

**An Organization Study on  
DHANUKA AGRITECH LTD  
(18MBAOS307)**

**BY**

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**1CR19MBA40**

*Submitted to*

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*Impartial fulfillment of the requirement for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under Guidance of*

**Internal Guide**

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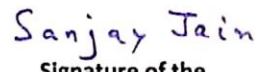
**Department of Management Studies and Research Centre,  
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2019-2021**

**CERTIFICATE BY THE INSTITUTION**


This is to certify that **Ms. MANISHA P** bearing **USN 1CR19MBA40** is a bonafide student of Master of Business Administration of our Institution during 2019-21 batch. The organization study report on **DHANUKA AGRITECH LTD.** is prepared by her under the guidance of **Mr. Santosh Kathari**, Assistant Professor, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, affiliated to Visvesvaraya Technological University, Belagavi Karnataka.


  
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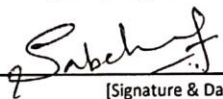
  
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## DECLARATION

I, **Ms. Manisha P** bearing **USN: 1CR19MBA40**, hereby declare that the Organization Study conducted at **DHANUKA AGRITECH LTD.** is record of independent work carried out by me under the guidance of **Prof. Kathari Santosh** faculty of M.B.A Department of CMR Institute of Technology, Bengaluru.

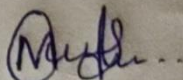
I also declare that this organisation study report is towards the partial of the university regulation for the award of degree of **Master of Business Administration** by **Visvesvaraya Technological University, Belagavi.**

I have undergone an organization study for a period of four weeks. I further declare that this organisation study report is based on the original study undertaken by me and not been submitted for the award of any degree/diploma from any other University /Institution.

### **Disclaimer**

The enclosed document is the outcome of a student academic assignment, and does not represent the opinions/views of the University or the institution or the department or any other individuals referenced or acknowledged within the document. The data and information studied and presented in this report have been accessed in good faith from secondary sources/web sources/public domain, including the organisation's website, solely & exclusively for academic purposes, without any consent/permission, express or implied, from the organisation concerned. The author makes no representation of any kind regarding the accuracy, adequacy, validity, reliability, availability or completeness of any data/information herein contained.

Place: *Bangalore.*  
Date: *29-09-2020.*

  
Signature of the Student  
USN: 1CR19MBA40

## **ACKNOWLEDGEMENT**

I acknowledge the deep gratitude to all those who have made organization study successful and helped in preparing the report.

I would like to express my sincere thanks to **Dr. Sanjay Jain**, Principal of CMR Institute of Technology, Bengaluru for his valuable support and guidance throughout the course of organization study.

I am grateful to **Prof. Sandeep Kumar M**, HOD of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant motivation and inspiration.

I thank my Internal Guide, **Mr Santosh Kathari**, Assistant Professor of the Department of MBA, CMR Institute of Technology, Bengaluru for his constant guidance and support throughout the organization study.

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# **CHAPTER: 1**

## **INTRODUCTION**

Dhanuka Agritech is a chemical-based industry where they manufacture the fertilizers required for agriculture purpose. A ten-week venture examine was done at Dhanuka Agritech unit. Dhanuka organization includes in both fabricate and circulation of manure. in association representatives are engaged with assembling and assumption of items. It's a risky industry where uncommon thoughtfulness regarding be given towards its representatives. So, an examination on representatives was done to comprehend their activity fulfilment towards their work. the territory chose to do the examination is human asset in that representative welfare has been chosen.

The expression "work welfare" is usually utilized and effectively seen, however hard to characterize. In labour wording the idea of work is exceptionally complete security, and welfare, working hours, yearly leaves and wages, unique arrangements, work of youthful people, ladies and kids. Labourers are one of the fundamental recipients of cleaner creation. A less dirtied work atmosphere and the implementation of good housekeeping and other sound operational practices can diminish workers' overview to risks and upgrade neighbourhood work conditions.



## **INDUSTRY PROFILE:**

### **Profile of the fertilizer industry:**

Fertilizer sector is incredibly fundamental for Indian economy since it gives it a basic commitment to agribusiness. Additionally the fertilizer organizations, uncommonly the noticing salts urea plants, are extremely imperativeness genuine in there errand. There are wide assortments in the vintage of fertilizer plants in the country. In term of support stock, genuine manage stocks eventually been used as a piece of the fertilizer plant are oil gas, naphtha and fuel oil/LSHS. Consistently, the bigger piece of industry has upgraded its execution by and large in term of specific essentialness use and point of confinement utilize. There are a couple of subtle elements of the workmanship fertilizer plant working in India. There are around 27 compost plants in the country involved with the collecting of urea.

### **Silent Features of Indian Fertilizer Industry:**

- Fertilizer area is extremely vital for Indian economy, gives imperative contribution to farming segment. It is regulated, by government
- Approaches administrating the cost of compost and the creation.
- Urea creation is energy escalated process.
- Natural gas, NAPHTHA. ISIS/fuel oil are utilized as nourish stock for creating urea.
- Cost of vitality shifts from 65% to 87% of generation cost.
- Specific vitality utilization of test plants secured under this examination differs between 5.53 gcal/MT of urea and 10.2gcal/MT.
- Majority of industry is energy cognizant and centres on vitality administration.
- Over the years, the industry has enhanced its energy execution by cutting down the specific energy utilization and enhancing limit usage.

### **Quantitative details.**

Urea plants are extremely energy serious and in this manner cost of vitality is the most basic factor in cost of generation. The cost of energy changes from 65% to 87% of generation. Generation 80% of aggregate vitality utilization.

The extensive variety of particular energy utilization per ton of urea can be disclosed by factors identified with sustain stock/fuel utilized and vintage of innovation. The new age plants dispatched as of late utilized cutting edge innovation and in this manner more energy productive contrasted with the more established age plants. Correspondingly, sort of nourish stock/fuel utilized likewise as bearing on the particular energy utilization. Enemy manure producing petroleum gas is most favoured and proficient nourish stock. This clarifies the way that particular energy utilization of all gas based plants is lower than that of plants in view of other heavier feedstock/fills. The overall pattern of particular energy utilization throughout the years has been declining. Indeed, even the old plants have enhanced their particular vitality utilization throughout the year through redo/retrofits and persistent ventures towards diminishing vitality consumption.

