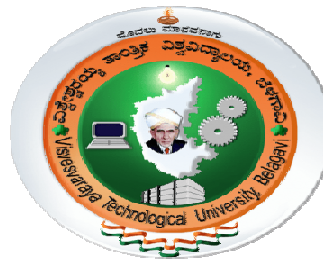


VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

in partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION



A PROJECT REPORT

On

“A STUDY ON EMPLOYEE ABSENTEEISM OF SSS SOLUTIONS PVT LTD”

By

Savitha V.S

USN: 1CR18MBA41

MBA 4th Semester

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

Under the Guidance of

INTERNAL GUIDE

Prof. M.S.Kokila
Assistant Professor

EXTERNAL GUIDE

Mr Shajahan Basha
Director SSS Solution PVT Ltd



DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION

C M R INSTITUTE OF TECHNOLOGY

#132, AECS Layout, ITPL Main Road, Kundalahalli, BENGALURU-560037

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102763

No. 132, AECS Layout
IT Park Road
Bengaluru 560037
T: +91 80 2852 4466/77
F: +91 80 2852 4630
E: info@cmrit.ac.in
www.cmrit.ac.in

CERTIFICATE

This is to certify that **Ms. Savitha V S** bearing USN **ICR18MBA41** is a bonafide student of Master of Business Administration Programme of the Institute (2018-20 Batch), affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A STUDY ON EMPLOYEE ABSENTEEISM OF SSS SOLUTIONS PVT LTD, BANGALORE."** is prepared by her under the guidance of **Mrs. Kokila M S**, Assistant Professor, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi in Karnataka.

M.S.K.L.E
Signature of Internal Guide

[Signature]
Signature of HoD

Sanjay Jain
Signature of Principal
Principal

**Head of the Department
Department of MBA
CMRIT-PG Studies
Bangalore-560 037**

**CMR Institute of Technology,
Bangalore - 560037**

Evaluators

1) Name of external evaluator

Signature with Date

2) _____
Name of internal evaluator



To Whom So ever it may Concern

This is to certify that Ms Savitha V S (ICR18MBA41) 2nd Year MBA student of CMR Institute of Technology. ACES Layout, Bangalore. She has successfully completed her internship and project work in SSS Solutions PVT Ltd study as a part of her curriculum requirement duration from January 2nd to February 16th 2020

We found her to be diligent and hard working

I am sure she will keep up the excellent job, Wishing her all the best in future

For

SSS Solutions PVT Ltd

A handwritten signature in black ink, appearing to be 'SB' or similar initials, written over a vertical line.

Director

Shajahan Bahasa

DECLARATION

I, Ms Savitha V S hereby declare that the Project report entitled “(EMPLOYEE ABSENTEEISM OF SSS SOLUTIONS PVT LTD)” prepared by me under the guidance of Prof M S Kokila faculty of MBA Department, CMR Institute of Technology and external assistance by Mr Mr Syed Shajahan Basha, Director, of SSS Solutions Pvt Ltd. I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted to any other University/Institution for the award of any degree/diploma.

Place:

Ms. Savitha V S

Date:

USN:1CR18MBA41



ACKNOWLEDGEMENT

I have been fortunate enough to get good timely advice and support from a host of people to whom I shall remain grateful.

I take this opportunity to express my heartfelt thanks to Dr. Sanjay Jain, Principal, CMR Institute of Technology, Bangalore, for his support and cooperation to undertake and complete the project work.

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It gives me immense pleasure to record my thanks to my Internal Guide, Prof. M.S Kokila, CMR Institute of Technology, Bangalore, for his/her valuable guidance and untiring support and cooperation in completing the project work.

I acknowledge the insights provided by my External Guide, Mr Syed Shajahan Basha ,Director of SSS Solutions Pvt Ltd which helped me to a great extent in completion of the project work.

And finally, there is deepest of thanks for the patience and cooperation of the family and friends, without whom the endeavour would not have been possible.

Ms Savitha V S

USN : 1CR18MBA41

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Executive Summary



A Pioneer in Software Industry

Mr. Shajahan Basha says “It's not about how many years of experience you have, it's also about the quality of your experience. Hard work of an engineer is the future of this world. Change of future is only in the hands of young engineers.”

Shajahan serves software industry with his excellent skills, innovative ideas.

His Contribution in software industry is remarkable. He works with a motive to convert all traditional paper work to automated software to make life easy.

He is not only a successful engineer but also a good entrepreneur. He began inquiring about approaches to bring down the obstruction to business enterprise and focused in on monetary sponsorship, a typical

practice wherein non-benefits broaden their legitimate status and back-end backing to little tasks with a comparable strategic.

He leverages latest technologies to drive business strategies and also revamp customer experiences. He mainly focuses on solving challenges and fulfil business requirements by use of appropriate technology.

His passion is delivering and inspiring others to deliver quality software. He loves getting to the bottom of difficult problems and bridging the gap between the technical and non-technical.

Journey as an entrepreneur

With a passion for technology, Shajahan has always looked out for opportunities to establish his foothold in IT industry. Even as a student he has spent time in developing software for small companies. He was also one of the very few to get certified as Microsoft Certified Professional while in his college. Riding upon the high grades he achieved from his engineering graduate degree, he was easily offered jobs on various companies and he served them well across different disciplines.

But the entrepreneur in him wanted to start his own venture. With all the skills he acquired from his previous jobs and with an unquenchable thirst for building modern day software, he started “SSS Solutions” in 2017. As a result of his diligent work, few customers turned into a handful and there started his success story.

Now SSS Solutions is serving clients across the globe and has also successfully installed branches in different countries to cater the customers and also expand further businesses.

Apart from software development, his companies have also excelled in providing manpower, BPO based work and other IT Enabled services through sister companies such as 9HR Solutions, Self-reliant Saltire Software Solutions Pvt Ltd, SSS IT solutions Pvt Ltd and Vision Jobs Training.

Some of the outstanding projects delivered by his companies are still part of everyday routine for his clients. To name a few; SAR, GDPR Assessment Tool, Leadgen MS, EEXCOM, NH7+ and many more.

An empowering individual with exemplary skills

Working across various platforms and tools, Mr Shajahan felt that the security and rapid project delivery are some of the shortcomings in today's software. He has started building a self-made framework in PHP which ensures high security and also employs Artificial Intelligence to increase security and reliability. And also, he has contributed enormously his efforts in building UI Designing libraries and JavaScript libraries to make programmers life easy.

These frameworks are currently being tested in SSS Solutions and upon successful trials, these libraries and framework will be made open source to enhance productivity of developers.

Even though his core skills are with web development, he widened his expertise into other technologies such as hybrid mobile development, Windows application development.

On architecture level, he has wide experience in building monolithic, Micro service and server less architecture. Also, he is a Microsoft certified SQL Database Administrator and has experience in working with No SQL Databases.

Message to the industry

We are living in the time of Information Technology. There is no compelling reason to depict the significance and critical of the broad utilization of programming frameworks. There is consistently an interest for custom programming as every business has its own prerequisite. There are numerous groups and organizations out there to satisfy the product necessities. I should state there are various groups who are doing this with the most extreme greatness. In any case, there are numerous explanations behind which all the groups are not effective. To put it plainly, I might want to underline a portion of the reasons. Initially, the thoughts and standards of programming designing and not executed all over the place. For the changing idea of prerequisites and multifaceted nature of big business applications. We should think about great versatility.

Remembering this issue, Mr Shajahan has actualized his own principles for venture the executives, systems, venture layouts for various prerequisites, reusable libraries, coding and naming gauges as per industry measures and best practices.

1.Introduction



1.1 IT Industry Profile

The Information Technology industry in today's economy it has raised a brand image and picture as information economy attributable. its improvement and programming exporter. to give IT administrations to IT allowed. administrations.

The information technology segment has remained reliably adding to India's GDP 1.3% in the FY 1999 to 7.0% in the FY 2013 As indicated by NASSCOM.

In the contemporary economy India is its biggest IT exporter and been successful in the same. Fares command the Indian IT industry had establish about 80% of the business' absolute income. In any case, the residential market is additionally critical, and powerful revenue development.

The Indian IT Industry joins of programming and data innovation industry enabled administrations (ITES), which contains business development process re-appropriating (BPO) sector. Indian IT Industry is considered as to be one of the most pioneer in programming features and advancement of IT-empowered administrations.

1.2 Company Profile.

SSS Solutions Private Limited is IT Company. It's a fastest growing Web and Mobile App Development Company across the Globe. With more corporate and IT industry verticals and Internet marketing strategies for enhancing and development of their visibility and reach in the market, there has emerged a need for holistic Web & App development solutions.

We, SSS Solutions Private Limited, an Information Technology / Software Development organization over the globe, and is a one stop programming administrations, arrangements, and items improvement organization that centers around conveying innovation driven, yet financially savvy business capacities to our customers, together, ACT represents and incorporates the significant elements to the manner in which we draw in with our customers, for, approving them to turn out to be progressively nimble and receptive to the regularly changing business scenes, consequently remain ahead and turn out to be genuine supporters in their alliance and to accomplish these customer driven goals, SSS Solutions Private Limited has begat the motto – ACT [Add business regard, Cost progression and Time to grandstand quickening] – Thus, ACT is the key and essential business drivers for any relationship to create and become profitable undertakings. We believe in walking that extra mile with a standing need and undaunted guarantee to put our clients' business first.

We have dedicated, talented and passionate team of designers, developers, graphic designers, programmers, project managers to deliver tailor made websites which driven huge online results. Wedesign & build Mobile App development, Search Engine Optimization, websites, and Web Hosting

SSS SOLUTIONS PVT LTD



Who we are?



SSS Solutions Pvt Ltd is a fastest growing Web and Mobile App Development Company across the Globe. With increasingly corporate and industry verticals looking for Internet showcasing tricks for improving their deceivability and reach in the market, there has built up a requirement for all encompassing Web and App improvement arrangements.

