



The Study on the Company-Indian Tobacco Company Private Limited

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Abstract

This report presents an in-depth organizational study of Indian Tobacco Company Pvt Ltd (ITC), one of India's leading diversified conglomerates. The study explores ITC's evolution from a tobacco-centric company to a multi-business enterprise with strong footprints in FMCG, hospitality, paper and packaging, agri-business, and IT services. The focus lies on understanding ITC's strategic management, sustainability initiatives, and human resource practices. Particular attention is given to ITC's commitment to environmental and social responsibility, including its carbon-positive and water-positive operations, as well as programs like the "Wellbeing out of Waste" initiative and climate-smart agriculture. The study also investigates ITC's HR framework, highlighting its practices in talent acquisition, employee engagement, and leadership development. Special emphasis is placed on compliance with the PoSH Act and the SA 8000 standard, reinforcing ITC's commitment to ethical and safe workplaces. Operational insights into tobacco processing and the manufacturing workflow, including quality control, packaging, and effluent treatment, are also presented. Additionally, the project includes a health-focused canteen initiative promoting employee wellness. Key findings underscore HR's pivotal role in ITC's organizational success and conclude that ITC's integrated approach to sustainability, innovation, and employee well-being contributes significantly to its continued growth and industry leadership.

Keywords: Strategic Human Resource Management, Sustainable Business Practices, Corporate Governance and Compliance, POSH ACT SA8000.

1. Introduction

Indian Tobacco Division Pvt Ltd is one of India's leading multi-business conglomerates with a diversified portfolio encompassing FMCG (Fast-Moving Consumer Goods), hotels, paperboards, packaging, agri-business, and information technology. Established in 1910 as the Imperial Tobacco Company of India, ITC has evolved into a major corporate entity known for its strong commitment to sustainability, innovation, and value creation for stakeholders. With its extensive product offerings, ITC touches the daily lives of millions of consumers, spanning across industries such as packaged foods, personal care, cigarettes, and lifestyle retail.

In recent years, ITC has demonstrated significant growth by integrating sustainability at the core of its operations. It operates with a focus on triple bottom line performance—economic, environmental, and social—which has led to pioneering efforts in areas like water conservation, waste recycling, and green energy. ITC's diverse portfolio and strong leadership have enabled it to leverage India's growing consumer market while actively addressing emerging challenges related to resource management and corporate social responsibility.

This paper aims to explore the strategic growth of ITC Pvt

Ltd across its various business segments, analyze its sustainability-driven initiatives, and evaluate its impact on India's business ecosystem.

2. Company Profile: ITC Pvt. Ltd.

Overview

ITC Limited stands as one of India's foremost private sector enterprises and a diversified conglomerate with businesses spanning Fast Moving Consumer Goods (FMCG), Hotels, Paperboards and Packaging, Agri. Business, and Information Technology. The company is recognized as one of India's most valuable corporations, with a Gross Revenue of ₹ 69,446 crores and a Net Profit of ₹ 20,422 crores as of March 31, 2024. ITC was ranked as India's most admired company by Fortune India in collaboration with Hay Group.

Business Divisions

FMCG: ITC is the leading FMCG marketer in India, with a robust portfolio of world class brands including Aashirvad, Sunfeast, Yippee!, Bingo!, B Natural, ITC Master Chef, Fabelle, Sunbeam, Fiama, Engage, Vivel, Savlon, Classmate, Paperkraft, Mangaldeep, and Aim.

These brands have quickly established a strong consumer base, with many leading their respective segments.



Fig 1: Product provided/manufactured by ITC

Hotels: ITC Hotels is a preeminent hotel chain in India, known for its 'Responsible Luxury' ethos. The chain is a

pioneer in sustainable practices and luxury hospitality.



Fig 2: Listed hotels under ITC

Paperboards and Packaging: ITC is the market leader in this sector, providing high quality packaging solutions.

Agri Business: ITC is a globally acknowledged leader in farmer empowerment, leveraging its extensive rural linkages to support and enhance agricultural productivity.

Information Technology: ITC Infotech, a wholly owned subsidiary, is a global digital solutions provider specializing in delivering cutting edge IT services.

Innovation and Competitiveness

Over the past ten years, ITC's new Consumer Goods Businesses have created a dynamic portfolio of over 25 world-class Indian brands, significantly boosting the Indian economy. ITC's competitive strength lies in its profound understanding of consumer needs, advanced research and development, innovative product creation, strong brand-building skills, state-of-the-art manufacturing facilities, extensive rural connections, and an exceptionally efficient trade marketing and distribution network.

