

## **A STUDY ON ORGANIZATIONAL DEVELOPMENT WITH SPECIAL REFERENCE TOWARDS PUROFLO INDIA WATER PURIFIER SYSTEMS**

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**Abstract**—This abstract provides an overview of the organizational development with special reference implemented by Puroflo India Water Purifier Systems, a company specializing in water purifier manufacturing. Puroflo India Water Purifier Systems is a leading manufacturer of advanced water purification systems dedicated to delivering safe, clean, and sustainable drinking water solutions for households, commercial establishments, and industrial applications. Leveraging cutting-edge filtration technologies including RO (Reverse Osmosis), UV (Ultraviolet), UF (Ultrafiltration), and advanced mineralization systems they design and produce high-performance purifiers that meet global water quality standards. With a strong emphasis on research, innovation, and environmental responsibility, we strive to make clean water accessible to all while minimizing our ecological footprint. Through a robust supply chain, stringent quality control, and customer-centric service, our mission is to redefine water safety and contribute to healthier communities worldwide. Simple percentage analysis, chi-square analysis, correlation and ANOVA statistical tools have to reach the findings of the study.

**Keywords:** Organisational Development, Environmental Sustainability, Leadership Development, Cultural Transformation, Employee Engagement.

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### **INTRODUCTION**

Organizational development is a complex and multilayered topic that plays a key role in driving organizational success. While many Human resource professionals are familiar with the term, its full scope is often less clear. In this complete guide, we delve into organizational development, its goals, how it works, and describe some examples. By the end, you will have a foundational understanding of organizational development and its significance in building thriving workplaces. Organizational development also referred to as organization development, is a strategic approach to improving an organization's effectiveness, adaptability, and overall health. It's a critical and science-based process that builds organizations' capacity to change and achieve greater success by developing, improving, and reinforcing strategies, structures, and processes. Organizational development involves planned interventions and initiatives designed to support growth, innovation, and cultural transformation, often through employee engagement, leadership development, and process improvement.

### **STATEMENT OF THE PROBLEM**

Based on the problem discussion above, the purpose of this project work is to gain a better understanding of Organizational development with special reference and its impact on the sales of an organisation. In a competitive world, there are many problems in marketing of detergent industry. Some problems can be solved, but many problems may not be solved. Now a day, most of the people are living in rural areas. Rural marketing is important for developing our economy. Manufacturers face many problems in marketing their product in all areas because most of the rural consumers earn low incomes, have low levels of literacy, low levels of brand awareness, communication and transportation facilities. The consumers are finding various problems in selecting their fast moving consumer goods. It is identified that there is a need for research work in the field of organizational development with special reference towards puroflo India water purifier systems.

## **OBJECTIVES OF THE STUDY**

**Primary objectives:** a study on organizational development with special reference toward puroflo India water purifier systems.

**Secondary objectives:**

- ❖ To examine the various promotional strategies and its effects on the organisation
- ❖ To examine the impact of promotional strategies on the sales of an organisation.
- ❖ To understand the organization structure and processes in a practical setting.
- ❖ To know how the key business processes are being carried out in a manufacturing firm.
- ❖ To identify the study on organizational development with special reference towards puroflo India water purifier systems.
- ❖ To increase sales by publicity through the media which are complementary to press and poster advertising.
- ❖ To disseminate information through salesmen, dealers etc., so as to ensure the product getting into satisfactory use by the ultimate cons.

## **SCOPE OF THE STUDY**

- ❖ This research work tends to analysis the impact of organizational development with special reference towards puroflo india water purifier systems.
- ❖ The study helps to know promotional strategies in water purifier manufacturing units.
- ❖ The study explores the new ways of attracting customers.
- ❖ The study will be conducted to understand the structure, functions and process of
- ❖ various departments and their interdependence.
- ❖ The study will be conducted to identify and analyse key concept of the organization.
- ❖ The study is helpful to the organization to understand current market situation, strategy
- ❖ and policies adopted by competitor.
- ❖ The study made and collected is useful for the future planning of the company.

## **LIMITATIONS OF THE STUDY**

- ❖ The possibility of respondent bias is more and accuracy of the study is based on the information given by the respondents.
- ❖ The study is limited to Dharmapuri only and the findings cannot be generalized.
- ❖ Time is the main constraint otherwise more detailed and wide data would have been collected. Many customers are not interested in responding to the questionnaires as they are busy in shopping.
- ❖ An in depth study of the company could not be carried out due to shortage of time.
- ❖ Restrictions on company activities.

## **RESEARCH METHODOLOGY**

### **Descriptive research**

A population, circumstance Instead, our challenges are meant to be accurately and methodically explained via descriptive research. It can respond to what, where, when, and how questions, but not why. A descriptive research strategy allows for the investigation of one or more variables utilizing a variety of research methodologies.

## DATA COLLECTION METHOD

The target population, the available resources, and the research objectives should all remain full into version after creation a decision a data gathering technique. Combining several approaches can give a further systematic picture of in what way worthy record management affects employee productivity.

### Primary Data

Primary data would It involves getting information straight from worker or employee in the organization. This could be done through survey or interview where the research task specific question related to record management practices and their perceived impact on productivity and some questionnaires' close ended with ordinal and nominal scale 5-point Likert scale.

By collecting primary data, researcher can get first-hand knowledge tailored to their research objective, allowing for a deeper comprehension of the impact of proper record management on worker productivity in the specific context being studied.

### Secondary Data

Secondary data to examine existing information and draw conclusions. Information obtained after initial information is referred to as secondary data by someone else for a different purpose, such as government reports, academic studies, or industry surveys. Here's how you could approach conducting a study using secondary data.