We, SSS Solutions Pvt Ltd, an Information Technology/Software Development company across the globe, and is a one stop software services, solutions, and products & development company that focuses on delivering technology driven, yet cost effective business capabilities to our clients, empowering them to become more agile and responsive to the ever changing business landscapes, thus stay ahead and become true champions in their league

We have committed, capable and energetic group of creators, engineers, visual fashioners, developers, venture chiefs to convey customized sites which driven tremendous online outcomes. We plan and construct sites, Mobile App improvement, Search Engine Optimization and Web Hosting for our customers.

To achieve these client driven goals, SSS Solutions Pvt Ltd has sired the trademark – ACT [Add business regard, Cost improvement and Time to promote acceleration] – Thus, together, ACT portrays and remembers the fundamental components to the way for which we interface with our clients, for, ACT is the key and essential business drivers for any relationship to create and become gainful undertakings. We put confidence in walking that extra mile with a standing vitality and fearless obligation to put our clients' business first.

Why Us?

Our clients pick us since we give driving innovation, convey coordinated administrations, and offer probably the best an incentive in the business.

Notwithstanding the venture size and intricacy, we endeavor to furnish our clients with incredible innovation, separated items and coordinated administrations conveyed inside an adaptable and financially savvy plan of action that addresses our client's issues.

With a blend of area, innovation and venture the executives specialists, we carry the total group to each extend we take on. Our kin work with eagerness and a drive to the best.

Their inventive soul and desire to be the best urges them to voice new thoughts with no dread our own is an organization of insignificant pecking order and makes SSS IT Solutions amicable work environment.

Mission Statement



Values

SSS Solutions Pvt Ltd has a fantasy about advancing into Global IT Services Company, guaranteeing that the arrangements being conveyed remember best practice for IT with the picked region of innovation. We are pleased to have Built our association on the solid mainstays of respectability, trustworthiness, and self – regard.

Vision

Our vision is to be one among the top perceived association all around that gives best in class IT arrangements. Achieve initiative in the territory of Design and Development, Business Solutions and Digital Marketing. Be a One stop place for all the Business Solutions.

Mission

To accomplish our vision, we have surrounded up different master groups. Other than we likewise give preparing to our worker's forthcoming new innovations every now and then. We built up a specific group to facilitate our product group and customers for early finishing of venture.



Our Work Process

We were unmistakable & diverse for our proposal of imaginative arrangements, a prepared and undertaking experienced workforce and demonstrated practices that help you advance, extend and support your business procedures, and witness a sizable development. Our work procedure starts with fastidious comprehension of your present plan of action and raises your current business by method of web strengthening. As an accomplished internet searcher advertising firm, we ceaselessly plan to give new roads of business and unwind novel income streams.



Our Services

Creative Solutions

- ✔ Responsive Web Designing
- ✔ Branding & Logo Designing
- ✔ Printing and Designing
- ✔ Internet Marketing

Technical Solutions

- ✔ Domain & Web Hosting
- ✔ Content Management System (CMS)
- ✔ Web - Applications
- ✔ E - Commerce Resolutions

Consulting

- ✔ PHP Development
- ✔ Java Development
- ✔ .Net Development
- ✔ Selenium
- ✔ jMeter
- ✔ SAP Services

Mobility

- ✔ Android Applications
- ✔ iPhone Applications
- ✔ Hybrid Mobile Applications

Technologies



Contact Us

We are always ready to serve our clients. Feel free to contact us any time.

Our Website : <https://www.sss-solutions.org/>

Email : info@sss.solutions.org

INDIA

Email : info@sss.solutions.org

Phone :

Address :

.....

USA

Email : info@sss.solutions.org

Phone : (+...)

Address :

.....



1.3 Promoters

Our clients pick us since we give driving innovation, convey coordinated administrations, and offer probably the best an incentive in the business.

Their imaginative soul and aspiration to be the best urges them to voice new thoughts with no dread our own is an organization of insignificant progressive system and makes SSS IT Solutions harmonious work environment..

With a mix of territory, advancement and adventure the board authorities, we convey the absolute gathering to each broaden we take on. Our family work with vitality and a drive to the best.

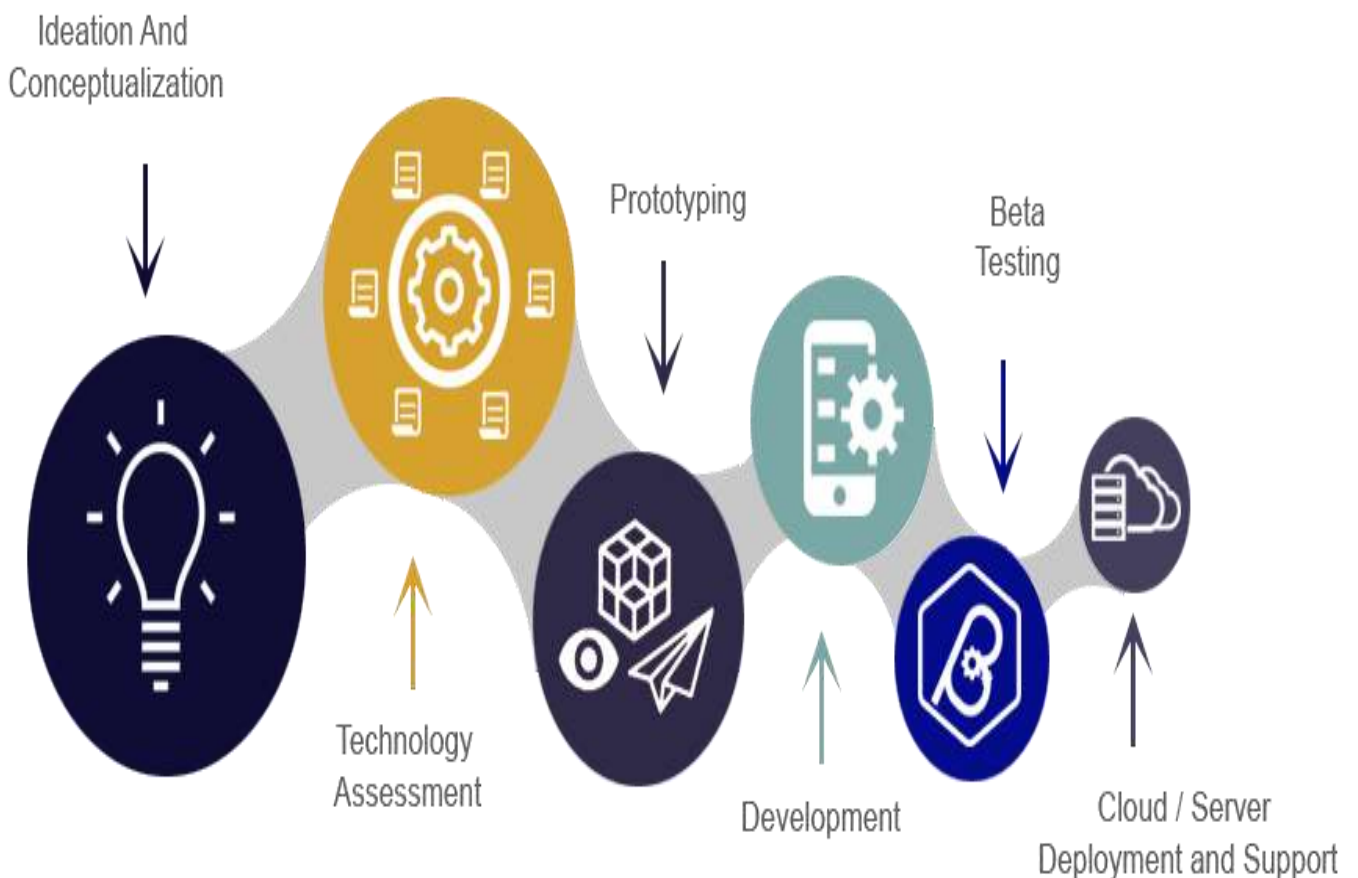
Notwithstanding the task size and multifaceted nature, we endeavor to furnish our clients with incredible innovation, separated items and coordinated administrations conveyed inside an adaptable and savvy plan of action that addresses our client's issues.



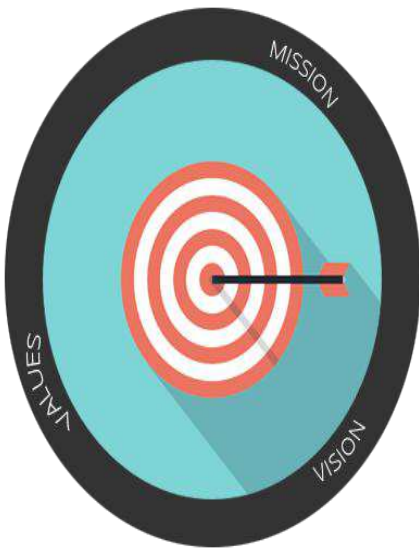
Our Work Process

We are specific unmistakable for our proposition of inventive game plans, a readied and adventure experienced workforce and exhibited rehearses that Their imaginative soul and aspiration to be the best urges them to voice new thoughts with no dread our own is an organization of insignificant progressive system and makes SSS IT Solutions harmonious work environment.

Help you smooth out, broaden and bolster your business systems, and witness a sizable turn of events. Our work technique begins with cautious understanding of your current strategy and raises your present business by strategy for web reinforcing. As a cultivated web crawler promoting firm, we reliably plan to give new streets of business and loosen up novel pay streams.



1.4 Mission Statement



Values

SSS Solutions Private Limited has a dream of evolving into a Global IT Services Company, ensuring that the solutions being delivered include best practice in I.T with the chosen area of technology. We are proud to have Built our organization on the strong pillars of integrity, honesty, and self – respect.