The synergy among its diverse business segments offers ITC a unique competitive edge.

Sustainability and Social Responsibility

ITC's "Nation First: Sab Saath Badhein" philosophy underscores its commitment to building a globally competitive and profitable Indian enterprise that also creates significant societal value. ITC is a global leader in sustainability, being the only company of comparable size to be carbon positive, water positive, and solid waste recycling positive for over a decade. The company has created over 6 million sustainable livelihoods and sources nearly 50% of its energy from renewable sources. ITC's luxury hotels are LEED® Platinum certified, highlighting their commitment to

sustainability.

Community and Environmental Initiatives

Wellbeing out of Waste (WOW) Programme: This initiative addresses solid waste management comprehensively, providing sustainable solutions that have reached over 18 million citizens across India.

Sustainable Agriculture: In collaboration with farmers and local communities, ITC has implemented large scale interventions in climate smart agriculture. The 'Baareh Mahine Hariyali' program aims to maximize farm utilization throughout the year, aligning with the Prime Minister's vision of doubling farmer incomes. ITC also collaborates with NITI Aayog to build the capacity of 2 million farmers in 27 aspirational districts to enhance rural incomes

Investing in India's Future

ITC is committed to investing in India's future by building world class consumer goods factories and iconic hospitality assets, supporting the Government's "Make in India" vision. These investments are designed to enhance the country's competitive capacity and contribute to its economic growth. ITC Limited's journey from a tobacco centric company to a diversified conglomerate underscores its adaptability and resilience. With a strong emphasis on sustainability, innovation, and inclusive growth, ITC continues to play a pivotal role in India's economic landscape, poised for continued success and contribution to nation building.

Products of ITC under Various Segments

- FMCG
- ITC Hotels

- ITC paperboards and speciality papers
- ITC Packaging Agri Commodities and rural services
- ITC information technology services

Vision, Mission and Core Values

Vision: To sustainably enhance the quality of life across diverse communities through innovative and inclusive business practices, delivering superior shareholder value while ensuring environmental and social stewardship.

i). Sustainably Enhance the Quality of Life:

- Focus on creating products and services that improve the wellbeing of consumers and communities.
- Emphasize sustainable practices that ensure long term benefits for the environment and society.

ii). Innovative and Inclusive Business Practices

- Encourage a culture of innovation to stay ahead of market trends and consumer needs.
- Adopt inclusive business practices that promote diversity, equity, and inclusion within the company and its supply chain.

iii). Deliver Superior Shareholder Value

- Aim for financial excellence to provide consistent returns to shareholders.
- Balance profitability with responsible corporate citizenship to build trust and reputation.

iv). Environmental and Social Stewardship

- Commit to protecting the environment by reducing carbon emissions, conserving resources, and minimizing waste.
- Engage in social initiatives that uplift communities, such as education, healthcare, and livelihood programs.

Mission

i). Create Enduring Value

- **Develop Brands and Businesses:**
 - Focus on building strong, reputable brands that resonate with consumers and stand the test of time.
 - Diversify business portfolios to mitigate risks and capitalize on market opportunities.
- **Enhance Quality of Life**
 - Offer high quality products that improve daily living and meet consumer expectations.
 - Prioritize consumer safety and satisfaction through rigorous quality control and innovation.

ii). Sustainability

- **Lead in Environmental Sustainability**
 - Implement sustainable sourcing practices to ensure the responsible use of natural resources.
 - Promote renewable energy and energy efficiency across operations.
- **Resource Conservation and Carbon Footprint Reduction**
 - Invest in technologies and practices that reduce water, energy, and material consumption. Commit to achieving netzero carbon emissions through various sustainability initiatives.

iii). Innovation

• Drive Innovation

- Invest in research and development to create cutting edge products and services. Foster a culture of continuous improvement and creativity within the organization.

• Meet Evolving Needs

- Stay attuned to market trends and consumer preferences to anticipate and respond to changes.
- Engage in open innovation by collaborating with startups, academia, and other industry players.

iv). Inclusive Growth

• Empower Local Communities

- Support education and skill development programs to enhance employability and entrepreneurship.
- Provide economic opportunities through fair trade practices and local sourcing.

• Foster Inclusivity

- Promote gender equality and diversity in the workplace and in community initiatives.
- Ensure that marginalized and underserved groups are included in growth and development programs.

