



A STUDY ON PERFORMANCE APPRAISAL IN SHREEJA MAHILA MILK PRODUCER COMPANY, TITUPATI

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ABSTRACT

A performance appraisal is a systematic evaluation of an employee's job performance, conducted by their manager or supervisor. It involves assessing various aspects such as productivity, quality of work, communication skills, teamwork, and adherence to company policies and values. The appraisal process typically includes setting clear objectives, collecting feedback from multiple sources, reviewing performance against predetermined criteria, and providing constructive feedback to help employees improve and grow professionally. The ultimate goal of performance appraisal is to enhance employee performance, foster career development, and contribute to the overall success of the organization.

KEYWORDS: productivity, quality of work, communication skills, teamwork.

INTRODUCTION

Performance appraisals should be a positive experience. The appraisal process provides a platform for development and motivation, so organizations should encourage the feeling that performance appraisals are a positive opportunity to get the best out of people and the process.

Assessment must address the development of the 'whole person' - not just job skills or skills required for further promotion. The evaluation must not discriminate against anyone on the basis of age, gender, sexual orientation, race, religion, disability, etc.

DEFINITION OF PERFORMANCE APPRAISAL

“Performance appraisal is the process by which organization evaluate individual job performance”

-**William B. Weather**

REVIEW OF LITERATURE

- **Venclova Katerina (2013)** The article focuses on employee performance appraisal methods used in Czech agricultural enterprises. The first section of the article looks into the theoretical underpinnings of the term "formal appraisal" as well as employee performance appraisal methodologies as described by Czech and international experts. Furthermore, the paper provides staff performance appraisal methodologies that are regarded relevant for agricultural enterprises in the Czech Republic, based on a questionnaire study.
- **Ashima Aggarwal, Gour Sundar Mitra Thakur (2013)** performed a review of performance appraisal methods Ranking, Graphic Rating Scale, Critical Incident, Narrative Essays, Management by Objectives, Assessment Centers, BARS, 360 Degree, and 720 Degree are some of the performance appraisal approaches discussed, as well as their benefits and drawbacks.
- **Yoganandan, Saravanan and Priya (2013)** A pilot study of 56 employees focused on the performance evaluation system and the organization's growth. It looked at how the present PAS aids employee career development as well as employee participation in the performance evaluation process.
- **Angelo DeNisi & Caitlin E. Smith (2014)** Researched the design and implementation of performance assessment and management systems to improve efficiency. The study focuses on a model that demonstrates how enhanced performance requires solid HR practices, fair assessment systems, effective performance management, and a clear understanding of an organization's overall strategic goals.

OBJECTIVES OF THE STUDY

- To study the performance appraisal in SMMPCCL.
- To examine the methods of performance appraisal adopted at SMMPCCL.
- To explore the opinion of employees towards performance appraisal at SMMPCCL.

NEED FOR THE STUDY

The present study to uses on the various appraisal methods and there importance in increasing the performance of the employees. The study also provides a glance at the opinion of the employees towards performance appraisal.

SCOPE OF THE STUDY

The study is confined to the performance appraisal methods used in SMMPCL, TIRUPATI only and does not have any relevance with any other branch.