Vision

Our vision is to be one among the top recognized brands globally to be trusted partner for clients and their first preference. Attain leadership in the area of Design and Development, Business Solutions and Digital Marketing. Be a One stop place for all the business Solutions



Mission

To achieve the above vision we have been framed up various expert teams for Designing, Development, and Marketing. Besides we also provide training to our employee's upcoming new technologies from time to time. We developed a specialized team to coordinate our software professionals and clients for early completion of projects..

1.5 Quality Policy Of SSS Solutions

We will consistently provide products and services that meet or exceed the requirements and expectations of our customers. The SSS decides to improve the economy development of farmers and giving quality services to their costumer with updated technology in their day to day operations.

We will actively pursue ever-improving quality through programs that enable each employee to do their job right the first time and every time.

1.6 Products and Our Services

Creative Solutions	Technical Solutions
<ul style="list-style-type: none">✓ Responsive Web Designing✓ Branding / Logo Designing✓ Print Designing✓ Internet Marketing	<ul style="list-style-type: none">✓ Domain & Web Hosting✓ Content Management System (CMS)✓ Web Applications✓ E- Commerce Solutions
Consulting	Mobility
<ul style="list-style-type: none">✓ PHP Development✓ Java Development✓ .Net Development✓ Selenium✓ jMeter✓ SAP Services	<ul style="list-style-type: none">✓ Android Applications✓ iPhone Applications✓ Hybrid Mobile Applications

I. CREATIVE SOLUTIONS

a) Responsive Web Designing



Site piece is more than how a site looks. Phenomenal web arrangement is about the website structure, how all around checked substance is, material that is acquainted obviously and solicitations with make a move are clear and fundamental for the visitor.

Which means to be one of the top web headway associations on the planet, Developer OnRent is fit as a fiddle by offering sensible site design organizations. Our responsive website progression and cool web models have helped us pass on the best association destinations.

More than all else in any case, the principle job of any site is to pass on noteworthy substance to your group. Since content is customer experience (UX). Given this is the circumstance we structure our locales 'content.. first' for the best UX.

We are capable Web Design Company that works with a mind boggling focus nearby adequacy and visual interest.

Fulfill the most basic industry application prerequisites, of the advanced business time, which incorporates

Our associates have wide master experience that has granted a significant understanding of your needs all through the imaginative technique. We are centered around offering incredible help that you will recall.

The sum of our master's data and comprehension is accessible to you to give you the information and resources you need to successfully arrangement, make, manage and display your site engineering adventure. Notwithstanding the business or story, our gathering will make a translation of your business into a site that bestows your business, that is definitely not hard to use, and enamours your group.

b) Branding / Logo Designing



Logo configuration can be the impetus for an incredible organization or item dispatch. It is the establishment of visual narrating. Having an inventive item or administration is a beginning, yet logo configuration is a colossal impression of an organization and lays the basis for a brand to flourish in the commercial center.

A brand is the way to go or picture individuals have at the top of the priority list when contemplating explicit items, administrations and exercises of an organization, both in a down to earth and passionate way.

It might appear to be strange, however the easier the logo plan, the more important it will be. Moving toward logo structure from a moderate point of view can be exceptionally viable if lining up with the brand it speaks to. Actualizing a solid visual brand personality and brand technique is essential to your organizations drawn out progress.

This blend of physical and enthusiastic signals is activated when present to all the touch focuses between an individual and a particular brand.

c) SSS Solutions also provide:

Completely Responsive Website according to your necessities

Web optimization Friendly

Best structure and format corrections until 100% fulfilment

Exceptional consideration regarding UI/UX

Outwardly appealing Graphical design

Improved Security with Image enhancement

Online life Integration, Contact Forms, Google Maps, Newsletter Subscription and Mailing list
Security best practices followed

d) Branding / Logo Designing

What is your image? It is in excess of a logo or business card structure. It is the arrangement of discernments and pictures that speak to your organization. How your business is seen will inconceivably influence the measure of business and kind of customer base you pull in. SSS Solutions is an accomplished and gifted visual computerization organization over the globe.

This mix of physical and passionate prompts is activated when presented to all the touch focuses between an individual and a particular brand.

We are energetic about corporate brand plan and accept that our marking administration will assist you with making your business all that it tends to be. Everything begins with SSS Solutions brand configuration administrations!

What we configuration is an immediate impression of your image:

We focus on each experience to be intentionally constructed and locks in. From logo advancement, bundling, ecological structure, yearly reports to national crusades - our center are to guarantee the crowd is tuning in. By characterizing a brand's realistic vision, we make imaginative visual stories that draw in the intended interest group and make long haul achievement.

Visual Brand Identity:

Situating brands for ideal correspondence. Key marking tries to convey on brand guarantee, improve mindfulness and make associations. We make answers for visual and story personality that address their crowd by articulating genuineness in tone, style, and reasoning.

The Secret to building a Brand Strategy:

A great many people imagine that visual marking is essentially a logo plan. While logo is to be sure a significant part, it's simply the beginning. Marking should be possible inside an organization to advance a corporate culture or organization ethos.

And quite often, it will be the first thing people will use to identify you.

Everything from reports, office supplies, and different types of inner correspondence can be intended to join your organization.



Logo Design as a Brand Foundation:

Logo configuration can be the impetus for an extraordinary organization or item dispatch. It is the establishment of visual narrating. Having a creative item or administration is a beginning, yet logo configuration is an enormous impression of an organization and lays the basis for a brand to flourish in the commercial center.

Also, regularly, it will be the primary thing individuals will use to recognize you.

It might appear to be nonsensical, however the more straightforward the logo plan, the more essential it will be. Moving toward logo plan from a moderate outlook can be profoundly compelling if lining up with the brand it speaks to. Executing a solid visual brand character and brand technique is essential to your organization's drawn out progress.

e) **Print Designing**

We have faith in giving our customers complete answers for all their business needs. SSS Solutions can take a shot at your print and structure prerequisites, including corporate picture, brand creation, show materials and promoting.

The framework that your program utilizes for producing shading on screen isn't a similar framework that printers use. PC illustrations utilize the RGB shading framework, which is comprised of red, green and blue.

Our illustrations division group will hand craft all your corporate media, logos, fixed and print prerequisites. We'll work intimately with you to create quite a few apparatuses for your business to succeed.

In case you're going to dispatch another item, repositioning yourself in the commercial center or break into another territory, we will assist you with creating interesting and inventive limited time material.

We have faith in getting you – our client to give unmistakable print structure to you. After we audit and comprehend your key advertising procedures, we will investigate a wide scope of thoughts and conceptualize unique print structures for your battles. Our logo structures, business cards, pamphlets and different deals guarantee will separate you from your opposition.

The best practice is to set your product to the most extreme DPI of 300. There's no advantage to going any higher, and it will simply make your record bigger and increasingly inconvenient.

We will likewise investigate decisions in paper surface, type medicines, bite the dust slices and inks to locate the most convincing methods of charming your crowd and changing over them to purchasers.

What we can accomplish for your business:

A great many people imagine that visual marking is just a logo plan. While logo is without a doubt a significant part, it's simply the beginning. Marking should be possible inside an organization to advance a corporate culture or organization ethos. Everything from records, office supplies, and different types of inner correspondence can be intended to join your organization.



SSS provides designing:

Letterheads, business cards and other writing material

Handouts and value records Leaflets and limited time material

Show and presentation illustrations

f) Internet Marketing



Reliably, an immense number of people look the Internet for associations just like yours. Reviews show that over 85% of Internet customers find new destinations by using web lists. But in the event that your website shows up indisputably on critical web crawlers like Google, Yahoo and MSN, you can be sure those potential customers will head off to someplace else for their things and organizations.

Additionally note that DPI ought not be mistaken for PPI (pixels per inch), which is worried about the thickness of spots in a square inch of screen space, and is in this way utilized for computerized plan instead of print structure.

Getting to the most noteworthy purpose of a web search instrument's posting can't happen accidentally. There is philosophy, work and creative mind related with understanding that top situation for your site. And on the off chance that your business is web based, at that point being at the top on search postings on Google, Yahoo!, and so on is pivotal for your business. Internet searcher Marketing (SEM) is our main thing to give organizations the high perceivability they requirement for their sites.

Since we are acceptable at getting high rankings for our customers, they have been fruitful in drawing in increasingly qualified rush hour gridlock to their locales. Furthermore, with increasingly qualified traffic, they've encountered expanded leads, improved deals and genuine business development.

By joining the most recent site design improvement procedures, pay-per-click crusades and eMarketing, we'll get your site saw by the web indexes.

We comprehend that the entirety of our customers are unique and require an alternate Internet showcasing plan. That is the reason we give a wide scope of search showcasing administrations to meet your requirements.

In view of your needs, we will build up a custom web advertising plan and execute it to help improve your transformations.

Our internet searcher advertising group consistently has our customers at the top of the priority list. We endeavor to furnish a solid degree of profitability with simply the best record the executives. We additionally give important information and knowledge to your business.

We need to guarantee that your business is effective, which is the reason we put each exertion into your special advertising plan.

Website streamlining (SEO):

We at SSS Solutions are offering a reasonable Search Engine Optimization administration which encourages you to pick and focus on the correct watchword for your webpage and guarantee a solid positioning for your site. All our SEO administrations utilize demonstrated web promoting innovation and follow the best site design improvement procedures that cling to the guidelines set somewhere around web search tools. With our tremendous involvement with advertising overall, we don't simply give you SEO, however consolidate it with showcasing advancements.

We accept that SEO is a piece of generally speaking web crawler showcasing. We have confidence in getting you to the top, not by utilizing vague catchphrases, however by picking the correct watchwords, right market and right technique to advance you.