3. SWOT Analysis

Strengths

- Strong Brand Portfolio:** ITC Ltd. currently has a large and well cultivated array of cigarette brands in the market such as Gold Flake, Classic and Navy Cut which are easily recognizable and believed by the consumers.
- Market Leadership:** Here the company is found to hold a big market share and is the leader in the Indian cigarette industry.
- Extensive Distribution Network:** Another strength of the company is having a sound and well-developed distribution channel that guarantees the coverage of the company's products in the rural and urban settings.
- Financial Stability:** Between all the segments ITC has, the tobacco segment is very profitable, that makes a good cash flow and a good financial position to ITC.
- Strong Research and Development:** In the same manner, sustainable capital investments for R&D enables ITC to offer a steady stream of new product offers that meet the new consumer preference trends.

Weaknesses

- Regulatory Risks:** The cigarette market is considered one of the most saturated worldwide and is subjected to regular attempts at new laws and policies that influence ITC's sales.
- Health Concerns:** Heightened consciousness on the adverse effects of smoking to health may result in a reduction in the rate of cigarette consumption.
- Dependent on Tobacco Segment:** CT, a major part of the corporation's income still stems from the tobacco segment, leaving the company quite exposed to fluctuations in this sector.
- Negative Public Perception:** The image of the tobacco products is always bad, and this has implications for brand image and hence market image.

Opportunities

- i). **Diversification:** ITC has various possibilities to make diversification of products to mitigate risks associated with tobacco business stronger.
- ii). **International Expansion:** Developing markets also serve as an opportunity where firms can tap into new incomes thus helping cut on the increased regulatory matters in the Indian markets.
- iii). **Introduction of Alternative Products:** Products like cigarettes or any other nicotine products can meet the consumers' demands and their healthier habits.
- iv). **Growing Middle Class:** Thus, the growth of the middle-class populations in India can promote consumption of the premium and luxury brands of cigarettes.

Threats

- i). **Regulatory Changes:** Any alterations to regulations or policies related to tobacco could impact ITC's operations and profitability.
- ii). **New Competition:** The entry of new competition or if existing companies start strengthening themselves that's a potential threat.

4. Literature Review

The competitive dynamics are influenced by these forces, as demonstrated by Saha, S. (2023) ^[1], in the case of the Air India acquisition in the aviation industry.

The significance of threshold values in sales performance factors, such as customer acquisition cost and sales conversion rate, extends beyond mere metrics; they are pivotal determinants of a company's competitive advantage and its position within the industry (Saha, 2023) ^[2].

Similarly, organizations with high levels of employee dissatisfaction or inefficient processes may struggle to innovate or compete effectively, impacting the intensity of rivalry among competitors (Saha, S., 2023) ^[8].

Vendor capability, particularly the ability to deliver high-quality products or services, can significantly impact the power dynamics within the relationship, affecting pricing and trade terms (Saha, S., & Joshi, K., 2024) ^[3].

Saha & Kar (2021) ^[4] propose that the computation of sales performance scores and effective cross-functional collaboration can deter new entrants and retain bargaining power with customers in the IT/ITES industry.

The performance of salespeople, influenced by factors such as personality traits, product knowledge, competitive intelligence, and the utilization of sales force automation, can significantly affect the bargaining power of buyers and suppliers through their impact on purchasing decisions and negotiation outcomes (Saha & Kar, 2021) ^[6]. Cross-functional sales performance variables, such as customer satisfaction and market responsiveness, play a crucial role in mitigating the threat of substitutes in the IT/ITES sector (Saha & Kumari, 2019) ^[7].

A vendor's established capability and experience in Business-to-Business (B2B) transactions can strengthen a company's competitive position by reducing the bargaining power of buyers, as clients are more likely to award contracts to trusted vendors with proven track records (Saha, S., & Joshi, K., 2021) ^[6].

In a review of "The 22 Immutable Laws of Marketing," Saha, S., *et al.* (2023) ^[9] emphasize that in competitive markets, reducing competitive rivalry—a core component of Porter's Five Forces—requires companies to focus on differentiation, unique market positioning, niche marketing, distinct product

attributes, and consistent brand messaging.

Moreover, according to Saha, S (2024) ^[5], advancements in technology and cross-functional factors enabling automated sales processes can lower the bargaining power of suppliers by reducing dependence on traditional sales personnel.