### **GROWTH OF FERTILIZER INDUSTRY**

The Indian excrement industry has winning with respect to dealing with totally the request of regardless of compound fertilizer from MOP. The business had an astoundingly humble begin in 1906, when the fundamental manufacturing unit of signal super phosphate (SSP) was set up in the fifties with a view to develop a cutting edge base to achieve autonomy in sustenance grains. Thusly, green agitation in the last sixties gave a motivation to the advancement of compost industry in India. The eighties by then observed an immense extension to the manure age restrain. As far as possible as on 30.01.2003 has accomplished a level of 121.10 lakh MT of nitrogen (complete of a accessible point of imprisonment of 208.42 lakh MT of urea after reassessment of utmost) and 53.60 lakh MT of phosphate supplement, making India third greatest excrement creator on the planet.

#### **INDIAN FERTILIZER INDUSTRY**

Size of the industry	57 extensive manure plants and 57 huge estimated and 64 medium and little measured compound compost generation units in India creating urea, DAP, complex manure, ammonium sulfate and calcium ammonium nitrate.
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Geographical distribution	Cochin, Chennai, Kerala
Output per year	121,10 lakh MT a year.
% in world market	It positions 3rd in the realm of compost creation.
Market capitalization	25% of the G D P

### **HISTORY:**

Nourishment is portrayed as any constituent which is normal or inorganic, normal or recreated, supplies no less than one of the manufactured segments required for plant advancement. Carbon, oxygen, and hydrogen, particularly given by means of air and river and along these lines not viewed as supplements by the compost business. One of the basic business for the Indian economy is the Indian manure industry as it manufacturing an especially fundamental rough material for cultivation which is the genuine control of the country. The compost especially like the salt urea plants are essentialness asking for in their movement.

Indian manure business's guideline objective is to ensure the supply of fundamental and discretionary supplements in required sums. The Indian excrement manufacturing is the most imperativeness concentrated territories as showed by the setting of characteristic discoursed. As there is increcesing gainfulness through the use of prepared and tainting free headways in the gathering portion it would charm in merging monetary, regular and social development objectives. Today the Indian excrement commerce in the past 50 year has created in size and physique as it positions 3rd on the planet.

### **Brief introduction:**

In 1950-51 in India the per hectare use of fertilizer was under 1/4th of the overall typical, in the midst of this particular period the age was everything considered in area of open division and cooperative section. Government exhibited the support esteem plot in the year 1977 per the targets of offering excrements to agriculturalists at sensible rates without impacting advantage of the makes.

As administration under this course of action would pay the manufactures refinement among coordinated esteem (bargain cost) and the upkeep esteem (cost of creation) a long ways past the support esteem enrichment, the contrasted freight assignment was familiar and engage the makes to deal with the cost of transportation. Monetary liberalization approach had its effect on the fertilizer business also. Where the lawmaking body had the move to go for reducing allocation and decontrolled all the phosphate and pot arsis excrements in 1992 extent of fertilizer utilization was focused.

### **Size of industry:**

Indian compost industry today has prevailing with regards to meeting the demand of all synthetic manure throughout the year. The primary assembling part was begun by Indian manure commerce which was of single super phosphate in Rapine close Chennai with a limit of 60000 MT a yr. India's green upheaval in 60's gave a positive lift to this specific division. Business of compost encountered speedier development degree and directly India is the 3rd biggest fertiliser maker on the planet. As per measurements, add up to limit of the business in, 2003 has achieved a level of 121, 10 lakh MT of nitrogen.

(Comprehensive of as introduced limit of 208.42 lakh MT of urea after reassessment of limit) and 53.60 lakh MT of phosphate supplement. In India, by and via here are 57 vast manure plants creating urea, DAP, complex compost, ammonium sulphate and calcium ammonium, nearby are others likewise boosting the business like the Travancore of India in sindri, Bihar. Both of these were built up as platform manure units to have independence in the generation of sustenance grains, later the business picked up stimulus in its development because of green unrest.

# **CHAPTER 2**

## **COMPANY PROFILE**

Dhanuka Agritech limited makes an prevalent variety of agro-chemicals like herbicides, bug matricides, plant development controllers in dissimilar buildings – fluid, clean, powder and granules. The Company's a skillet India nearness through its promotion workplaces in every real state in India, a system of in excess of 7,000 wholesalers/merchants diving to more than 75,000 retailers crosswise over India & contacting in excess of 10 million agriculturists. The Company has specialized tie-ups with 4 American, 5 Japanese and 2 European Companies.

Dhanuka's objective clients are fundamentally agriculturists. Development chauffeurs are serious advertising system ingoing even the innards of India, expanded homestead pay, improved mindfulness about the money exchangeable benefit trade off of agrochemicals, exceedingly different article extend with answer for all questions in all products, inventive showcasing techniques and worldwide specialized connections. The Company continues including new matters dependably complete its coordinated efforts and is persistently watchful to convey the most recent innovation to Indian Farmers.

## **AREA OF OPERATION**

Ahmadabad, Bangalore, Calcutta, Ghaziabad, Gulbarga, Gurgaon, Hyderabad, Indore, Jaipur, Lucknow, Ludhiana, Patna, Pune, Raipur, Salem, Sriganaganagar, Vijayawada, Bathinda, Bhopal, Siliguri.

## **HEADQUARTERS**

### **Registered Office**

82, Abhinash Mansion,

1st Floor, Joshi Road,

Karol Bagh,

New Delhi 110005, India

### **Corporate office**

Dhanuka Agritech limited,

14th Floor, Building 5A,

DIF Cyber Terrace, Cyber City, DIF

Phase III Gurgaon- 122002,

Haryana, India.

## **PRODUCTION:**

### **1. Gurgaon (Haryana):**

- Main age office of Dhanuka, Established in 1960 under the standard Northern Minerals limited.
- Dhanuka procured the unit in 1980 and from that point forward are persistently overhauling towards modernization.
- Land zone – 30000 sq meters.
- Equipped with most recent specific supplies for assembling different definitions to be specific
- EC, SC, Sl, SE, EW, CS
- SP, WP, WDG
- on site NABL (Indian GLP) lab
- Preparation Growth
- Mud and Water Analysis
- ISO 9001:2008, ISO 14001 Certified

## **2. Udhampur (Jammu and Kashmir):**

- State-owned of the craftsmanship producing site
- 12 filling lines devoted for liquids
- EC, SC and SL
- 2 lines for powder definitions
- WP, SP
- Proposed WDG office by 2012
- Online checking of value fitting in with most elevated principles.
- Zero water release.
- ISO 9001: 2008, ISO 14001 certified.

