devices
 - Oral Re-hydrations Salt
 - Iron and Folic Acid
 - Medicated Plaster
 - Structures
 - Needle Destroyer
 - Blood Collection Monitors Tissue Expander
 - Mediguard Surgical Gloves (Sterile)
 - Blood Bag Tube Sealer
 - Blood Transfusion and Intravenous Set.

Functional Departments

HLL's is a journey that started with a single contraceptive unit in 1966. It is today a multi-product, multi-location organization addressing various public challenges facing humanity. With a vast array of innovative products and social programmes, HLL Lifecare Ltd is day after day taking a step closer to its vision of 'Innovating for Healthy Generations.

HLL today reaches out to over half a million retail outlets, including over 1,00,000 villages, in the remotest comers of India. HLL's products are today exported to over 70 countries.

Departments of Corporate Head Office, Poojapura are as follows:

- Human Resource Department
- Finance and Accounts Department
- Marketing Department
- Production Department
- Corporate Audit Service (CAS) Department
- Information Technology (IT) Department
- Official Language Department
- Secretarial and Legal Department
- Strategic Planning Department
- Vigilance Department
- Health Care Services
- Retail Business Division
- Corporate Communication Department
- Corporate Quality Assurance Department
- Research and Development Department.

Human Resource Department

An efficiently run human resource department can provide the organization with structure and ability to meet business

needs through managing the company's most valuable resources its employees.

Sources of Recruitment

- a. Promotion
- b. Direct Recruitment
 - Through employment Exchange
 - Through Professional and Executive Employment Exchange
 - Through Open advertisement
 - Newspapers
 - Company website
 - Through Recruitment/Manpower consultant or professional bodies
 - Through campus recruitment
 - Through walk in interview
- c. Deputation
- d. Transfer
- e. Re-employment
- f. Fixed Term Contract

Finance and Accounts Department

Financial Management deals with recording of every transaction in monetary terms, analyzing them, preparing reports and ascertaining financial position of the company. In HLL Lifecare Limited an intelligent system of accounting is followed. The financial department is meant for the effective utilization of the funds. The accounts and financial statements are prepared with precision accuracy well in time.

The finance department is divided into five sections. They are

- a. Cash and Ledger
- b. Party Bill Section
- c. Costing Section
- d. Internal Audit Section
- e. Finalization of accounts.

Production Department

Production system plays a very important role in achieving organizational excellence. But the lack of proper planning, co-ordination and control often affects the capabilities of this system because of which these systems are not utilized fully and effectively leading to many undesirable situations forcing many organizations to become less competitive.

The production activity is nothing but the step-by-step conversion of one form chemically or mechanically. This is done in factories with house manufacturing. The basic inputs of production process are men, machine, plant, services and methods. The product of farm, sea forest and mine are used as raw materials on which the processing is done to create or enhance the firm utility.

HLL has an exhaustive assortment of products, from the popular brand of condoms 'MOODS' to the company's natural products 'Herbs & Berries', an Ayurvedic products range. Right through its journey from manufacturing contraceptives, many products have continued to take shape at HLL. These include re-hydration salts, blood transfusion equipment and wound care products, blood banking equipment, neo-natal care equipment and, surgical and healthcare products.

Marketing Department

HLL's large marketing network has been delighting its customers over the last two decades. Servicing 200,000 retail outlets, covering 3500 hospitals, reaching over 30,000 medical professionals, it has over 2,800 stock points, 700 frontline team members placed in every town, with offices in all metros and mini metros, and reaches over one lakh villages in the country. HLL is also one of the leading social marketing organizations in the country in the area of contraceptives with a market share of over 70 percent in the rural and semi urban markets. On the global front, HLL brands today reach more

than 115 countries.

Research & Development Department

A company's research and development department plays an integral role in the life cycle of a product. While the department usually is separate from sales, production and other divisions, the functions of these areas are related and often require collaboration.

I. New Product Research

Before a new product is developed, a research and development department conduct a thorough study to support the project. The research phase includes determining product specifications, production costs and a production time line. The research also is likely to include an evaluation of the need for the product before the design begins to ensure it is a functional product that customers want to use.

II. New Product Development

The research paves the way for the development phase. This is the time when the new product is actually developed based on the requirements and ideas created during the research phase. The developed product must meet the product guidelines and any regulatory specifications.

III. Existing Product Updates

Existing products of the company also fall under the scope of research and development. The department regularly evaluates the products offered by the company to ensure they are still functional. Potential changes or upgrades are considered. In some cases, the research and development department are asked to resolve a problem with an existing product that malfunctions or to find a new solution if the manufacturing process must change.

Activities come under R&D

- a. Development of better-quality raw materials in the manufacture of natural rubber based male contraceptives
- b. Research on Technological improvement
- c. Studies on packages development
- d. Environmental studies and resource conservation
- e. System improvement and standardization
- f. Customer complaint handling including investigation, corrective and preventive action etc.
- g. Improvement in the quality of product and packing.

Swot Analysis

SWOT (Strength, Weakness, Opportunities, & Threats) analysis is a framework used to evaluate a company's competitive position and to develop strategic planning. SWOT analysis assesses internal and external factors, as well as current and future potential.

Strength

- Company running in a profitable manner
- Product quality well maintained
- Good relation between management & employees
- Attained various quality certificates from various countries
- Well defined organization structure
- Goodwill among its customers
- Whole hearted commitment to its operations

Weakness

- Cost of production is high
- Lack of advertisement
- Rejection of product on over dependence of government orders
- High amount of scrap
- No recycling plants.

Opportunities

- Introduction of new projects

- Large areas of operation & facilities for expansion
- Exports of HLL products has high opportunity
- Female condom market opened.

Threats

- Competition from exporters in domestic market
- Fluctuating government policies
- Company's overdependence on Government orders.

Suggestions

- Ensure that there is proper linkage between organization and individual needs.
- Employees are the major assets of any organization. Hence, retention of the skillful employees needs to be focused on.
- Depending heavily on Government for orders may not be good.
- Direct Marketing is an area to be concentrated much to increase the over dependency on Government orders more advertisement to be concentrated on.
- The company can reduce the cost of production by procuring raw materials from nearest suppliers.
- The company must launch new premium varieties of condom to overcome the threat posed by the competition.
- The company should be more aggressive in marketing especially in the case of new products. The company should adopt adequate strategy to compete with foreign companies.
- Extend the branches to other countries where market potential is high.
- HLL can focus in to new areas of Health care production.

CONCLUSION

The organizational study which was conducted at HLL Lifecare Limited, Trivandrum (Kerala) is the one and only public limited company in India that produces a wide range of contraceptive aids and health care products. Organization study helped significantly to get a feel of the real-world industry and organization climate. The study about various departments and their functioning contributed to bridge the gap between the theories and practical knowledge. It also helped to analyze the various strength, weakness, opportunities and threats of the company.

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