The acquisition of New Delhi Television Limited (NDTV) by the Adani Group signifies a significant competitive change in the Indian media industry, showcasing how large conglomerates can use corporate takeovers to gain substantial control and potentially diminish competitive rivalry (Saha, S., *et al.*, 2024) ^[10].

The merger of PVR and Inox, two leading Indian cinema industry giants, illustrates a strategic response to the increased competitive pressure from OTT platforms, aiming to reduce the threat of substitutes and leverage synergies to regain a competitive edge in a post-COVID landscape (Saha, S., 2024) ^[11].

The merger between HDFC Bank and HDFC Ltd. creates a stronger banking competitor, with more cross-selling opportunities, increased mortgage disbursements, and a larger customer base, potentially raising barriers to entry and lowering buyer bargaining power due to a broader product and service portfolio (Saha, Sumit, 2024) ^[12].

For Multivariate outliers' analysis the best method is to use the Mahala Nobis Distance Test. If the cut-off probability <0.001 then that is a multivariate outlier and that item/case/record should be removed from the data set or analysis. This is the item removal test and not to remove variable/indicator (Saha, S & Kar, Subhasree, 2023) ^[14].

The application of any model depends upon the basic premises. If the premises on which it is being built is in the right direction, the application of it becomes more relevant to society (Saha, S., & Perumbeti, A., 2023) ^[15].

The hostile takeover of NDTV by the Adani Group raises complex questions about media ownership, journalistic independence, diversity of voices, and the broader implications for India's democracy (Saha, S, S, Manjunath, & Aradhana Yadav, 2024) ^[13].

Acquisition highlights the competitive nature of the technology industry, where companies are constantly looking for opportunities to grow and expand their market (S, Saha & S, N Makkalegeri, 2024) ^[16].

This corporate takeover marked a pivotal moment in the landscape of corporate media, with one of India's leading business conglomerates eyeing a prominent news channel. The ownership change has ignited discussions on the future of journalism and editorial independence, given Adani's diverse business interests, from infrastructure to energy (Saha S, S Manjunath and Y Aradhana (2024) ^[17].

The Indian Tobacco Company (ITC) Limited has implemented various strategies to enhance its business practices and address environmental concerns. ITC has adopted green marketing initiatives to improve its eco-friendly manufacturing, packaging, and waste recycling processes (Mrs. Ruqia & Mrs. Azra, 2024). The company has also implemented Kaizen techniques to increase product yield, reduce complaints, and improve quality in its biscuit manufacturing unit (R. M. Debnath, 2019).

However, tobacco control remains a significant challenge in India, with tobacco being a major cause of preventable deaths (Prakash C. Gupta *et al.*, 2004). The tobacco industry's influence extends beyond India, as seen in Indonesia, where multinational brands, economic interests, and political powers complicate efforts to implement strict tobacco control legislation (A. Paksi, 2019) ^[20]. These studies highlight the

complex interplay between corporate strategies, public health concerns, and regulatory challenges in the tobacco industry.

The Prevention of Sexual Harassment (POSH) Act of 2013 was enacted in India to protect women from workplace harassment and promote gender equality (Sharma, 2022) ^[24]. This legislation mandates the formation of Internal Complaints Committees (ICC) in organizations with 10 or more employees, requiring an external expert as a key member (Pandey, 2020) ^[22]. The Act covers a wide range of behaviors, from staring to stalking, that may be considered offensive or discriminatory towards women (Pandey, 2020) ^[22]. Despite its implementation, awareness of the POSH Act among students in higher educational institutions in Punjab remains a concern (Sharma, 2022) ^[24]. Challenges in the Act's implementation include the sensitivity of ICC members, reasons for harassment incidents, reporting mechanisms, and support systems for victims (Pandey, 2020) ^[22]. Both studies emphasize the importance of raising awareness and effectively implementing the POSH Act to create safer workplaces and educational environments for women.

The SA8000 standard, focused on corporate social responsibility and workers' rights, has gained international attention and influenced global trade (Wang, 2007) ^[26]. Italy leads in SA8000 certifications, with companies reporting improved human resource management and public sector engagement (Salvatore Emanuele La Rosa, 2005) ^[23]. The standard is seen as a competitive asset and risk management tool for multinational corporations (Gilbert, 2001). In the Indian garment industry, SA8000 implementation has led to social improvements but also increased costs for suppliers.