We comprehend that every business is unique and therefore, our web index showcasing procedure for each is likewise extraordinary. Our SEO experts have long periods of involvement with web showcasing and can oversee prominent crusades for your site in the most serious spaces. Inform us concerning your business/site and let our specialists think of an arrangement.

Pay Per Click Marketing (Paid Inclusion):

Configuration Master is your data asset for pay-per-click showcasing. We will likely give the most complete, cutting-edge data to assist you with getting increasingly fruitful in your compensation per click showcasing programs.

With Pay Per Click (PPC) publicizing, you offer on the watchwords you acknowledge potential outcomes would type in the journey bar while looking for your things or organizations. For example, if you sell vintage vehicles, you would offer on the catchphrase "vintage vehicles", believing a customer would type those words in the web searcher, see your commercial, click it and buy.

These advertisements are called supported connections or supported promotions and commonly show up close to the regular (otherwise called "natural") results on a pursuit page. You pay for your promotion just when the client taps on it. Google AdWords and Yahoo! Search Marketing (in the past Overture) are as of now the biggest PPC suppliers. Our main responsibility is to assist you with picking PPC catchphrases just as specialty and spot promotions that expand your advertising arrive at cost-successfully.

eMarketing:

As conveying to customers viably is a major piece of keeping up a relationship with them and at last offering to them, messages can assume a significant job in developing your business.

Email of electronic mail as a strategies promoting is the usage for granting business or restricted time messages to a gathering of individuals. In the broadest sense, each email sent to a potential or current as email exhibiting customer could be seen.

Configuration Master will assist you with making solid and clear messages that will offer and be valuable to a focused on client base. Regardless of whether it is to upgrade your relationship with current/old clients or enlightening them concerning your new item, we can make email advertising efforts that work.

Email advertising close by the mechanical development has advanced quickly of the 21st century. Preceding this development, when messages were curiosities to most of clients, email advertising was Gary Thuerk of Digital Equipment not as powerful. In 1978, Corporation (DEC) conveyed the primary mass Advanced Research Projects to around 400 potential customers through the Agency Network (ARPANET). He asserts this came about in \$23 million worth of deals in DEC products,[2] and featured the capability of advertising through mass messages.

Nonetheless, as email advertising created as a viable methods for direct correspondence, during the 1990s, alluding to it as "spam", and started shutting out substance from messages with channels and blocking programs. So as to adequately convey a message through email, expelling programming advertisers needed to build up a method clients progressively started of pushing content all the way to the finish client, without being removed via programmed channels and spam.

Verifiably, it has gauge the viability been hard to of showcasing efforts since target markets can't be satisfactorily characterized. Email advertising conveys the advantage of permitting advertisers to distinguish quantifiable profits and gauge and improve efficiency. Email promoting permits advertisers to see input from clients progressively, and to screen how successful their accomplishing market infiltration, uncovering a correspondence channel's extension. Simultaneously, crusade is in any case, it likewise implies that the more close to home nature of certain, for example, promoting techniques TV notices, can't be promoting techniques caught.

I. TECHNICAL SOLUTIONS

a) Domain and Web Hosting



If you are starting another webpage or in case you are promoting techniques wanting to move your website, promoting techniques SSS Solutions web encouraging offer an extent of packs to suit commonly little to medium associations. SSS Solutions has gone into promoting techniques this business as a working site engineering and site encouraging association over the globe. Get your reliable, moderate region name enlistment and web encouraging organizations with.

Space Registration promoting techniques:

Every business on the needs a space name - with an unprecedented word related with an IP address that address a website on the Since it is your area on the World Web, SSS Solutions can help you with your selection.

SSS Solutions gives all out territory enrolment organizations to various development space names like .com,.net,.org. additionally, a couple of various developments over the world.

a) Content Management (CMS)



A Content Management System is an electronic instrument that enables a combination of specific and non-particular staff to make, change, supervise in conclusion appropriate (in different arrangements) a collection of substance, (for instance, content, structures, video, documents, etc.) on the site without the need of any additional programming.

PHP Based CMS Solutions:

CMS Solutions are looked for after. PHP can offer the best CMS responses for meet the specific need. Our PHP CMS planners have the most appropriate solution for your

business. With easy to supervise chairman features, you were unable to need anything over to have all control at your end.

Our involvement in gratified administration frameworks (C M S):

WordPress, Joomla, Drupal. These incorporates making customizations, composing modules and modules and altering the center.

b) Web Applications



Web application advancement is bit by bit making entrepreneur to create multi-usefulness and customer driven offices in their sites. With regards to introducing site applications, it is essential to understand each business independently; for example, the site application for taxi administrations is unique in relation to those applications that required in food selling sites. Moreover, every taxi sites profit distinctive site applications so as to draw one of a kind character among their clients.

Custom Application Development:

We at SSS Solutions comprehend that custom web application advancement is anything but an irregular errand. We utilize forefront advancements so need-based web applications and innovation arrangements

may have longer time span of usability and develop with your business. These will require least upkeep/bolster and create business esteem.

Methodology:

Custom web applications including need-based and extraordinary worth usefulness help improve the primary concern by expanding profitability, upgrading data and business process straightforwardness just as and heightening business framework effectiveness. SSS Solutions web application improvement group centers around making creative arrangements that coordinate - or surpass - our customer's goals.

c) E-Commerce Solutions



SSS Solutions represents considerable authority in web based business site improvement, utilizing the most recent advancements. We comprehend web based business is something beyond adding a

shopping basket to your site. Our inside and out information on the business ramifications of exchanging on the web encourages us prompt our customers in these regions.

We work with both little/new company just as enormous corporate customers and can completely tailor our answer for our customer's detail or financial plan. Our ventures to date have secured each part of online business, including:

Backend Integration: Our group can incorporate your online business site into your current back office applications. Regardless of whether this is promoting item information from your framework to your site or passing requests legitimately from your online shop to your request the executive's framework.

II CONSULTING

a)PHP Development





PHP is a vivacious and server-side language and is one of the most standard open sources programming tongue for dynamic web applications. PHP close by MySQL, Linux and Apache, broadly, known as the LAMP stage, is a ground-breaking choice rather than business programming progression stages for building and running dynamic and world class web applications.

Organizations have expanded their utilization of open source programming dialects for their application improvement throughout the years. PHP has for quite some time been an innovator in open source, and it's demonstrated to be a main improvement language among big business engineers too.

b)Java Development



We have profound area mastery in making conveyed, multi-level and system empowered applications using Java, We have helped different customers to grow exceptionally light-footed and compact programming applications utilizing Java advancements.

SSS Solutions offers administrations like:

1. Java Web Development
2. Custom Java Development
3. Java Application and Maintenance Support
4. Java Mobile Development
5. Java/J2EE Development
6. Java Software Development
7. Web service/API Integration

c). NET Development





The virtual world has totally changed the business field. For present-day business foundations and attempts, it has gotten key to make both - a solid online persona and dependable set-up of work area applications. In addition, it is here that you have to guarantee about the ideal headway for strong web closeness. Picking .NET will end up being the most impressive choice here as it offers all round application improvement and development highlights for web and work zone applications.

SSS Solutions is a position .NET web movement relationship over the globe. We have expert in making custom ASP.NET site with SQL database for new associations, undertakings and government working environments. We have 7+ broad stretches of relationship with making areas utilizing different devices and structures like ASP.NET 4.5, WCF/WPF, Silver light, Xamarin, Windows Azure, Microsoft SQL Server, MySQL, Crystal Report, Entity Framework, ADO.NET. Our ability interfaces over all endeavours including new associations, eCommerce and eBusiness, riches budgetary association associations, centrality and correspondences, joint efforts and transportation, CRM and government affiliations.

SSS Solutions has a social occasion of ensured Microsoft .net makers, specialists, modelers and analysers to help you in whole life-case of your task from first contact and conversation to your challenge to discharge. We besides give present dispatch reinforce benefits on our customers.

Advantages of NET Development with SSS Solutions:

- Significant Level of Security
- Simple Web Service Integration
- Regular Runtime Engine
- Extemporized User Experience
- .NET is language autonomous Platform
- Kentico and Nontenure Development
- Xamarin Development
- Net 4.5 and SQL Development

d). Selenium



The quality affirmation scene is experiencing a significant change as QA associations attempt to adjust their objectives to the business targets of their organizations. In this time of computerized change, each association needs to exploit in presenting new items. This has prompted radical decrease in the item improvement and testing life cycle. Test Automation is truly outstanding and renowned response for satisfying mighty time requirements and passing on a consequence of significant worth.

Selenium is an insignificant programming testing structure for web applications. At SSS Solutions, we have a master pack with predominance in the Automation Framework and Selenium contraptions, which have been utilized in different districts, for example, Healthcare, Banking, Insurance and E-Commerce.

e). JMeter



The quality insistence scene is encountering a critical change as QA affiliations endeavor to modify their goals to the business focuses of their associations. In this season of electronic change, every affiliation needs to misuse in introducing new things. This has provoked radical abatement in the thing improvement and testing life cycle. Test Automation is truly outstanding and well known response for satisfying strong time requirements and passing on a consequence of significant worth.

Selenium is a smaller programming testing framework for web applications. At SSS Solutions, we have an ace group with master in the Automation Framework and Selenium contraptions, which have been used in various zones, for instance, Healthcare, Banking, Insurance and E-Commerce.

II. MOBILITY

A). Android Applications



Android is the following enormous name in the up and coming versatile market and the brilliant highlights it gives the designers sufficient extension to grow top of the line applications. We benefit from every single imaginable element of the android from easy to top of the line tweaked and creative android application arrangements that are intended to take your business to the people to come.

Making Apps for the Android OS gives a great deal of opportunity to fashioners and access to an ever-making client base to the application proprietor. In any case, the fashioners face different Android application movement challenges simultaneously.