## **3. Sanand near Ahmadabad (Gujarat):**

- Land territory: 60000 sqm.
- 2nd biggest introduced limit granule office in India.
- Car tap, Phorate, Dhanzyme.
- One of the biggest tidying powder workplaces in India.
- Largest committed Car tap Hydrochloride SP plan workplace.

## **1.5 PRODUCT LIST:**



AATANK.



AD-FYRE



AREVA



BOMBARD

CALDAN 40



CALDAN



CURSOR

DHANPREET





DHANUVIT



DHANUZYME GOID



EM-I



MARKAR



KASU-B

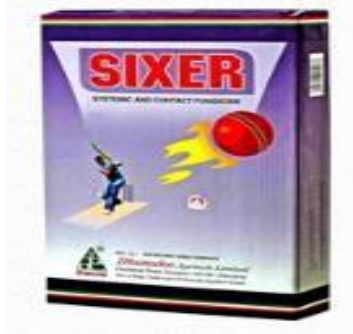


OMITE



SHEETHMAR

SIXER



VITAVAX

WETCIT

SULTOP



OZONE.

**Certifications:**

Quality Regulator and Assurance:

- DAL gains ground toward mean control on this crucial perspective. The association is ISO 9001: 2008 confirmation in each one of the territories.
- We have ISO 14001 moreover for UDH unit and will apply for ISO 14001 for distinct territories as well. Our R&D entreats Gorgon is guaranteed by administration of science and development organization of India as an ensured investigate lab.
- To achieve fresher statures in quality control, our R&D lab at Gorgon unit is certified by National Accreditation Board for laboratories (NABL) which is Indian version of comprehensively acclaimed GIP assertion.

- We believe that QC is an after death of why an issue happened. To achieve the most lifted levels of significant worth, we should now change to QC.
- We have sorted out a dynamic QA program where our gathering screens all techniques to ensure that any issues are perceived and cured virtuoso successfully before having an update of happening, this method is required to assist us with enhancing our things quality and in addition lessen wastage and rejections of finished items. Our workplaces are equipped with the latest mechanical assembly to check the idea of our thing, and in ad diction broadly ensure that all the packaging material used is in like manner conforming to the most imperative standards set on the planet.

### **RESEARCH & DEVELOPMENT DEPARTMENT:**

Dhanuka Agritech limited, considering the fundamental bit of inventive work for quality things & associations, from the earliest starting point organize wandered up as for solid R D and has today maybe one of the best R and D collect drove by an uncommonly acclaimed agri-expert aided by around 30 senior saw Scientists/Technocrats, having massive experience of working in the Indian Council of Agricultural Research (ICAR), State Agricultural Universities (SAU), and other research affiliations based at scratch zones nation over.

The Division has breathtaking contact with SAUs, National Agricultural Research Institutes, Krishi Vigyan Kendra's (KVK), Central insecticides Board and Registration Committee of the Government of India, and other such institutions. It has the focal foundation to address questions of market check, examination of insecticides require in a space of dependably shifting creating hones and agri-inputs, thing prominent confirmation, on-create thing evaluation, making care among agriculturists on clever use of pesticides, offering associations to determination and thing progress on meander introduce, and so forth.

## **R & D CENTERS:**

A Ministry of Science and Technology, Government of India saw R&D focus masterminded at Gurgaon for time of predictable information, and assessment of new particles. What's more, through 'Dhanuka Chaupal', it handles social occasion of Integrated Crop Management (ICM) including Dhanuka Kheti Ki Nai Taknik by giving soil and water testing associations, & exchange of cutting edge development progression to agriculturists. There is also Dhanuka Kissan toll free associations. Another R&D focus at Jullundur was produced an over 10 years back to give soil testing and forewarning associations, arranging of agriculturists, and plant malady and bug inconvenience explanatory and alerted associations.

## **CORE STRENGTHS:**

R&D Department proficiently underpins:

- Evaluation of innovative and current plans in several agro-eco districts of the nation.
- Promotion and making mindfulness about of the new items.
- Channelizing data to shoppers for the correct specialized utilize,
- Developing interface with the State Departments of Agriculture.
- Training of agri-input merchants and agriculturists.
- Registration of pesticides, and name development on crops by producing information on various parameters like bio-viability, build-up, ingenuity, poisonous quality and so on.

## **Corporate Social Responsibility:**

Corporate Social Responsibility is a preparation with the intend to get a handle on commitment in regards to the association's exercises and engage a beneficial outcome through its activities on the soil, clients, agents, gatherings, accomplices and each other individual from general society circle who may in like manner be considered as accomplices.

### **I. Environment:**

A major aspect of its CSR, DAI solidly puts stock in watching over the earth as the organization bargains in perilous chemicals. All the creation units of the organization take after the best models in the business for contamination control. Every one of the units are having the imperative Effluent Treatment Plants to guarantee no risky chemicals are discharged in the environment.

## **2. Consumers:**

Buyers shape the most crucial bit of DAI's exercises and in this way the association has extraordinary focus on the welfare of the developing gathering which it serves. Dhanuka uses huge field energy of in excess of 1000 people the country over to train the agriculturist about the secured and judicious usage of pesticides through its drive called "Dhanuka Kheti Ki Nay Takneek". This amass known as "Dhanuka Doctors" are readied month on month start to pass on the message of current developing to the Indian farmer at his door and on his residence.

## **3. Employees:**

Workers are the embodiment of any affiliation. Dhanuka is the same and sees the importance of keeping our gathering happy and propelled. The best 10% of the entire Dhanuka gather has worked with us for more than 20 years. Meanwhile the last 20% of the gathering has served for under 3 years. This ensures we have the upside of comprehension and what's more youth with us.

## **4. Communities:**

With a particular true objective to help the gathering – Dhanuka through its trust runs 1 ashram named "Dhanuka Ashram" at Vrindavan for pioneers passing by the Holy town of Vrindavan in Mathura. The ashram gives immaculate and clean remain courses of action through 60 Air-Conditioned rooms. The ashram is a centre for overhauling extraordinary and mental success of a man with a little heaven and steady significant reflection and yoga sessions. Clearly - it is a not income driven establishment.