Major challenges include effective communication of the standard and meeting its financial requirements. While social benefits are evident, economic incentives from buyers, such as higher prices or long-term contracts, are needed to motivate implementation. Engaging all stakeholders in continuous dialogue is suggested to promote sustainable economic and social development in the industry (Fredricsdotter & Stigzelius, 2006).

Employee well-being initiatives in the IT sector have gained significant attention due to the industry's high-pressure environment and rapid technological changes. Companies are implementing various programs to address mental, physical, emotional, and financial health aspects of their workforce (E. Monteiro, 2022) ^[21]. These initiatives include resilience-building training, stress management, and wellness interventions aimed at promoting healthier lifestyles and reducing health-associated risks (Vishvajit Suryakant Thigale, 2021) ^[25]. Studies have shown that such programs positively impact employee health and lifestyle, with workers willing to participate even without incentives (Thigale & Purohit, 2021). However, burnout remains a prevalent issue in the IT industry, affecting both individual and organizational productivity (Ajayi & Udeh, 2024). To combat this, companies are exploring strategies such as flexible work arrangements, leadership development, mental health support, and AI-driven personalized interventions. A multifaceted approach emphasizing organizational commitment to employee health is crucial for fostering a culture of well-being and resilience in the IT sector (Ajayi & Udeh, 2024).

5. Overall Concept

Role and Functions

Storage of Processed Tobacco: After tobacco leaves have been processed, blended, and cut to the desired size and shape, the resulting cut tobacco is stored in the cut tobacco

store. This storage facility ensures that there is a ready supply of processed tobacco available for the production line, helping to maintain a continuous manufacturing process.

Moisture and Quality Control: Cut tobacco is sensitive to moisture and environmental conditions, which can affect its burning characteristics and overall quality. The cut tobacco store typically maintains controlled humidity levels and temperature to preserve the quality and freshness of the tobacco until it is used in production.

Inventory Management: The store serves as a central point for managing inventory of processed tobacco. It tracks the quantity, type, and condition of cut tobacco available for production purposes. Inventory management ensures that there is enough cut tobacco on hand to meet production demands without overstocking or wastage.

Quality Assurance: Quality control measures are implemented in the cut tobacco store to ensure that the processed tobacco meets the company's standards and specifications. Inspections may include checking for moisture content, size consistency, and overall appearance of the cut tobacco.

Supply to Production Line: As needed, batches of cut tobacco are retrieved from the store and transported to the primary manufacturing department where they are used in the production of cigarettes. This ensures a steady supply of processed tobacco to the production line, optimizing efficiency and minimizing downtime.

Compliance and Safety: The cut tobacco store adheres to regulatory requirements and safety standards related to tobacco storage and handling. Measures are in place to prevent unauthorized access, maintain cleanliness, and ensure the safety of personnel working in or around the storage facility.

Conclusion

In summary, the cut tobacco store plays a crucial role in the cigarette manufacturing process by storing processed tobacco in optimal conditions, ensuring consistent quality, managing inventory effectively, and supplying the production line with the necessary materials. It is an integral part of the supply chain that supports efficient and continuous production of cigarettes in the industry.

Secondary Manufacturing Department

The secondary manufacturing department is where the finishing touches are applied to the cigarettes before they are packaged and distributed to consumers. This department follows the primary manufacturing process, which involves the production of the actual cigarettes. Here's a detailed overview of what typically happens in the secondary manufacturing department:

Functions of the Secondary Manufacturing Department

Filter Attachment: One of the primary functions of the secondary manufacturing department is to attach filters to the cigarettes. Filters are often made from cellulose acetate or other materials and are attached to one end of the cigarette to modify the smoking experience. Filter attachment can involve automated machinery that precisely inserts and secures filters onto the cigarettes.

Tipping: After filters are attached, the cigarettes may undergo a process called tipping, where a small strip of paper, often referred to as tipping paper, is wrapped around the filter end of the cigarette. Tipping serves several purposes, including reinforcing the filter attachment, providing a surface

for branding and health warnings, and enhancing the aesthetics of the cigarette.

Quality Control and Inspection: Throughout the secondary manufacturing process, cigarettes undergo rigorous quality control checks. Inspectors ensure that filters are correctly attached, tipping papers are applied without defects, and the overall appearance of the cigarettes meets quality standards. Quality control measures are essential to maintain consistency in the smoking experience and comply with regulatory requirements.

Packaging Preparation: Once the secondary manufacturing operations are complete, the cigarettes are prepared for packaging. This may involve grouping cigarettes into packs or cartons, aligning them for the packaging process, and ensuring they are ready for distribution.