Our gathering of specialists can help you with working up your application in innovative, imaginative, and fast ways got together with advantageous transport. We work in all pieces of Android headway including both Java and the nearby SDK. We have expansive inclusion with a dealing with variety of Android improvement adventures at monetarily astute rates. We revolve around the various Android application improvement needs of our clients going from simple to complex Application.

B). iPhone Applications



Cell phones and other cell phones are liable for the ascent of new fields and openings on the planet at this moment. Versatile application advancement is at present a promising field with no signs of moving down anytime sooner rather than later. Applications come pre-presented on PDAs, for instance, PDAs (Personal Digital Assistant), tablets and mobile phones or passed on as web applications to give an application-like feel inside a program.

iPhones are well known these days and as an application improvement organization, you can't stand to skip making an iOS adaptation of your application. We have been creating iPhone Applications that are being utilized by wide scope of shoppers going from Enterprise clients to mass buyers. We have likewise helped a few new businesses fit as a fiddle to their thoughts and manufacture an exceptionally strong and outwardly engaging iPhone Applications.

Designers have various choices for adapting their applications, going from free, free with in-application buys, and paid. In any case, App Store has been reprimanded for a dreary improvement condition, inciting the organization in June 2016 to report a "restored center and vitality" on the store. Significant changes presented in the next months remember advertisements for list items, another application membership model, and the capacity for designers to react to client audits. Additionally, Apple began a method to clear old applications that don't fill in true to form or that don't adhere to stream application rules, with application investigate firms seeing basic amounts of use ejections from the store. Additionally, with the appearance of iOS 11 in September 2017, App Store got an absolute arrangement update, inviting a progressively unmistakable focus on article substance and consistently includes, similarly as a structure relative in style to a couple of Apple's worked in iOS applications.

C). Hybrid Mobile Applications



Half and half Mobile Application improvement is essentially done utilizing web advancements, for example, HTML5, CSS and JavaScript. The distinctive component that's the half breed applications are facilitated on a local application that utilizes a versatile stage web see and is open over all local cell phones. Telephone Gap is viewed as one of the well-known holders for making half breed versatile applications.

Cross stage convenient application progression advancement considers all the flexible working systems allowing the engineer to make negligible measure out of source code. SSS_ Solutions has capacity in building applications using cross stage instruments that manage iOS, Android, Blackberry and Windows Phone conditions just as they were manufactured using a nearby improvement approach. Our capacity in cross-stage transportability has made us a fundamental name in the US and around the world.

1.7 Infrastructure Facilities

Infrastructure Facilities

SSS Solutions state – of – the - craftsmanship programming development offices spacing more than 25,00 sq. ft. of shrouded territory arranged in have the ability to base in excess of 130 representatives I. A portion of the features of SSS Solutions offices are as per the following:

_Primary-1 3 Mbps devoted _leased connections and Secondary (Backup)- 12 Mbps _leased interface

The normal ping reaction to a site in North America is 225 m s.

On the off chance that required, extra transmission capacity can be provisioned without prior warning.

Force Supply

Level I(Backup) - Full Generator reinforcement for the whole office including PCs, cooling and lighting with programmed switch

Level II(Mains) - State Electricity Supply

Level III(UPS) - For Server room: 6+2 KVA on-line (40 minutes reinforcement) Libert make For every workstation: 500 VA on-line (20 min reinforcement) APC make

Catastrophe Recovery and Business Continuity Management

Fruitful seaward activities are based on an establishment of thorough business coherence rehearses, fiasco arranging and recuperation forms.

High Speed Communication Link

SSS Solutions office can be associated with customer areas through secure high-data transfer capacity committed lines. As of now introduced web availability include:

SSS Solutions Disaster Recovery plan had advanced over some undefined time frame through fake drills and interests in innovation that help with utilizing an incentive for the client and guarantee a consistent change through the recuperation stage. SSS_ Solutions Disaster Recovery plan thoroughly addresses following 3 destinations:

Avoidance limits the likelihood of business interferences

Regulation limits the effect of any business interference through an emphasis on keeping the business running at the most noteworthy conceivable assistance level

Recuperation guarantees a brief resumption of typical activities following any episode that offers ascend to business interference.

Plan considers the way that a crisis takes numerous structures, including:

- IT industry-unequivocal issues
- Frameworks disillusionment or crash
- Infection ambushes
- Digital bad behavior
- Top
- Security and Confidentiality

Twofold Semantics has strategies set up for security and classification of customer's applications, information and strategic policies. We address the security part of the ODC for the customer in the accompanying territories:

- Physical Security
- IPR and Confidentiality
- Physical Security
- Network Security
- Data Security

Physical security of the workplace is ensured through:

Giving distinctive confirmation distinguishing pieces of proof to endorsed individuals

Controlling and recording the area and exit into the workplace by Proximity Card based Access Control System

Confining access to the server room and other delicate territories further through the Access Control System

Keeping a duplicate of reinforcements everything being equal and in geologically remote areas

System Security

Legitimate check and recording of all materials including PCs, media and reports entering and leaving the premises by security faculty

Provisioning of types of gear, for example, fire and smoke alarms, zonal boards, cautioning alarms and an open location framework.

Secluding the LAN portion

System security is accomplished through various methods including:

Made sure about VPNs

Actualizing firewalls

Various level access limitation through passwords

Made sure about VPNs

Utilization of specific security equipment/programming

Infection scanners at Servers and workstations

Support of IP Security strategies

Likewise, Binary Semantics and the customer can together develop the system get to rules and security components to address explicit security prerequisites.

Information Security

While cataclysmic events can't be forestalled, infection assaults and hacking can be forestalled to a great extent., the regulation system empowers the effect at least level and recuperation is accomplished through merchant support, We use Trend Micro/McAfee AV programming, which are consistently refreshed and conveyed endeavor wide. Indeed, even in extraordinary instance of infection assault.

Reinforcements all things considered and frameworks are kept in geologically remote areas for catastrophe recuperation purposes.

IPR and Confidentiality

IP Protection is administered by the accompanying understandings:

We have recorded and actualized practices to guarantee insurance of protected innovation and classification of customers' information and data.

Non Disclosure Agreement

Worker contract

Support of IP Security strategies

Paired's set of accepted rules

Notwithstanding the abovementioned, any place required.

1.8 Competitors Information

- ✓ Alliance IT Consulting India Pvt Ltd, Hyderabad
- ✓ Magna IT Networking Pvt Ltd, Hyderabad
- ✓ Apoorva IT Solutions, Hyderabad, Andhra Pradesh, Hyderabad
- ✓ Nimaya Technologies India Pvt Ltd, Hyderabad
- ✓ Noki Technologies Pvt. Ltd., Hyderabad

1.9 Quality Policy

SSS Solutions Pvt Ltd Follow IT standard and Policy strictly

1.10 SWOT Analysis



SWOT assessment speaks to characteristics, inadequacy, openings and threats. SWOT assessment is an approach for inspecting a business affiliation and its condition where it works. Generally, SWOT assessment is the basic period of orchestrating that helps procedure makers and promoters to perceive and focus on key issues. The contraction for SWOT is characteristics, weaknesses, openings, and risks. Characteristics and weaknesses are inside SWOT factors (MarketingTeacher.Com, 2013). Openings and threats are external SWOT factors. Quality is considered as a positive inside factor. An inadequacy is considered as a negative inward factor. Moreover, an open entryway is considered as a positive outside factor finally a threat is known as a negative external factor. Beside understanding the business condition, another limit of SWOT assessment is to change association's inadequacies into characteristics and risks into conditions. Also, it allows the board to facilitate inside characteristics with external possibilities. Speculatively SWOT examination is that essential. It is ordinary from SWOT examination that the outcome should make a motivating force for customers and help to get high ground.

Strengths:

- Strengths in the SWOT examination of an IT Industry in India.
- The qualities of an IT Industry or the organizations are fundamentally those things which make them extraordinary in the market and furthermore keep them a long way in front of their rivals. The solid zones of the Indian IT Industry are as per the following-
- Cost successful
- The quality of the Product–For each fruitful business, this is one of the most widely recognized articles that assume a colossal job in expanding the quality of the business. The IT business in India, the item is IT Information Technology which is developing each day. The expanded inclination to work in an IT gives gigantic development to the business Consolidation in IT Sector–the Indian IT Industry is developing a direct result of the redesign in innovation it must advance its significant development. Low-Cost Service–There is part of little IT administrations which are acquiring chance to support similarly minimal effort than other enormous IT Industry. Because of that, individuals attempt to satisfy their points by working in IT segments.
- Strong brand names Good reputation
- Accessibility as its run by one Director

Weaknesses:

Individual significance Gets More Importance–Each IT Company furnishes with parcel of offices to the utilizes and there by the majority of them lean toward working for IT parts.

- Lack of Package Orientation
- Albeit, a portion of the product organizations have begun making shrink-wrapped programming bundles, the Indian IT industry all in all is as yet not arranged across improvement of world class 'shrivel wrapped' programming applications and bundles. Hence, the industry can't produce advantages of a multiplier results for development in incomes.
- Lack of Domestic Computerisation
- Because of Lack of satisfactory computerisation, this has prompted a generally powerless residential and nearby programming market. Indeed, the PC infiltration rate is exceptionally low nowadays.
- Lack of Internet Penetration
- With exceptionally low infiltration of PC's, it is nevertheless clear that Internet entrance is additionally poor. Toward the year's end 2000, India could just flaunt 7,15,000 Internet associations with about 2.8 million clients. The as of late reported Internet Service Provider approach is relied upon to improve the circumstance.