For ex: Books, Magazine's, website links, library etc.

## SAMPLING METHOD

Making statistical conclusions from a particular an amount of the population or to estimate its characteristics requires the decision to make of certain individuals or members of that population. A sample's rationalities founded on two factors: accuracy and correctness.

## QUESTIONNAIRE DESIGN

A set of written for printed questions with multiple-choice answers. Their creations were thoroughly created for surveys or statistical research purposes are known as questionnaires. Their creations were thoroughly created Hypothesis

## DATA ANALYSIS AND INTERPRETATION

### CHI-SQUARE ANALYSIS

#### NULL HYPOTHESIS

**HO:** There is no significance between the deals with the firm and satisfied with your detergent powder.

#### ALTERNATIVE HYPOTHESIS

**H1:** There is significance between the deals with the firm and satisfied with your detergent powder.

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2- sided)
Pearson Chi-Square	2.876E2 <sup>a</sup>	9	.000
Likelihood Ratio	246.994	9	.000
Linear-by-Linear Association	115.287	1	.000
N of Valid Cases	130		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 2.22.

#### Symmetric Measures

	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Ordinal by Ordinal Gamma	1.000	.000	24.595	.000
Measure of Kappa Agreement	.826	.040	15.683	.000
N of Valid Cases	130			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

#### RESULT

The calculated value is greater than the table value. So we reject the null hypothesis. There is no significance between the deals with the firm and satisfied with your detergent powder.

#### CORRELATION

The table shows that the relationship between occupation of the respondents and feel about sales activity.

#### Correlations

		OCCUPATION OF THE RESPONDENTS	FEEL ABOUT SALES ACTIVITY
OCCUPATION OF THE RESPONDENTS	Pearson Correlation	1	.718**
	Sig. (2-tailed)		.000
	N	130	130
FEEL ABOUT SALES ACTIVITY	Pearson Correlation	.718**	1
	Sig. (2-tailed)	.000	
	N	130	130

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**NON PARAMETRIC CORRELATIONS:****Correlations**

			OCCUPATION OF THE RESPONDENTS	FEEL ABOUT SALES ACTIVITY
Kendall's tau_b	OCCUPATION OF THE RESPONDENTS	Correlation Coefficient	1.000	.700**
		Sig. (2-tailed)		
		N	.	.000
			130	130
	FEEL ABOUT SALES ACTIVITY	Correlation Coefficient	.700**	1.000
		Sig. (2-tailed)		
Spearman's rho	OCCUPATION OF THE RESPONDENTS	Correlation Coefficient	1.000	.754**
		Sig. (2-tailed)		
		N	.	.000
			130	130
	FEEL ABOUT SALES ACTIVITY	Correlation Coefficient	.754**	1.000
		Sig. (2-tailed)		
		N	.000	.
			130	130

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**RESULT**

This is a positive correlation. There are relationships between occupation of the respondents and feel about sales activity.

**FINDINGS**

1. Majority 70.0% of the respondents are Female
2. Majority 43.8% of the respondents come under the 26 - 40 years age category
3. Majority 29.2% of the respondents are Graduate category
4. Majority 37.7% of the respondents are employee in occupation
5. Majority 37.7% of the respondents are earned Above Rs.15000
6. Majority 43.8% of the respondents are deal with the firm in Below 5 years
7. Majority 40.0% of the respondents are purchase Cash basis.
8. Majority 60.0% of the respondents are said the company have a mission statement
9. Majority 42.3% of the respondents are satisfied about segment your markets before you develop your products
10. Majority 36.2% of the respondents are said Price is the strength of their company
11. Majority 33.8% of the respondents are said Socio-cultural factors are affected by business.

12. Majority 48.5% of the respondents said Important about Profit maximisation
13. Majority 61.5% of the respondents said Important about Product innovation
14. Majority 60.0% of the respondents said Very Important about Television
15. Majority 42.3% of the respondents said Important about Variety and Very Important about Service
16. Majority 43.8% of the respondents said Important about Sales promotion
17. Majority 32.3% of the respondents are purchase Bar & cake
18. Majority 24.6% of the respondents are said discount activities attract customers
19. Majority 60.8% of the respondents are feel about sales activity good
20. Majority 28.5% of the respondents are said Sales promotion
21. Majority 42.3% of the respondents are Agree about promotional tool which increase sales promotion
22. Majority 39.2% of the respondents are Strongly Agree about promotional tool which increase sales promotion
23. Majority 36.9% of the respondents are satisfied about detergent powder

### **SUGGESTIONS**

After an exclusive study of the company,s promotional strategies an attempt has been made to offer a few suggestions for the improvements, promotional and other activities of home care Products after an exclusive study of the companies promotional strategies an attempt has been made to offer a few suggestions for the improvements, promotional and other activities of the company.

- ❖ The company's promotional strategy is far enough, but more effort should be put on them to reach different target market.
- ❖ The consumers should be persuaded to patronise the product. As people are now aware of various products could also come -up with such new product and attractive price as part of it promotional strategies.
- ❖ The company should also improve its research work on the quality of its product so as to be able to face other competing firms.
- ❖ In conclusion, the company should maintain a good relationship as well as good publicity; also the company must have its distinctive features on its product to sky away piracy

### **CONCLUSION**

This study has carefully studies the effect of promotional strategy on the sales of organization and its effect on the buying behaviors of consumers. It has been found that promotion have an effect on the buying behavior of consumer, they are been makes to buy more of the product willingly because of the fun, entertainment and price giving out to them during the promotions .Determine your brand's emphasis or your promise. Determine how to generate excitement in getting your personal brand out there. Focus on forming lifetime relationships one brand image to market strategy to the customers and relationship of business ethics.

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