Packaging and Cartoning: The secondary manufacturing department oversees the final packaging of cigarettes into consumer-ready packs or cartons. Packaging may include inserting packs into branded cartons, applying foil seals or tear tapes, and printing necessary information such as health warnings, tax stamps, and barcodes.

Automation and Technology: Advanced machinery and automation are often utilized in the secondary manufacturing department to optimize efficiency and maintain product consistency. Automated processes ensure precise filter attachment, tipping application, and packaging, reducing labor costs and minimizing errors.

Compliance and Safety: The secondary manufacturing department adheres to strict compliance with regulatory standards related to tobacco products, including packaging requirements, health warnings, and taxation. Safety protocols are also crucial to protect workers and ensure a safe working environment.

Conclusion

The secondary manufacturing department is a critical stage in the cigarettes manufacturing process, where cigarettes undergo final processing, quality control checks, and packaging preparation. It ensures that cigarettes are finished to high standards before they are distributed to consumers, contributing to product consistency, regulatory compliance, and consumer satisfaction in the industry.

E.T.P

E.T.P stands for "Effluent Treatment Plant." An Effluent Treatment Plant is a crucial part of the manufacturing process, specifically designed to treat wastewater generated during various stages of production to ensure compliance with environmental regulations and standards.

Role and Functions of Effluent Treatment Plant (E.T.P):

Wastewater Collection and Treatment: In cigarette manufacturing, various processes such as tobacco processing, cleaning, and equipment washing generate wastewater containing organic and inorganic pollutants. The E.T.P collects this wastewater from different production areas through a network of drains and channels.

Physical and Chemical Treatment: The collected wastewater undergoes physical and chemical treatment processes within the E.T.P. These processes may include:

- **Screening:** Removing large particles and debris through screens or filters.
- **Settling:** Allowing suspended solids to settle out from the water.

Chemical Coagulation and Flocculation: Adding chemicals to facilitate the aggregation of fine particles, making them easier to remove.

Neutralization: Adjusting the pH of wastewater to a neutral or acceptable range.

Biological Treatment: Using biological processes (like activated sludge or biological filters) to degrade organic contaminants.

Disinfection:

After primary treatment, some E.T. Ps include disinfection processes to eliminate pathogens and harmful microorganisms from the treated wastewater. Common methods of disinfection include chlorination, ultraviolet (UV) radiation, or ozonation.

Effluent Monitoring and Compliance: Throughout the treatment process, effluent quality is monitored to ensure that the treated wastewater meets local regulatory standards and discharge limits.

Effluent monitoring involves testing parameters such as biochemical oxygen demand (BOD), chemical oxygen demand (COD), suspended solids (SS), pH, and others as per regulatory requirements.

Water Reuse and Recycling:

In Some cases, treated wastewater from the E.T.P can be recycled and reused within the manufacturing process for non-critical applications like cooling or cleaning, thereby reducing freshwater consumption.

Environmental Impact and Sustainability: Effective operation of an E.T.P helps minimize the environmental impact of manufacturing activities by preventing pollution of water bodies and groundwater. It supports sustainability efforts by promoting responsible water management and ensuring compliance with environmental regulations.

Conclusion

The Effluent Treatment Plant (E.T.P) plays a vital role in the cigarettes manufacturing industry by treating wastewater generated during production processes. It ensures that wastewater is cleaned to acceptable levels before being discharged into the environment, thus contributing to environmental protection, regulatory compliance, and sustainable manufacturing practices within the industry.

Finished Goods-

"Finished goods" refer to the final products that are ready for distribution and sale to consumers.

Weekly Activity/Progress Report

Every Monday Fire training is conducted to provide awareness and knowledge about fire safety in the event of fire accidents. Three types of fire extinguishers used of various classes i.e. Class A, Class B and Class C. Class A is used in case of general or water-based fire. Class B is used in case of liquid fire for this mechanical foam fire extinguisher is used. Class C fire extinguisher uses dry chemical powder. In case of massive fire hydrant fire system is used. Fire detection and alarm system is used for detection of smoke, steam, dust and heat in a factory. The systems are as follows-

Aspiration Smoke Detectors

Highly sensitive and effective in detecting smoke at an early stage.

They draw air samples through a network of pipes and can detect even small amounts of smoke, making them suitable

for environments with high airflow and dust.

Photoelectric Smoke Detectors

Effective in detecting smouldering fires, which are common with tobacco and paper.