RESEARCH METHODOLOGY

Data collection : Primary & Secondary sources

Type of research : Descriptive research

Research instrument : Questionnaire

Sample size : 120

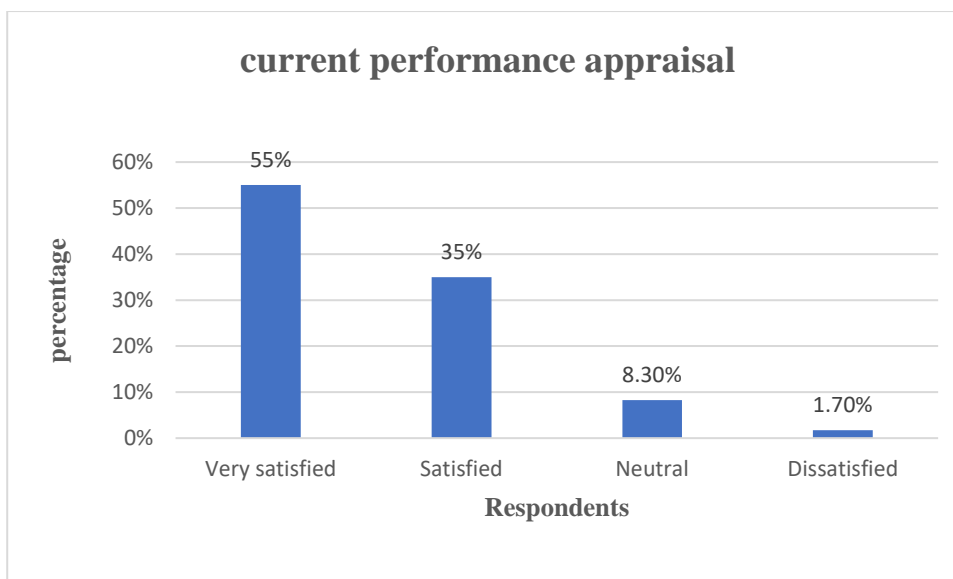
Sample method : Simple Random Sampling

Statistical tool : Percentage analysis and bar charts

DATA ANALYSIS

1: Satisfaction with the current performance appraisal process

RESPONSES	NO OF RESPONSES	% OF RESPONSES
Very satisfied	66	55%
Satisfied	42	35%
Neutral	10	8.3%
Dissatisfied	2	1.7%
Total	120	100%

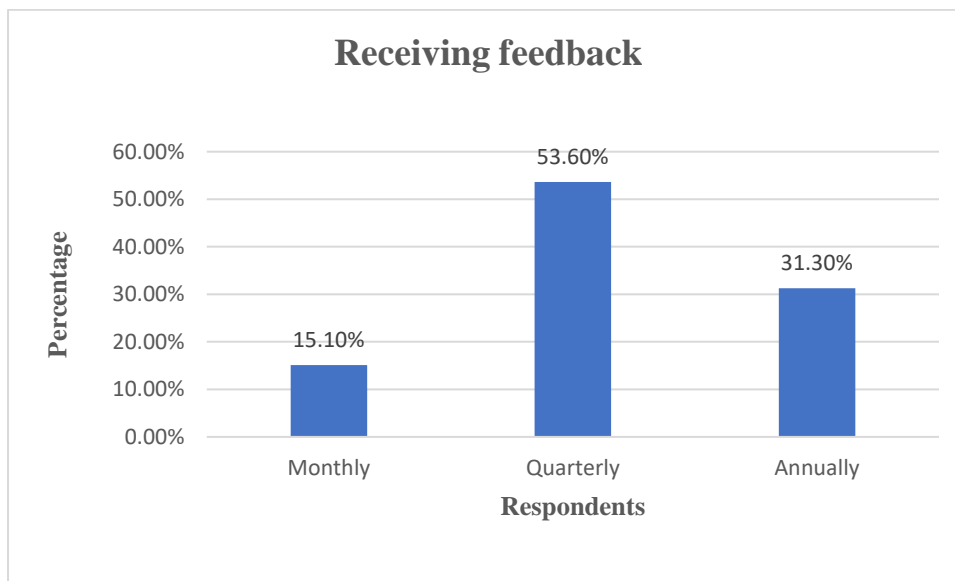


INTERPRETATION:

From the above table, it is known that 55% are very satisfied with the current appraisal process,35% are satisfied, 8.3% are neutral and 1.7% are dissatisfied with the present appraisal process.