- Original Technology
- The Indian programming industry has the area ability to assimilate and utilize the most recent innovation. Be that as it may, notwithstanding a couple of special cases, it has still not ready to create enough unique innovation discoveries. Briefly put, the IT business has not made unique working frameworks (OS) or some other new codes and advancements, which could be utilized internationally.
- Mission Critical Real Time Operations
- Huge numbers of the main programming organizations in India have overseen programming advancement for crucial constant tasks. Be that as it may, the industry all in all despite everything doesn't have a lot of aptitude and involvement with this region.
- Project Management Skills
- As the Indian programming IT industry has been developing at a quick pace, greater part of the undertaking administrators are turning out to be business visionaries, in this way subsequently, making a hole popular and flexibly of venture the executives aptitudes.
- Venture Capital
- In building up a strong endeavor creation strategy, India despite everything faces loads of limitations. To make a productive endeavor network, India requires concentrating on boosting each phase of adventure creation process and having disentangled strategies with the goal that the household and neighbourhood Venture Capital development can prosper and remote Venture Capital assets can be pulled in.
- Localisation
- With a couple of special cases of confined cases, very little exists in giving programming applications in multitudinous neighbourhood dialects. In this manner, program improvement entrance in India is limited to just the English talking greater part.

Opportunities:

- Openings are external factors in your business condition that are most likely going to add to your success.
- Is your market creating and are there designs that will encourage people to buy a more prominent measure of what you are selling?
- Are there best in class events that your association may have the choice to adventure to build up the business?
- Are there cutting-edge changes to rules that may influence your association unequivocally?
- In the occasion that your business is completely operational, do customers have a great assessment of you?

Threats:

- Do you have potential contenders who may enter your market?
- Will suppliers reliably have the choice to deftly the rough materials you need at the costs you need?
- Could future upgrades in advancement change how you cooperate?
- Is customer direct changing in a way that could conflictingly influence your business?
- Are there feature floats that could transform into a threat?

1.11 Future growth and Prospects

Understudies need to pick their graduation in like manner to enter in the IT territory. There are various graduations open to enter in to IT zone. The Information Technology generally grasps the graduated class in any of the PC stream like B.Sc (Computer Science).

B.C.A (Computer Applications, B.E (Computer Science or Information Technology) and some other graduated class with the confirmation in any of the coding dialects like C, C++, Java, Visual/Basic, Database Management System (DBMS), Relational database the officials system (RDBMS), SQL (Structured Query Language).

The post graduations like M.E (C.S or I.T), M.C.A, M.Sc (programming designing) or M.Sc (IT), M.B.A (structures Management) will in like manner prepared to be the extra piece of slack for the contender to locate another profession in IT Sector.IT area has been in a development rate in the course of recent years and is required to develop step by step later on. Numerous divisions are reliant on IT to build up their business and extend their income utilizing IT and ITES. The developing pace of IT area is quite quick and procuring huge income to the country in one or different terms.

IT area has made extra occupations and consequently lessens the joblessness development rate.

IT area shows excellent future possibilities and numerous organizations have tied up with the remote speculators to build up the business in IT part. This likewise offers wide opening for work in India just as in the outside nations. It is normal that the development rate in IT area will increment by 20 percent throughout the following decade.

The Indian economy development has been helped with the income done by the IT areas. Be that as it may, some may incorporate, that the development rate may even go down as contrasted and the present circumstance, as major of the IT business relies on the outside customers. When they stop the business or re-appropriating to India, the IT area will confront an immense redirection.

Be that as it may, the Indian organizations are finding a way to get this circumstance free off. In any case, significantly the development rate won't go down, the same number of investors have put resources into the IT division and the IT organizations are working together inside and not completely reliant on the outside customers. In this way, to the extent the current circumstance, the IT part will be blasting sooner rather than later and many openings for work will assist our country with increasing the income.

Numerous individuals will be utilized in a tolerable style and numerous different areas also increment their business with the assistance of IT segment.

The Information Technology Enabled Services segments for the most part enroll the up-and-comers with a base graduation in any division. They expect great relational abilities both verbal and composed, time the board aptitudes, up-and-comers who are prepared for rotational movements, familiarity over the language and any administration affirmations like ITIL, Six Sigma, and so on.

2. CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Theoretical Background of the Study

Data Technology Outsourcing (ITO) rehearses are generally embraced in the Public Sector. In any case, inquire about is as yet expected to all the more likely comprehend basic factors in redistributing connections and to improve achievement rates.

In light of the discoveries of audit and its truth re-appropriating practice in open segment, we finish the paper with suggestions for future research of ITO in the Public Sector.

We found that, albeit a wide range of speculations have been utilized in ITO look into, six hypotheses rule the exploration scene to investigate principle affecting variables or determinants of IT re-appropriating choices and results.

This project comprises a survey of the writing in Information Technology Outsourcing with the objective of investigating for ITO review. The review can be ordered in three fundamental methodologies, financial, vital and social. In this project learning, I depict each viewpoint and show proof of the commitment and restrictions of every one of these speculations on clarifying the IT re-appropriating wonder.

2.2 Literature Review

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2.3 Research Gap

The maker Haswell, Matt, Management Services; shows us the sensible picture on specialist truancy, which will impact the affiliations profitability and impact the cash related status. The Author broadcasts that the business needs to execute a composed program and procedure to get new work culture. The Author suggest that the organizations can take number of measures to lessen non-appearance like oversight by top level organization or HR executive as opposed to line boss. What's more, besides suggest that a degree of a portion of a delegates benefit can be changed over as a catalyst when he returns from his truancy. In another circumstances the maker Andrew. A. Luchak refers to with Industrial relations ask about which offers importance to the regular leave voice examination. Various examinations have exhibited noteworthy issues related to truancy, the way wherein non-appearance can be treated as leave voice measures.

Ian R. Gellatly, the maker broke down agent's non-participation by age, definitive term, brimming with feeling and continuation obligation, and the clear nonappearance standard in the laborers' work place. 166 respondents were taken from International Journal of Human Resource Management and Research (IJHRMR) ISSN(P): 2249-6874; ISSN(E): 2249-7986 Vol. 5, Issue 1, Feb 2015, 31-36 © TJPRC Pvt. Ltd. 32 V. Krishna Priya and G. Madhumita Impact Factor (JCC): 4.9135 Index Copernicus Value (ICV): 3.0 nursing and food administrations representatives, there they gathered the nonappearance record for as far back as one year which demonstrated the relations between different individual and gathering level from the elements of non-attendance.

The researcher Georges Dionne & Benoit Dostie, discuss about labor-leisure model which used to analyze the decisions related to the absenteeism decision and the cost of absenteeism.

3.1 Statement of the Problem

"Non-attendance" is one of the incredible debacles looked by all the associations in this modernized world which brings about turnover. "Non-appearance" not just shows the physical nearness it begins with the "Psychological nonappearance" of an individual so the firm needs to accept this as a significant issue before starting any therapeutic activities through that and alongside the participative administration. Because of nonattendance of workers, the administration is in impulse to give target creation.

This investigation guarantees that it will uncover an unmistakable decent outcome for the nonappearance.

Non-appearance has become a significant issue in practically all the modern divisions. Exorbitant truancy establishes a significant expense to the business in any event, when the missing worker gets no compensation. As a result of disorder of work, work plans are vexed and postponed, bringing about the administration inability to meet conveyance dates. At the point when wiped out compensation is approved, the expense of non-appearance hills up more quickly.

It is, subsequently, attractive that measures are successfully actualized to limit the expense of truancy with respect to as could be expected under the circumstances. In the light of different components advancing extreme pace of non-appearance in the units concerned, measures should be taken by the administration.

As a rule, appropriate states of work in the manufacturing plant, sufficient wages leave for rest and recovery establish the best methods for limiting expense of non-appearance. Arrangement of reasonable lodging offices in modern towns would likewise go far in improving participation.

Except if working and day to day environments are improved and vital duty of work power in the work environment is advanced and settled, the issue of non-appearance can't be viably understood.

3.2 Need for the Study

- To discover different explanations behind representative non-attendance
- To discover the degree of fulfilment of the workers with respect to in general administration
- To see if non-attendance is because of social and strict causes
- To see if non-attendance is because of clinical issues.
- To see if move framework has impact on truancy.
- To see if truancy has sway on routine work or not
- To distinguish the purposes behind non-appearance among workers
- To quantify the representative's non-appearance IT Industry
- To distinguish the components that propels the workers in IT Industry
- To examine variety in the observation about non-appearance among workers concerning chosen foundation like: Experience, Marital status and Gender.

3.3 Objectives of the Study

- To discover different explanations behind worker non-appearance
- To discover the degree of fulfilment of the workers with respect to by and large administration
- To see if truancy is because of social and strict causes
- To see if non-attendance is because of clinical issues.
- To see if move framework has impact on truancy.
- To see if non-appearance has sway on routine work or not
- To distinguish the purposes behind non-attendance among representatives
- To quantify the representative's non-attendance IT Industry
- To distinguish the elements that inspires the representatives in IT Industry
- To examine variety in the discernment about non-attendance among representatives concerning chosen foundation like: Experience, Marital status and Gender.
- The primary goal of this investigation is to discover the effect of occupation inspiration on non-appearance of workers on their obligation, regarding extraneous components.

3.4 Scope of the Study

A missing representative methods inert machines or abandoned work space, with the subsequent direct misfortune and a circuitous decrease in the beat of creation. Beneficial productivity of a plant is antagonistically influenced by non-appearance which causes disorder in work. Thus the extent of the examination illuminates different reasons of non-attendance among the workers. Just the representatives' discernment falls under the zone of the investigation. This examination will fill in as a base for additional investigation on work truancy

3.5 Research Methodology

The investigation of the undertaking work depends the techniques received for the examination strategies thusly depends the idea of tasks work the utilization of legitimate strategy is a fundamental Part of any look into so as to lead the investigation logically reasonable technique and measures to followed.

The Research method adopt carrying out the study was as under

- In This venture Descriptive Research Methodology is utilized,
- Descriptive research help to depict the diagram eristic element populace under examination.
- In the first stage calculated examination was attempted.
- In the second stage investigation of NPAs was contemplated.