Heat Detectors

Fixed Temperature Heat Detectors: Suitable for areas with stable temperatures, activating when a specific temperature threshold is reached.

Rate-of-Rise Heat Detectors: Useful in areas where rapid temperature increases may occur, such as near machinery.

Flame Detectors

Infrared and Ultraviolet Flame Detectors: Effective in detecting open flames quickly, particularly useful in areas with high fire risk.

Gas Detectors:

Carbon Monoxide Detectors: Can detect the presence of carbon monoxide, a byproduct of incomplete combustion.

Combination Detectors

Integrating multiple detection methods (e.g., smoke and heat) can enhance the system's reliability and reduce false alarms.

HR Practices in ITC

ITC Limited, a diversified conglomerate in India, follows comprehensive HR practices aligned with its business goals and organizational culture. Here are some of the key HR practices typically observed in companies like ITC:

Talent Acquisition and Recruitment: ITC focuses on attracting top talent through campus recruitments, job portals, and employee referrals. They emphasize hiring individuals who fit their values and contribute to their diverse business segments.

Employee Development and Training: ITC invests in the development of its employees through various training programs, leadership development initiatives, and skill enhancement workshops.

Continuous learning is encouraged to keep employees updated with industry trends and technologies.

Performance Management: ITC employs a robust performance management system that includes regular feedback sessions, goal setting, and performance appraisals. This helps in aligning individual goals with organizational objectives and fostering a culture of accountability.

Employee Engagement: Employee engagement activities are crucial at ITC to ensure a motivated workforce. These include wellness programs, team-building activities, recognition and rewards, and communication channels for feedback.

Diversity and Inclusion: ITC promotes a diverse and inclusive workplace culture where employees from various backgrounds feel valued and respected. They have initiatives to support gender diversity, equal opportunities, and inclusion at all levels.

Work-Life Balance: The company values work-life balance and offers flexible work arrangements where feasible. They understand the importance of employee well-being in achieving long-term productivity and satisfaction.

Ethical Standards: Being a socially responsible organization, ITC adheres to high ethical standards in its HR practices. This includes fair compensation, adherence to labor laws, and promoting ethical behavior among employees.

Career Development: ITC provides opportunities for career

growth and advancement through internal promotions, job rotations, and cross-functional exposure. They encourage employees to take charge of their career paths and provide necessary support.

Employee Benefits: Apart from competitive salaries, ITC offers a range of benefits including healthcare coverage, retirement plans, insurance, and other employee welfare programs to enhance quality of life.

HR Technology: ITC utilizes HR technology to streamline processes such as payroll management, leave management, and performance tracking. This helps in efficient HR operations and better employee experience.

Overall, ITC's HR practices are designed to create a conducive work environment that fosters innovation, collaboration, and long-term employee commitment, contributing to the company's success and growth.

6. Project/Tasks Undertaken

i). Prevention of Sexual Harassment of Women At Workplace, What is POSH?

The Prevention of Sexual Harassment (PoSH) Act, 2013, is an important piece of legislation India aimed at ensuring a safe and respectful work environment for women. ITC Limited, as a leading corporation, adheres to the guidelines and mandates of the PoSH Act to prevent and address incidents of sexual harassment at the workplace. Here is an overview of how ITC implements the PoSH Act: **Implementation of the PoSH Act at ITC:**

Policy Framework

ITC has a well-defined policy against sexual harassment that is in line with the PoSH Act, 2013. This policy is communicated to all employees to ensure awareness and understanding.

Internal Complaints Committee (ICC):

ITC has constituted Internal Complaints Committees (ICCs) at all its offices and units as mandated by the PoSH Act. The ICC is responsible for addressing complaints of sexual harassment and consists of a minimum of four members, including a Presiding Officer (a senior woman employee), two members from the organization, and one external member familiar with issues related to sexual harassment.

Training and Awareness Programs:

ITC conducts regular training sessions and workshops to sensitize employees about sexual harassment, the provisions of the POSH Act, and the company's policies. These programs are designed to create awareness and educate employees on recognizing, preventing, and reporting incidents of sexual harassment

Complaint Mechanism

Employees can file complaints regarding sexual harassment in a confidential and secure manner. ITC ensures that the complainant's identity and details of the complaint are kept confidential throughout the investigation process.

The ICC investigates the complaints thoroughly, following the principles of natural justice and ensuring fairness to all parties involved.