## 5. Yagya:

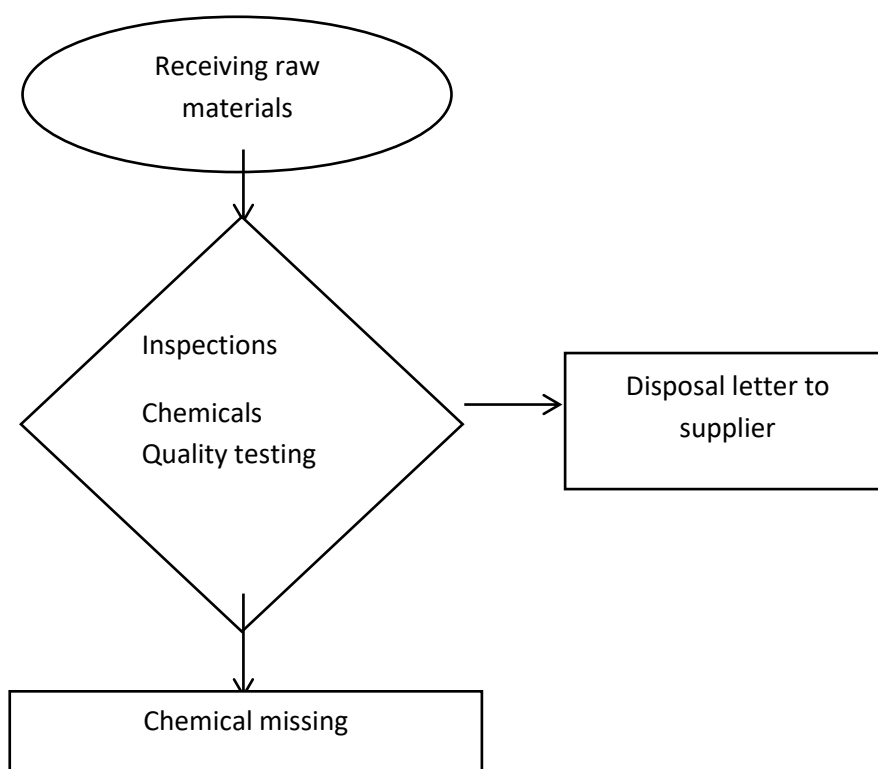
Appeal to was performed through 5 KundiyaRudraMahaYagya at Vrindavan from 23 to 27 March 2012 for satisfactory and lucky storms and for the prospering of each and every individual. The highlights were Ahuti by individuals, Raasleela, Bhandara, ad Prasad on all days. A day earlier, in the wake of World Water Day on 22 March, an especially masterminded flyer was released by the Group Chairman, Mr.R G Agarwal, trailed by an address on water assurance and reuse. Works of art on water protection by the posterity of Dhanuka wholesalers and staff were appeared.

### **VISION AND MISSION STATEMENT:**

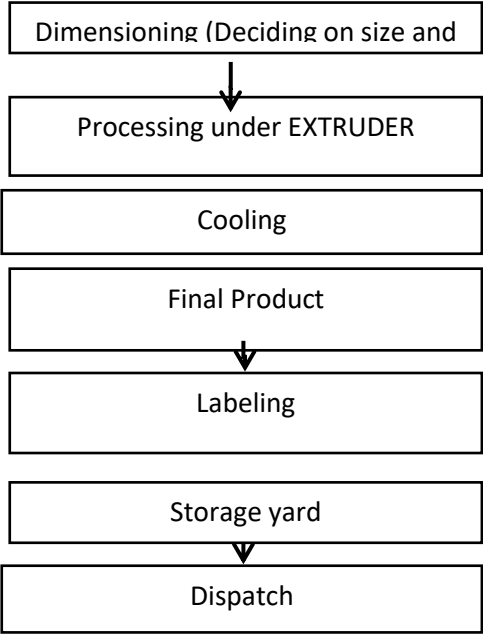
**Vision:** Improving health and prosperity of farm and family through innovative technologies.