2: Receiving feedback on performance

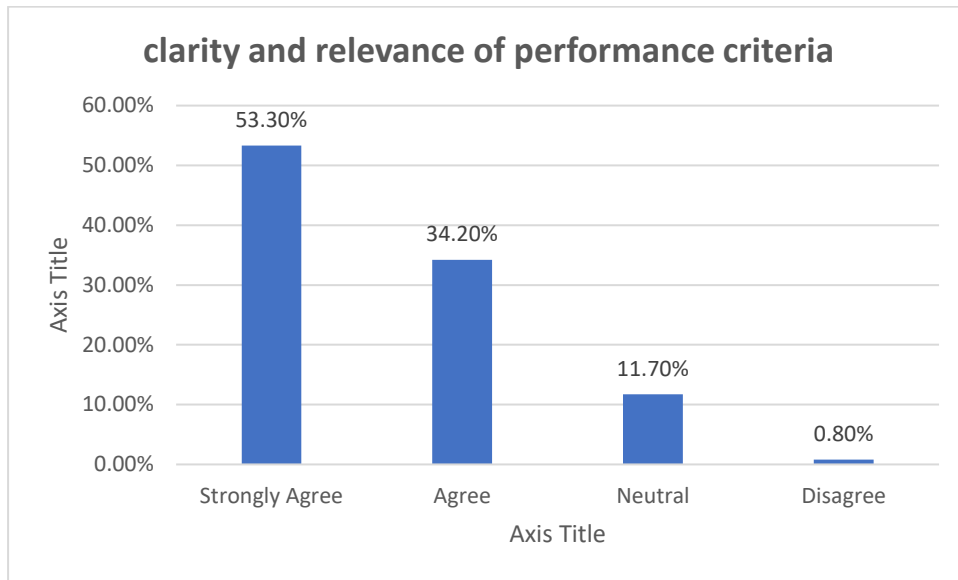
RESPONSES	NO OF RESPONSES	% OF RESPONSES
Monthly	18	15.1%
Quarterly	62	53.6%
Annually	40	31.3%
Total	120	100%

**INTERPRETATION:**

From the above table, it is known that53.60% are quarterly receive feedback on performance appraisal,31.30% are annually receive feedback ,15.10% are monthly receive feedback on performance appraisal.

3: Clarity and relevance of performance criteria

RESPONSES	NO OF RESPONSES	% OF RESPONSES
Strongly Agree	64	53.3%
Agree	41	34.2%
Neutral	14	11.7%
Disagree	1	0.8%
Total	120	100%

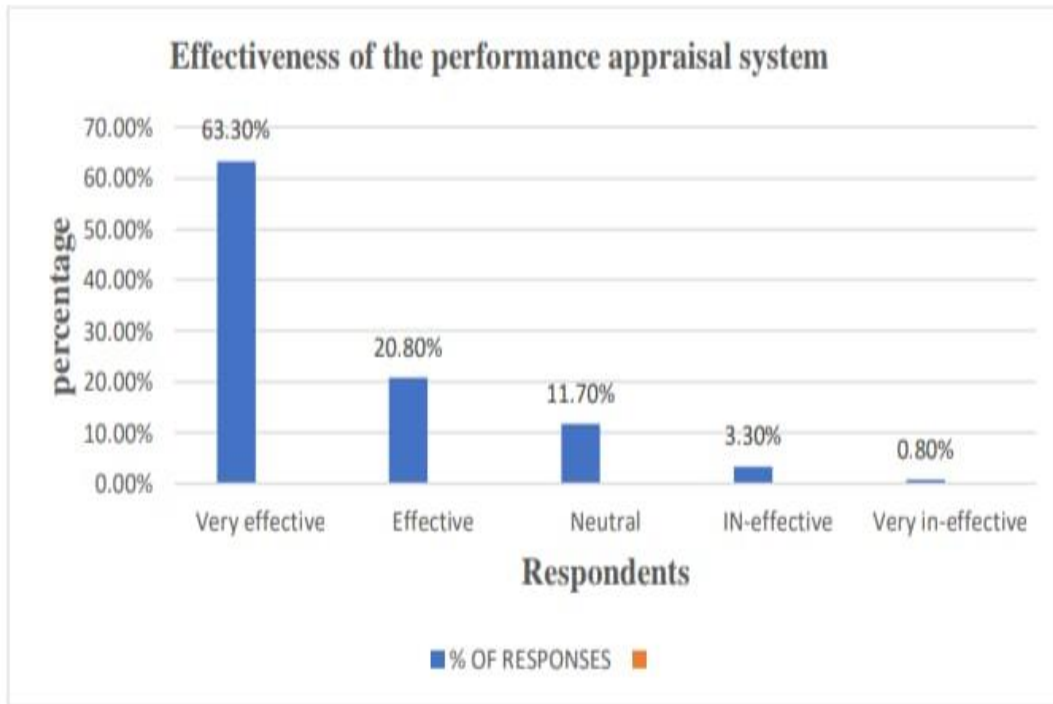


INTERPRETATION:

From the above table, it is known that 53.30% respondents are strongly agreed that they have clarity of performance criteria, 34.20% that they have clarity and relevance the criteria 11.7% were neutral and 0.8% disagree.