Research Pattern:

The exploration type utilized for collection and investigation the information "Graphic research technique. "The principle wellspring of information for this investigation is past records given by bank". The significances of study to know the non-performing resources in the banks and to recognize the motivation behind why its increment in bank. The information required for bank history and profile gathered by "Illustrative explore technique" Mainly through the auxiliary sources and information given by outside guide.

Sort of Data

➤ Primary Data : The data which is legitimately gathered by the analyst himself is known as a essential information.

Model: gathering way perception, meet etc.....

➤ Secondary Data: The data which is utilized recently gathered by different scientists, organization for their exploration reason for existing is known as optional information.

Model: Financial information, receipt investigation, sites etc.

3.6 Hypotheses

Hypotheses is couched according to the specific dependent and independent variables which will be included in the analysis. The research hypotheses of this study is as follows:

H0:0 There is no significant difference between the absenteeism 0.

H1:0 There is a significant difference between the absenteeism 0.

3.7 Limitations of the Study

- The present concentrate on the representative truancy is affirmed to a solitary study unit. Subsequently the ends
- Derived from the investigation may not be relevant to comparable firms and to other regions.
- The test workers chose for the current day IS restricted to 100 labourers, due to requirements regarding restricted time.
- Time factor was one of the fundamental impediments of the investigation. In a limited ability to focus 15 days it was hard to gather all required data.
- The procedure of filling up of survey has taken up such a great amount of time as most of the labourers didn't know about the ideas and terms.
- The respondents were hesitant to communicate their sees evidently. So the reaction was one-sided at a degree. This may influence the discoveries to certain level.

4. DATA ANALYSIS AND INTERPRETATION

4.1 Research Design

➤ **Descriptive research** includes surveys and fact – findings enquires of different kinds. The major purpose of descriptive research of the state of affairs, as it exists at present.

➤ **Sample Size**

The sample size taken for the study is 60 employees

➤ **Sampling Method**

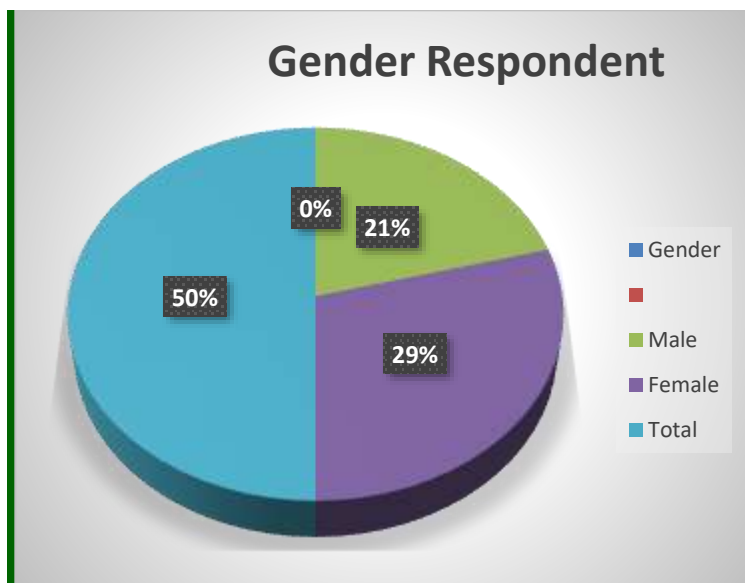
In this study about 60 of the employees have been interviewed through Cluster Sampling method. The Cluster

Sampling is a survey method of selecting groups of sampling units from a population for analysis with the use of a random number table. In cluster sampling, the population is broken into groups and a random sample is selected from all clusters.

➤ **Statistical Tools**

This data was analyzed independent sample T test, Kruskal Wallis One Way Analysis, One sample T test.

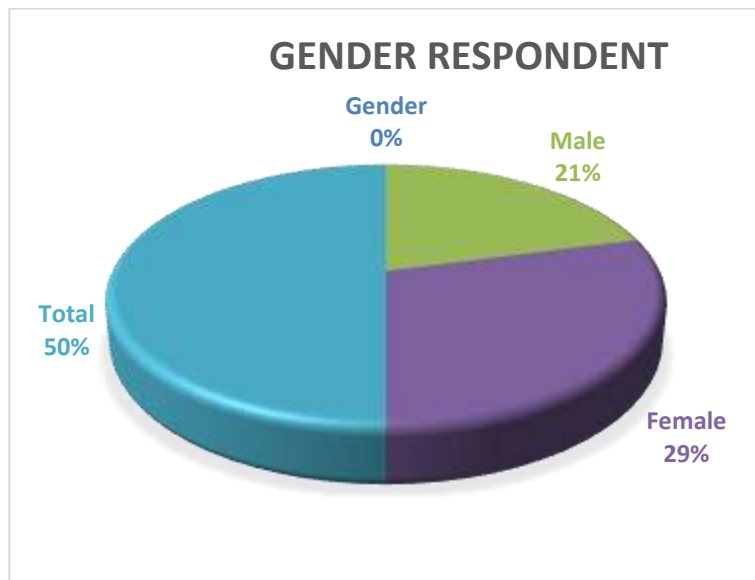
Gender Respondent		
Gender	Respondents	Percentage
Male	25	42
Female	35	58
Total	60	100

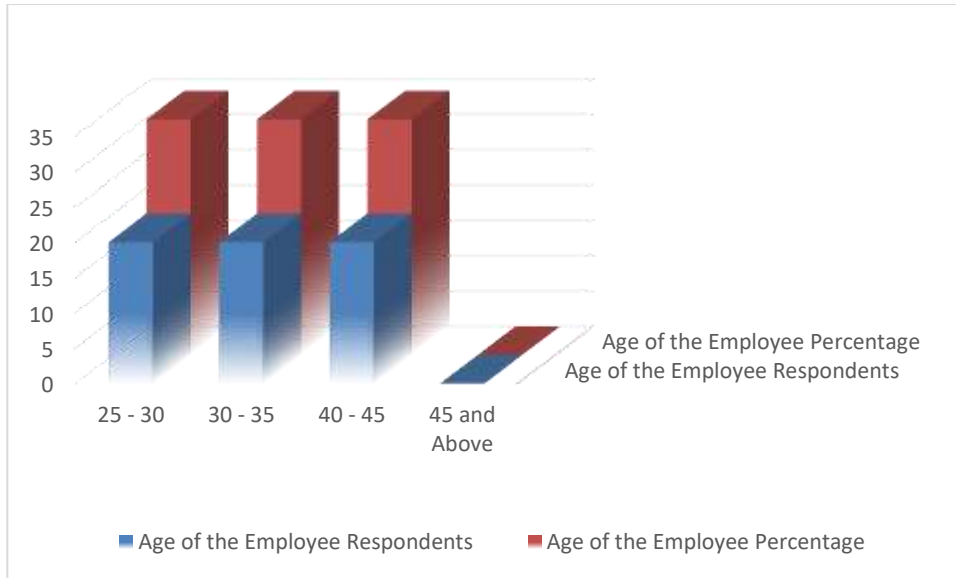


Interpretation 1

From the above table respondent were Male 25 and female employee was 35 who has taken up the survey and was spontaneous and more active in bringing in some changes.

Age of the Employee		
	Respondents	Percentage
25 - 30	20	33
30 - 35	20	33
40 - 45	20	33
45 and Above	0	0

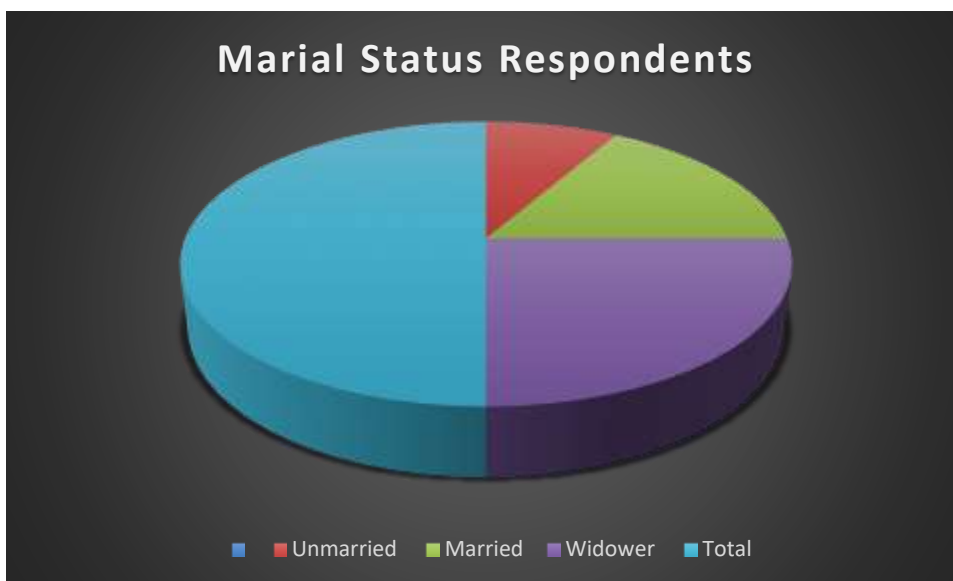




Interpretation 2

From the above table All the Age group as of same numbers, however above 45 years employee has not taken survey and not responded

Marital Status		
Status	Respondents	Percentage
Unmarried	20	17
Married	40	67
Widower	60	17
Total	120	100



Methods of Controlling Absenteeism		
Control Of Absenteeism	Respondents	Percentage
Change in Management	5	11
Change in working Condition	5	11
Hike	30	64
Improve Attendance Policy	2	4
Transportation Policy	0	0
Encouragement	3	6
Individual Attention	2	94
	47	190

QUESTIONNAIRE

Dear Sir/ Madam,

I am Savitha from MBA (Master of business Administration) student of CMRIT, Doing My Project on “EMPLOYEE ABSENTEEISM OF SSS SOLUTIONS PVT LTD”.