**Mission:** One Dhanuka product used by every farm; serve at least 10% of the farming community, through a happy team.

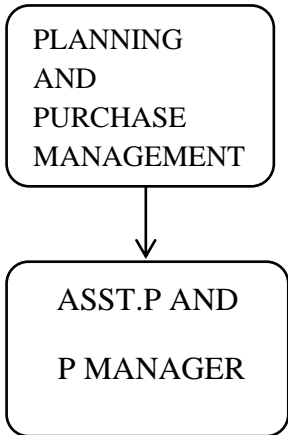
### **WORK FLOW MODEL IN BRIEF:**

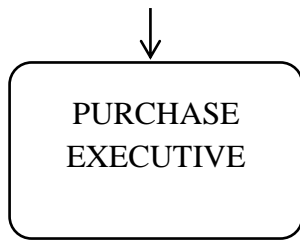




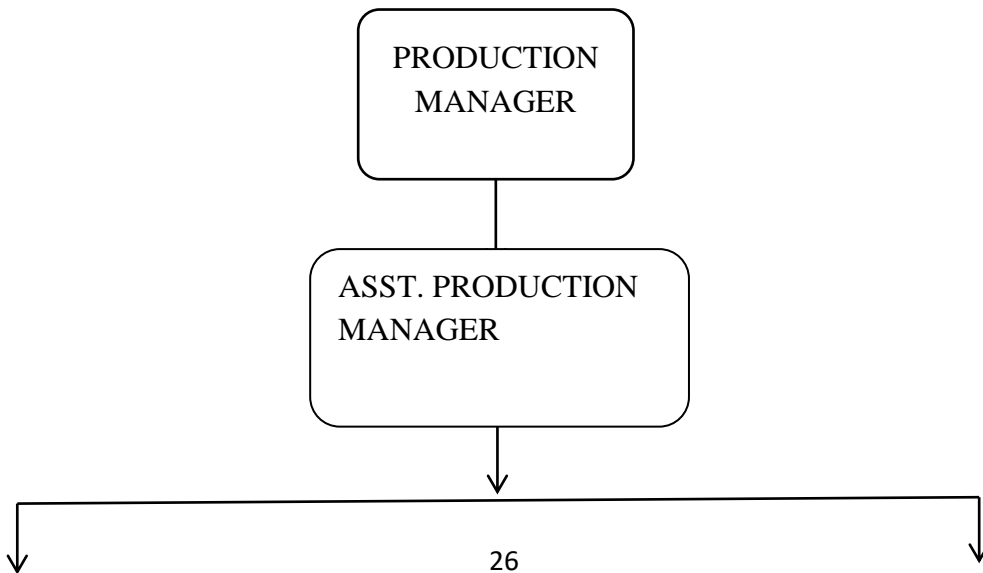


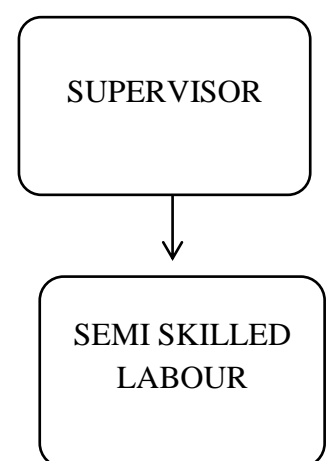
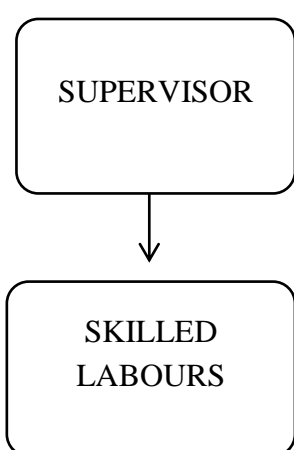
**DEPARTMENTAL STUDY AT ROYAL PLANNING & PURCHASE**  
**DEPARTMENTAL STRUCTURE:**