4: Effectiveness of performance appraisal system in SMMPCL in employees growth success

RESPONSES	NOOFRESPONSES	%OFRESPONSES
Very effective	76	63.3%
Effective	25	20.8%
Neutral	14	11.7%
IN-effective	4	3.3%
Very in-effective	1	0.8%
Total	120	100%

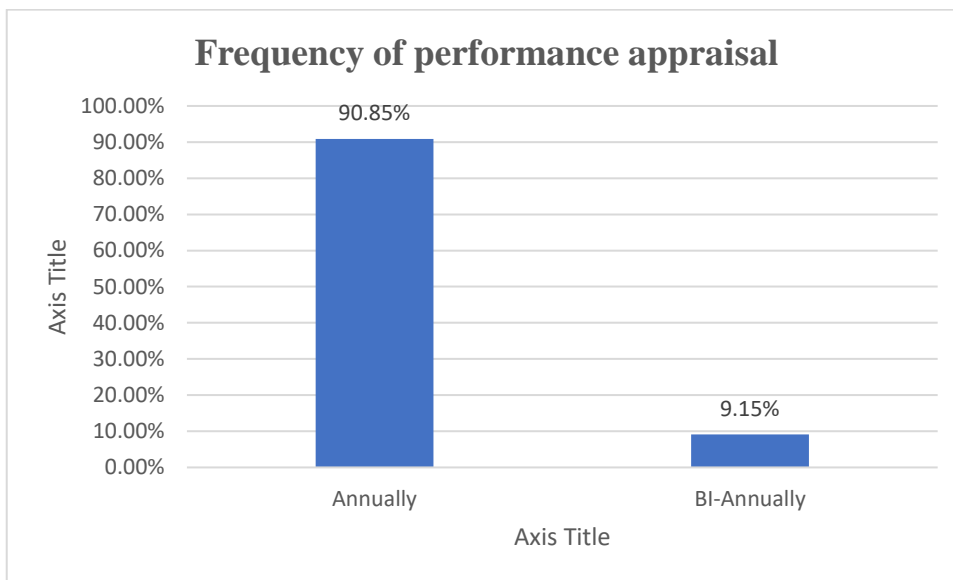


INTERPRETATION:

From the above table, it is known that 63.30% respondents said that performance appraisal system is very effective, 20.8% said that effective, 11.7% are neutral and 3.3% said it is in-effective, 0.8% very ineffective.

5: Frequency of performance appraisal

RESPONSES	NO OF RESPONSES	% OF RESPONSES
Annually	109	90.85%
BI-Annually	11	9.15%
Quarterly	0	0
Monthly	0	0
Other	0	0
Total	120	100%



FINDINGS

- 90% are satisfied with the current appraisal process.
- 53.6% receive feedback quarterly on performance appraisal.
- 87% respondents agreed that they have clarity of performance criteria.
- 84% respondents said that performance appraisal system is very effective.
- 90.85% answered that the performance appraisal is conducted annually.

SUGGESTIONS

- Enhance transparency in the performance appraisal process to address the concerns of the employees to make it transparent.
- Encourage more direct communication during performance appraisal.
- Provide additional training or resources to ensure fairness and objectivity in the performance appraisal process.
- Continuously monitor and evaluate the effectiveness of the performance appraisal system to ensure it remains valuable to the organization.

CONCLUSION

The area of performance is so wide in exhaustive that there is always a scope for experimentation, remuneration and development of new systems.

performance appraisal policy of evaluating an employee's performance on the job in terms of its requirements for which he/she is employed.

- The recommendations and suggestions given if adopted will improve the suggestion of company.
- Performance appraisal can be used to improved appropriate feedback from the employees and regular counselling should be given.

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