This survey is designed to get feedback on the impact of Employee Absenteeism of SSS Solutions Pvt Ltd

I would be grateful if you would spare a few minutes to complete this questionnaire and I assure you that information provided will be strictly used for research purpose only.

Name of the Respondent:

Age:

E-mail:

Place:

1. Gender.

- a. Male
- b. Female

2. You're Qualification?

- a. Diploma/IT
- b. Engineering
- c. BCA
- d. MCA
- e. MBA
- f. Not Disclosed

3. Are you feeling happy in working SSS Solutions Pvt Ltd?

- a. Very Happy
- b. Happy
- c. Not Happy

4. Are you satisfied with the present working condition in the company?

- a. Highly satisfied
- b. Satisfied
- c. Moderate
- d. Dissatisfied
- e. Strongly dissatisfied

5. Is the conflict provides an opportunity for changes?

- a. Agree
- b. Disagre e

- c. Highly agree
- d. Highly disagree
- e. Neither agree nor disagree

6. At what level the conflict occurs in your Organization?

- a. Top level
- b. Middle level
- c. Bottom level
- d. All level

7. How many people know how to use conflict resolving procedure?

- a. 20-40%
- b. 40-60%
- c. 60-80%
- d. 80-100%

8. What are the major sources of conflict in your organization?
 - a. Suppliers conflict
 - b. Management conflict
 - c. Employees conflict
 - d. Other

9. How does your organization deal with a conflict among employees?
 - a. By imposing decisions
 - b. By compromising
 - c. Avoiding the conflict
 - d. Others

10. What types of conflicts your organization often comes across with?
 - a. Employee conflicts
 - b. Management and employee conflicts
 - c. Management conflicts
 - d. others

10. What are the consequences that an organization faces whenever conflict arises within the organization?
 - a. Decrease in productivity
 - b. Affect on the organization's working environment/office decorum
 - c. Grouping among employees
 - d. Others

11. What are the major sources of conflicts in your organization?
 - a. Suppliers conflicts
 - b. Management conflicts
 - c. Employees conflicts

d. Others

12. What programs your organization offers to raise the self-esteem of its employees?

- a. Workshops
- b. Seminars
- c. Counselling
- d. Other

13. Are the benefits easily available to you, when needed

- a. Yes
- b. No

14. Does your organization have the resources?(time, money to deal with conflicts?

- a. Yes
- b. No

15. How long have you been working for the company?

- a. Less than a year
- b. 1-2 years
- c. 5-10 years
- d. 10 years & above

16. What is the level of understanding between you & your manager?

- a. Very good
- b. Good
- c. Better
- d. Bad
- e. Very bad

17. Without workers the performance of the company is not good?

- a. Strongly agree
- b. Agree
- c. Neither agree nor disagree
- d. Disagree
- e. Strongly disagree

18. Is conflict valued for your organization

- a. Agree
- b. Disagree
- c. Highly Agree
- d. Highly disagree
- e. Neither agree nor disagree

19. Is conflict always bad ?

- a. Agree
- b. Disagree
- c. Highly agree
- d. Neither agree nor disagree

20. The feedback about conflict always welcomed?

- a. Agree
- b. Disagree
- c. Highly agree
- d. Highly disagree
- e. Neither agree nor disagree

21. Disputants have the right to participate in decision making?

- a. Agree
- b. Disagree
- c. Highly agree
- d. Highly disagree
- e. Neither agree nor disagree

22. Who do you think handles conflict most effectively?

- a. Men
- b. Women

23. How is the employee relation with co-worker?

- a. Poor
- b. Satisfactory
- c. Good

SUMMARY OF FINDINGS, **SUGGESTIONS AND CONCLUSION**

5.1 Findings of the Study

The working condition extraordinarily impacts the degree of non-attendance in the material shops.

The working conditions additionally influence the soundness of the representatives from numerous points of view. The standard medical issue has been distinguished as one of the significant explanations behind continuous non-attendance among the workers.

Bad impression about the work and the observation about the future possibilities in the calling have likewise affected the representatives as it were. The individual conversations

directed with the representatives additionally mirror a similar perspective. Numerous workers are uncertain about their future, a feeling of dread and vulnerability overwhelm their brain consistently.

Salary is seen as a non-determinant in impacting level of non-attendance. Consequently workers are very much aware that visit non-appearance will bring down their bring home compensation.

The degree of Salary in the material shops has fundamentally affected the assessment of male workers contrasted with the female representatives about the degree of non-appearance. For the most part the material shops are known to offer lower level of compensation despite separating heavier remaining burden from the representatives.

45% of the representatives are matured between 20-30, 40% of the workers are matured between 31-40, 10% of representatives are matured between 41-50, 5% of the workers matured over 50.

20% of the workers are male and staying 80% are female.

55% of the workers have understanding of three years. 25% of the workers are having 3-5 years' understanding,

12% of the workers have 5-7 years' experience, 8% of the representatives have over 7 years of experience.

12% of the representatives firmly concur that they are missing because of remaining burden. 18% of the representatives are concurring that they are missing because of remaining task at hand. half of the representatives are differing that they are missing because of outstanding burden. 20% of the representatives are firmly differing that they are missing because of remaining burden.

10% of the representatives unequivocally concur that they are missing because of poor working condition. 15% of the representatives concur that they are missing because of poor working condition. 40% of the representatives differ that they are missing because of poor working condition. 35% of the representatives unequivocally differing that they are missing because of poor working condition.

58% of the representatives are missing because of family issues. The staying 42% of the representatives are not missing because of family issues.

60% of the respondents are missing because of social and strict reason. 40% respondents are not missing because of social and strict reason.

12% of the workers are firmly concurring that they are missing because of absence of legitimate government assistance measures. 18% of the workers concur that they are missing because of absence of legitimate government assistance measures. 30% of the representatives are differing that they are missing because of absence of appropriate government assistance measures. 40% of the representatives emphatically differ that they are missing because of absence of legitimate government assistance measures.

60% of the representatives told that standard work is influenced by truancy. 40% of the representatives told that normal work isn't influenced by truancy.

10% of the representatives are emphatically concurring that they are disappearing because of the absence of legitimate leave offices. 20% of the representatives concur that they are withdrawing because of ill-advised leave office. 40% of the workers differ that they are withdrawing because of inappropriate leave office.

40% of the workers emphatically concur that they are missing because of horrible showing examination. 30% of the representatives concur that they are disappearing because of terrible showing examination. 18% of the representatives differ that they are missing because of terrible showing evaluation. 12% of the representatives emphatically differ that they are missing because of horrible showing evaluation.

65% of the workers are missing because of sick wellbeing and staying 35% of the representatives are not missing because of sick wellbeing.

5.2 Suggestions

- The best and least complex approach to diminish truancy is giving guiding to those representatives who withdraw superfluously and making them mindful of the issues of non-appearance and their significance at the work place.

- The board's severe mentality in allowing leave in any event, when the need is veritable entices the laborers to go on leave however on loss of play. Subsequently a compelling method of managing non-attendance is to change leave rules.

- The rules and guideline identifying with participation must be disclosed to laborers. So as to decrease outstanding task at hand, must name adequate representatives. Just them the current representatives can work better with no pressure or strain and by this truancy can be decreased

- Giving representatives motivations for decreased non-attendance isn't equivalent to fulfilling or giving workers rewards for diminished non-attendance. An impetus furnishes a representative with a lift to their inspiration to maintain a strategic distance from pointless non-attendance.

- Periodical clinical camps with the expectation of complimentary registration can improve the wellbeing of representatives. By this truancy can be decreased.

- Proper guiding with respect to religion and rank must be tried

- Improving government assistance gauges impressively decreases non-attendance.

- Strict disciplinary measures to lessen non-attendance must be designed.

5.3 Conclusion

The achievement of any association lies in the hand of productive labour. In this way their conduct and inspiration to work is a key angle, which fabricates the organization's picture according to the individuals. It probably won't be anything but difficult to change a culture that had taken a long time to create. To have a compelling participation arranged organization, the administration needs both persistence and time and it can't be acquired inside possibly 14 days. This examination is done in different IT sectors , Hyderabad at a level administration with respect to the elements affecting the representatives of absenteeism . It has been assessed from the investigation that its because of family and health issues

Disorder were a portion of the variables affecting non-attendance so appropriate advances ought to be taken to conquer truancy. The majority of the Employees feel that there is no award for standard participation in the association. So, the administration ought to inspire the representatives as remuneration. Consequently, it is presumed that inspirations place an essential job in decreasing non-appearance.

The administration of the IT needs to move toward the issue of non-appearance by concentrating on all the central point distinguished in the investigation. Periodical mediation and preparing programs including some government assistance preparing programs, sponsorship for training, better conveniences, upgraded offices and solid food could deliver better outcomes in shortening truancy. Yet, every one of these endeavours additionally require noteworthy budgetary duty from the administration notwithstanding the eagerness to realize a change. The conflicting strategies and un-implementable guarantees frequently cause incredible pain among the workers. a standard system for pay increase, characterized motivating forces for better work, incidental advantages and an agreeable workplace is expected to decrease the truancy among the representatives. At long last, non-appearance has been ended up being deadly to the development of an association and if unchecked will prompt more wearing down and loss of profitability.

This investigation examination the issue of workers non-attendance and investigates in detail safeguard and remedial activities. Truancy negatively affects an organization's representative spirit. There are various projects that can be executed separately or all things considered to lessen worker non-attendance. Truancy is a genuine and expensive issue looked by organizations all through the world. This issue necessitates that all workers comprehend the results of such conduct from an organization's stance just as an individual viewpoint. All organizations must move toward this issue from a proactive situation with worker avoidance projects and dynamic order programs.

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