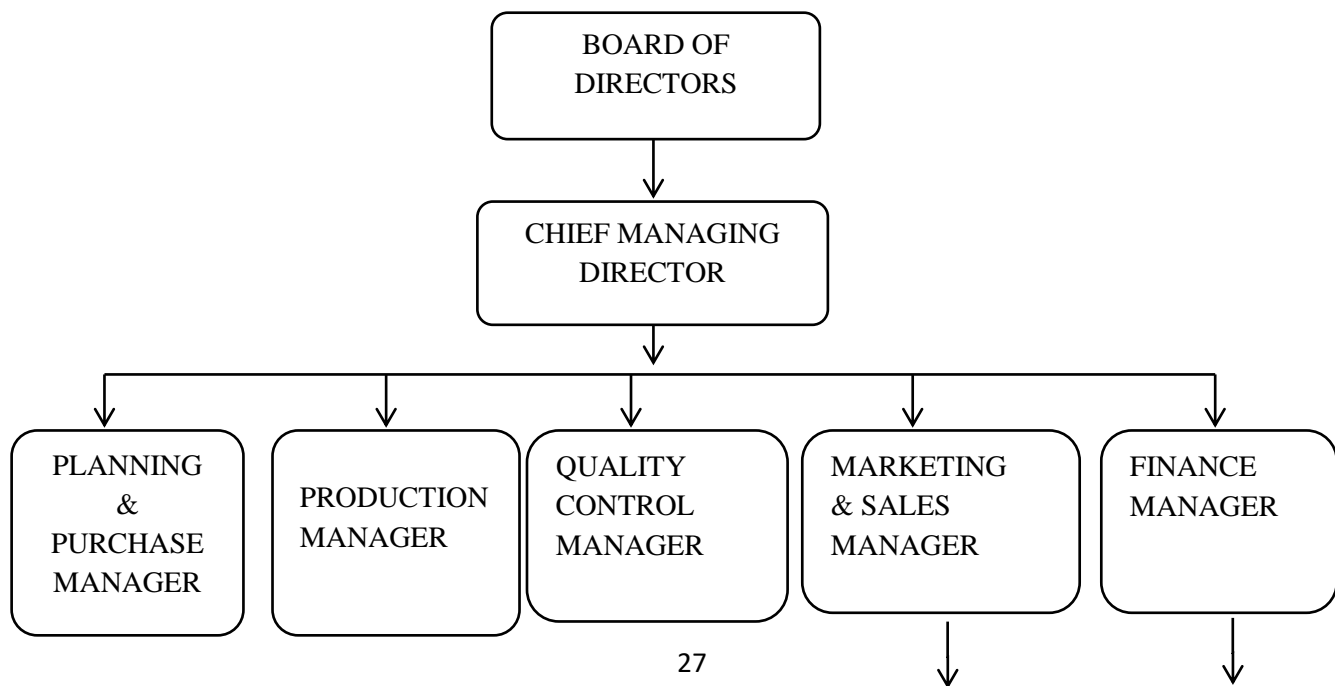


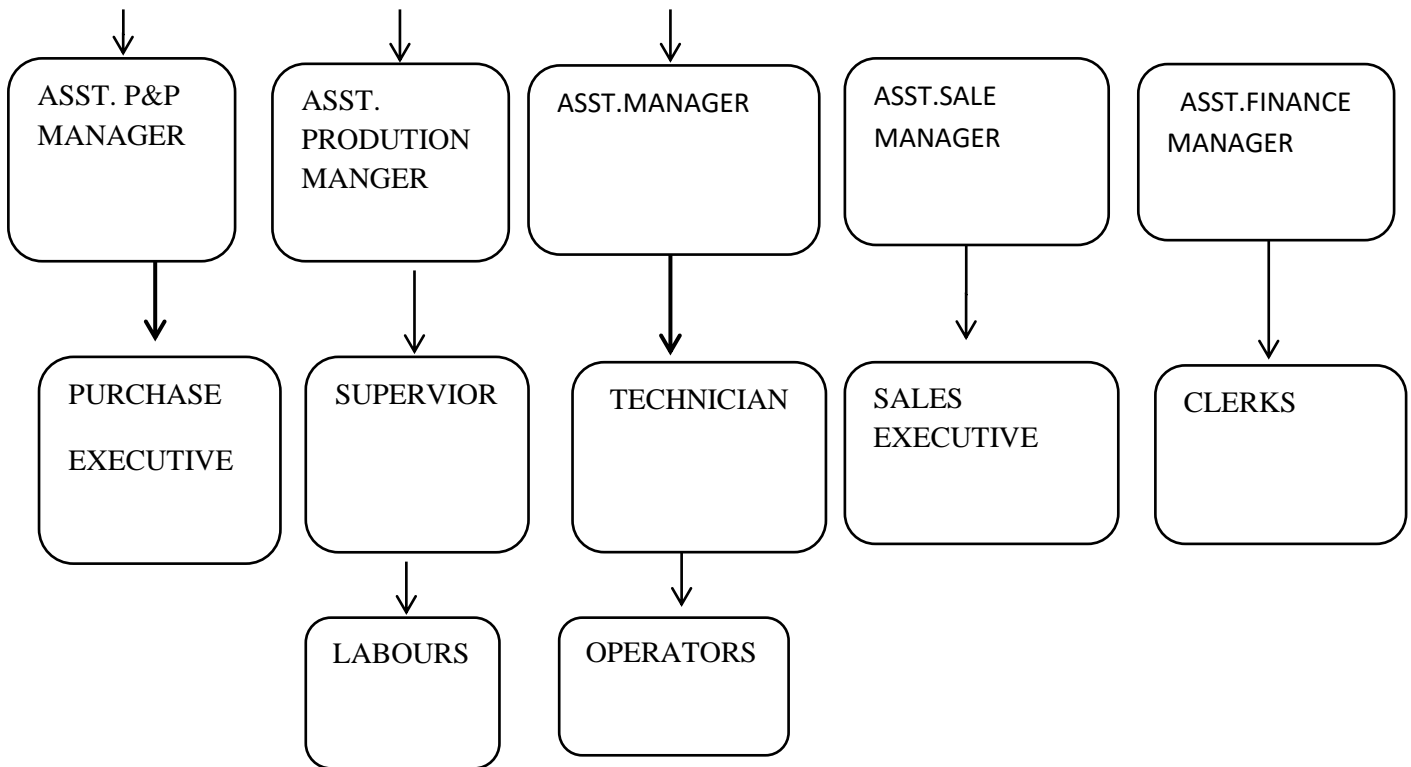
**PRODUCTION AND DEPARTMENT STRUCTURE:**





**ORGANISATION CHART**





### Infrastructure Facilites:

**Drinking water:** Consumption water, otherwise called consumable water, will be water that is sheltered to drink or to use for sustenance arrangement. The measure of consumption water required fluctuates.

- **Toilets Washing and Bathing offices:** in the company the employees have separate toilets and bathrooms for men and women.
- **Rest covers:** reat shelters or rest covers is also available in the company premises for taking rest for employees.
- **Uniform and defensive attire:** the company has the uniform and protective clothing for the employees to safeguard from the accidents.
- **Recreation offices :**recreation offices or facility is also available in company to have some refreshment
- **Canteen:** the Dhanuka have the food facility in the canteen, they Have canteen in the company premises.

## **COMPETITORS INFORMATION:**

### **1.Green star fertilizer ltd.:**

Green star Fertilizers limited is a primary maker and publicist of manure in India. Green star produces phosphate fertilizers from Tuticorin in Tamil Nadu. The association is moreover a brand dispatch organizes for characteristic and inorganic manures that stand up to its exceptional quality certification process. Green star moreover imports fertilizers accessible to be bought in India. An open association since July 2011, Green star has acquired the phosphates creating assets of SPIC, a proceeding with fertilizer stamps in India, introducing to it a basic quality in phosphates.

### **2. Nagarjun fertilizer & chemicals ltd.**

Nagarjun is a planned Ag total with focus abilities in the fields of plant sustenance, protection, water framework, develop organizations and support getting ready. Our Things and organizations are expected to give clients access to shielded, nutritious and delicious sustenance and cultivators with most outrageous monetary returns. We are a champion among the most saw rustic brands in India.

### **3.Zuari Agro chemical ltd.:**

ZuariAgro Chemicals ltd was set up by unmistakable Indian industrialist late Dr KK Birla in 1967, and the amassing exercises started in 1974. The after effects of Zaria are being sold by the brand-Jai Kisaan.

### **4. Coromandel international ltd:**

Coromandel International limited, India's second greatest Phosphate compost player, is in the business pieces of Fertilizers, Specialty Nutrients, Crop Protection and Retail. The Company creates broad assortment of manures and market around 3.2 million tons making it a pioneer in its addressable markets.

## **FUTURE GROWTH & PROSPECTS:**

- New development site:- 20000 sqm.

- Largest fluid plan office in India.
- Fully mechanized; with least manual mediation.
- Proposed 24 lines for fluid plans, 8 lines for Powder/WDG.
- Dedicated isolate obstructs for Insecticides/Fungicides and Herbicides.
- Provision for super delicate item territory with high level of sullyng counteractive action. Wellbeing kept on high need along these lines holding contamination under check.
- Zero water release.
- No air spillage to environment.
- ASRS 10000 beds stockpiling. Move 2000 every day.
- Study voyages through organization administrators to China, Japan, Europe and US to comprehend current best assembling rehearses.

# CHAPTER-3

MCKINSEY 7S



## INTRODUCTION

The 7s frame work was developed by the consultants at the Mc Kinsey company, a very well known management consultancy firm in the united states towards the end of 70's to diagnose the causes of organizational problems and to



formulate programs for improvement

According to water man, organizational; change is not simply matter of structure, although structure is a significant variable in the management of change, again it is also not simple relationship between strategies, structure, systems, and style, skills, staff and super ordinate goals. The complex relationship is Diagrammatically presented

The frame work suggested that there is multiplicity of a factor that influence an organization's ability to change and its proper mode of change. Because of the interconnectedness of the variables it would be difficult to make significant progress in one area with out making progress in the others as well. There is no starting point or implied hierarchy in the shape of the diagram, and it is not obvious which of the seven factors would be the driving force in changing a particular organization at a certain point in time. The critical variables could be different across organization and in the same organizational at different point of time.

Dhanuka Agritech limited Sindhanur

**STRATEGY:**

Strategy is a plan developed by a firm to achieve sustained competitive advantage and Successfully compete in the market

**Objectives :**

- Increase Market Share
- Strengthening Financial Resources
- Physical Resources
- Productivity
- Innovation
- Action Planning

**STRATEGY:**

- Market penetration.
- Market development.

**STRUCTURE:**

- Simple structure.
- Bureaucratic machine

**DEPARTMENTAL STUDY AT ROYAL PLANING & PURCHASE  
DEPARTMENT STRUCTURE**

The major activity of the purchase department is to arrange raw material as per the Company's need in time and in required quantity. Respective department raise indents on

purchase department for their requirement.

### **RESPONSIBILITIES:**

- To purchase right materials and services only from approved sources.
- To purchase appropriate raw materials which suit organizational requirements.
- To check the quality of raw materials before making the actual purchase.
- To send disposal letter to supplier if raw materials do not match the organizational requirement.

- ✚ PLANNING AND PURCHASE MANAGEMENT
- ✚ ASST. P&P MANAGER
- ✚ PURCHASE EXECUTIVE

### **2) PRODUCTION DEPARTMENT STRUCTURE**

- ✚ PRODUCTION MANAGER
- ✚ ASST. PRODUCTION MANAGER
- ✚ SUPERVISOR
- ✚ SEMI SKILLED LABOUR
- ✚ SKILLED LABOURS

### **ORGANIZATION CHART**

- ✚ BOARD OF DIRECTORS
- ✚ CHIEF MANAGING DIRECTOR
- ✚ PLANNING & PURCHASE MANAGER
- ✚ PRODUCTION MANAGER
- ✚ QUALITY CONTROL MANAGER
- ✚ MARKETING AND SALES MANAGER
- ✚ FINANCE MANAGER
- ✚ ASST. P&P MANAGER
- ✚ ASST. PRODUCTION MANAGER
- ✚ ASST. SALES MANAGER
- ✚ ASST. FINANCE MANAGER
- ✚ PURCHASE EXECUTIVE SUPERVISOR
- ✚ TECHNICIAN
- ✚ CLERKS
- ✚ SALES
- ✚ EXECUTIVE
- ✚ LABOUR OPERATORS

### **SKILLS**

Skills mean one of the most crucial attributes or capabilities of an organization.

The term skill includes that character, which most people use to describe a company. The distinctive-competences what the company does best, of expanding or shifting Competences. A manager is normally viewed as a skilled person who has the ability To manage people for the right job and get the work done affectively. Minimum Wastages and maximum utilization oaf available a resource is the key organizational behavior and culture is taught to the fellow employees and potential employees Suitably nurtured.

## **TRAINNING**

1. Training is carried out for all categories in the organization to empower them To perform better.
2. Training needs are identified through a survey including self-assessment by Individuals.
3. Groups trainning needs are identified based on assessment done by HODs/SMMS/ZMs and sent to training department by 31st January
4. Organization thrust areas and training priorities of all division are also taken in to consideration by training department.
5. On getting the programmeannouncement / information from various Training institutes in India or from co-operative or other office.

### **Style:**

The style of McKinney's 7s refers to the management style, leadership style act. The Culture of the organization also plays an important role in the overall organization al Style. The management style usually uses both methods, i.e.

1. Authoritarian management
2. Participative management

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In certain cases employees will be allowed to partipate in the decisions making process. Normally decisions regarding regarding recruitment of staff are taken in the branches Itself. But an approval is required from the central HR team. Recruitment of sale managers Andsimilar post personals are taken by the central HR team. So most of the times company adopts centralizes recruitment process.

Another important aspect is the leadership style used. The main styles are

- Directive leadership
- Supportive leadership
- Participative leadership
- Achievement oriented leadership
- Democratic leadership
- Paternalistic leadership

As the company is mainly concerned with marketing of its products, the leadership style Varies from achivementorinted leadership, directive leadership and paternalistic Leadership according to the situation.

Directive leadership refers to giving clear instruction to the subordinates for performing their job. Achievement oriented leadership refers to the setting of high goals by the leader for their subordinates. Paternalistic leadership refers to the style which rewards the achievement of the suborinates and punishes their failure.

ROYAL mainly follows an autocratic management style with a mix of democratic management in some situation. Every person is allowed to present their opinion and Suggestion on various matters. But the main decision taken making process is always done by the top management. The decisions taken by them are implemented in all branches of the organization. It is very difficult to maintain a participative and democratic decision making process in such a big organization. It has proved with results that the style adopted by ROYAL is most suitable style that big organization must use in order to achieve growth.  
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### **SYSTEMS**

- Tree plantation and green belt development
- Treatment of effluent/sewage water
- Rain water harvesting
- Implementation of various schemes to reduce energy consumption for Production of ammonia and urea
- Cooperative development programmers through marketing field officer
- Cooperative and rural development trust promoted by ROYAL

### **Ban on recruitment of child labor and policy towards employment opportunity to Weaker section SYSTEMS**

- Ban on employment of child labor.
- No discrimination on gender basis.
- Policy on employment opportunity to weaker section.
- Programs for Human Resource development.

### **DISTRIBUTION & WAREHOUSING**

- Transportation
- Both by rail and road
- Warehousing
- Federation & cooperative god owns
- Central warehousing corporation and
- State warehousing corporation

### **DISTRIBUTION SYSTEM**

Procedure: Distribution plan is based on sales plan, opening stock and strategic Advance stocking, distribution plan is prepared, reviewed and approved during January.

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Current practice: current practice is based on sale plan, opening stock and advance Stocking programmers.

Pitfalls: injudicious planning.. Material distribution planned for places, which are not the span of control of FO or the area office.

### **Warehousing plan**

- ✚ Procedure: warehousing plan is based on distribution plan. Factors considered for Warehousing plan are space turnover, storage cost. Warehousing plan to be Submitted by AO in January/ July for the ensuing season.
- ✚ Current practice: warehousing plan is prepared based on stock plan- space turnover is not calculated by and large.
- ✚ Pitfalls: absence of timely warehouse evaluation of service, capacity and cost of Difference warehousing agency.

## **STAFF**

The organizations human resource are well trained, integrated different types of training is provided for different jobs, they are

### 1) Internal training-

- ✚ Training needs of various departments are provided by human
- ✚ Resource/Administration department, based on the course planner.
- ✚ Periodical training is given to marketing executives.

### 2) External training-

- ✚ Specialized training to technical and quality staff.
- ✚ Seminars, conventions, conference and workshop.
- ✚ Customer awareness.

The people/ human resource management-processes used to develop managers, Socialization process and ways of shaping basic values of management cadre, ways of Introduction young recruits to the company, ways of helping to manage the career of Employees.

Each incumbent should have a specific academic qualification to match the Position he/she is going to held. And also necessary skill to execute the assignment. Marketing people should possess at least a degree and a management degree a preferred and should necessity process good communication skills and flair for sail. He/she should also have two wheeler for commuting purposes. All the back-end employees should have at least graduation with exposure to necessary skills. For fresher due training will be given and then will be put in job. The potential will be monitored on a regular basis And will be given suitable guidance from time to time.

## **Shared Values**

Core Values of Royal Agri Life Sciences:

The core value of Royal Agri Life Sciences is to design and develop technologies but entirely another to reach viable technologies in fertilizers.. Other core values includes to seek excellence in research in Frontier areas, to serve the good quality products in fertilizers

Royal Agri Life Sciences needs a master plan; a plan to service technologies for a wider net, a plan complete with action strategy to gain National leadership and a plan which ensures a financial sustainability in the changing financing pattern of R & D Systems. The master plan needs to be ambitious, but actionable to realize the goal.

# **CHAPTER - 4**

## SWOT ANALYSIS



## **STRENGTHS:**

- ✚ Organization is able to respond very quickly as we have no red tape, and no need for Higher management approval.
- ✚ We are able to give really good customer care, as the current small amount of Work means we have plenty of time to devote to customer.
- ✚ Our lead consultant has a strong reputation in the market.
- ✚ We can change direction quickly if we find that our marketing is not working.
- ✚ We have low overheads; some can offer good value to customers.

## **Weaknesses:**

- ✚ Our company has little market presence or reputation.
- ✚ We have a small staff.
- ✚ Our cash flow will be unreliable in the early stages.

## **Opportunities:**

- ✚ Our business sector is expanding with many future opportunities for Success.
- ✚ Local govt wants to encourage local businesses.
- ✚ Our competitors may be slow to adopt new technologies.

## **Threats:**

- ✚ Developments in technology may change this market beyond our ability to Adopt.
- ✚ A small change in the focus of a large competitor might wipe out any market position we achieve.



# CHAPTER-5

## FINANCIAL REPORTS

**Balance sheet of Dhanuka Agritech Limited**  
(In lakhs)

<b>Particulars</b>	<b>Mar'18</b>	<b>Mar'17</b>	<b>Mar'16</b>	<b>Mar'15</b>
<b>Liabilities</b>	<b>12 Months</b>	<b>12 Months</b>	<b>12 Months</b>	<b>12 Months</b>
Share Capital	490.58	490.58	490.58	490.58
Reserves & Surplus	1496.82	1336.06	1116.07	990.42
<b>Net Worth</b>	<b>1987.40</b>	<b>1826.64</b>	<b>1606.65</b>	<b>1481.00</b>
Secured Loan	3005.07	182.18	6600.84	7147.08
Unsecured Loan	.00	3143.90	1870.06	3013.10
<b>TOTAL LIABILITIES</b>	<b>4992.47</b>	<b>5152.72</b>	<b>10077.55</b>	<b>11641.18</b>
Gross Block	4143.79	4587.70	7248.89	7196.72
(-) Acc. Depreciation	.00	529.17	2993.41	2753.41
<b>Net Block</b>	<b>4143.79</b>	<b>4058.53</b>	<b>4255.48</b>	<b>4443.31</b>
Capital Work in Progress	.00	50.57	32.63	39.00
Investments	218.72	125.47	15.47	2.47
Inventories	525.94	575.15	503.31	285.00
Sundry Debtors	3924.38	4267.43	4827.66	5028.95
Cash and Bank	9.82	8.30	6.97	5.22
Loans and Advances	805.76	1096.33	2477.27	3651.04
<b>Total Current Assets</b>	<b>5265.90</b>	<b>5947.21</b>	<b>7815.21</b>	<b>8970.21</b>
Current Liabilities	4256.61	4769.26	1683.20	1537.42
Provisions	379.33	259.80	358.04	276.39
<b>Total Current Liabilities</b>	<b>4635.94</b>	<b>5029.06</b>	<b>2041.24</b>	<b>1813.81</b>
<b>NET CURRENT ASSETS</b>	<b>629.96</b>	<b>918.15</b>	<b>5773.97</b>	<b>7156.40</b>
Misc. Expenses	.00	.00	.00	.00
<b>TOTAL ASSETS(A+B+C+D+E)</b>	<b>4992.47</b>	<b>5152.72</b>	<b>10077.55</b>	<b>11641.18</b>

# CHAPTER-6

## LEARNING EXPERIENCE

## LEARNING EXPERIENCE

Finally I conclude the analysis of organization study of DHANUKA AGRITECH LIMITED, SINDHANUR

While doing this internship of organization study came to know about a brief knowledge and experience of that how to manage everything in organization in all departments. VFPL has finite recruiting and training procedures. According to this internship of organization study I came to know that organization is smoothly running by satisfying the customer needs and wants. The company works to satisfy the customer tastes and preferences. Organization should focus on customer to gain more profits in the coming years by taking care of internal as well as external factors.

Finally, it was a good learning experience during my study period. I thank to DHANUKA AGRITECH LIMITED, SINDHANURU to help in my project by spending their precious time and I thank to my internal guide for their guidance during my study period.

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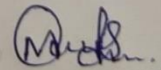
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## WEEKLY PROGRESS REPORT

Student Name	Ms. Manisha P
USN	ICR19MBA40
Title of the Study	An Organisation Study on DHANUKA AGRITECH LTD.
Organization	DHANUKA AGRITECH LTD.
<b>WEEK-1</b>	
Duration (Start date - End date)	<b>6.8.2020 - 12.8.2020</b>
Chapter s covered	Chapter 1 and Chapter 2
Descriptions of activities performed during the week	Introduction to organization, Industry profile and company profile
<b>WEEK-2</b>	
Duration (Start date - End date)	<b>13.8.2020 - 18.8.2020</b>
Chapter s covered	Chapter 3
Descriptions of activities performed during the week	McKensy's 7S framework, Porter's Five Force Model.
<b>WEEK-3</b>	
Duration (Start date - End date)	<b>19.8.2020 - 26.8.2020</b>
Chapter s covered	Chapter 4 and Chapter 5
Descriptions of activities performed during the week	SWOT Analysis and analysis of financial statements
<b>WEEK-4</b>	
Duration (Start date - End date)	<b>27.8.2020 - 30.8.2020</b>
Chapter s covered	Chapter 6
Descriptions of activities performed during the week	Learning experience and Bibliography



Signature of the Guide



Signature of the Student