Grievance Redressal Process:

Upon receiving a complaint, the ICC conducts a detailed investigation, which includes interviewing the complainant, the respondent, and any witnesses. The committee then

prepares a report based on its findings and recommendations. Appropriate action is taken based on the ICC's recommendations, which can range from warnings and counselling to termination of employment, depending on the severity of the misconduct.

Annual Reports and Compliance:

ITC submits annual reports on the compliance with the PoSH Act to the relevant authorities, detailing the number of complaints received, resolved, and pending during the year. The company ensures continuous monitoring and review of its policies and practices to enhance the effectiveness of its sexual harassment prevention mechanisms.

Support for Victims

ITC provides support to victims of sexual harassment, including counselling services and legal assistance, if required. The company aims to create a safe and supportive environment for victims to come forward and report incidents without fear of retaliation.

ITC's Commitment to a Safe Workplace:

ITC's commitment to implementing the PoSH Act reflects its dedication to maintaining a respectful and safe workplace for all employees. The company promotes a culture of zero tolerance towards sexual harassment and strives to foster an environment where every employee can work with dignity and respect by rigorously implementing the provisions of the PoSH Act. ITC ensures that it remains compliant with legal requirements and fosters a positive and inclusive workplace culture.

SA 8000 (Social Accountability 8000)

SA 8000 (Social Accountability 8000) is a certification standard for social accountability in the workplace. Developed by Social Accountability International (SAI), it provides a framework for ensuring humane working conditions and is based on internationally recognized standards. Here are the key elements of SA 8000:

Child Labor: No child labor is allowed. The standard sets an age limit for workers and outlines measures for protecting young workers.

Forced or Compulsory Labor: All forms of forced labor are prohibited.

Health and Safety: The workplace must be safe and healthy, with systems in place to detect and address potential risks.

Freedom of Association and Right to Collective Bargaining: Workers have the right to form and join trade unions and bargain collectively.

Discrimination: There must be no discrimination in hiring, compensation, access to training, promotion, termination, or retirement.

Disciplinary Practices: No corporal punishment, mental or physical coercion, or verbal abuse is allowed. Working hours must comply with applicable laws and industry standards.

Remuneration: Wages must meet legal or industry minimum standards and be sufficient to meet basic needs.

Management Systems: The organization must establish effective policies and procedures to ensure compliance with SA 8000 standards.

Organizations seeking SA 8000 certification are audited by accredited bodies to ensure they meet these requirements. This certification can enhance a company's reputation, improve worker satisfaction, and ensure compliance with

labor laws and ethical practices.

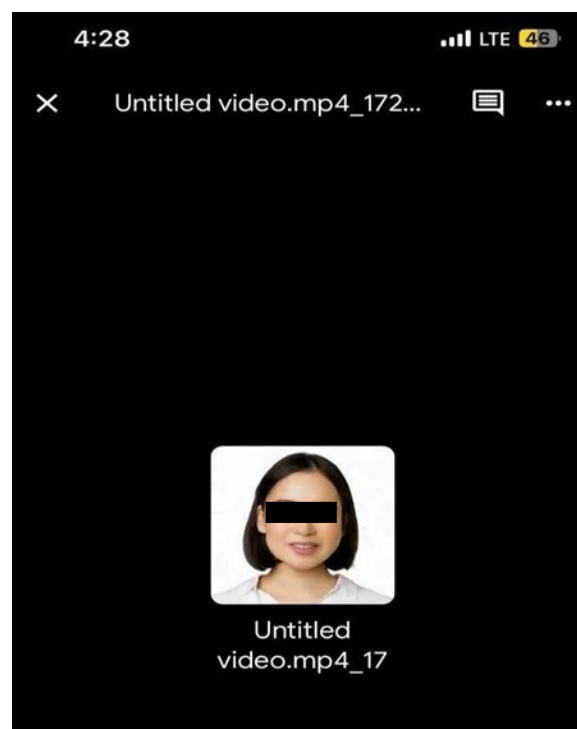


Fig 3: POSH and SA8000 act by an AI model.

ii). Health and Wellbeing

Canteen Wellness:

During my internship, I was entrusted with the responsibility of creating a health-oriented menu list to provide to the company canteen. This task was aimed at promoting healthier food options for employees, contributing to the overall well-being initiative within the organization.

I conducted research on balanced nutrition, consulted with the HR team to align the list with company wellness goals, and ensured that the options catered to diverse dietary needs.

This experience enhanced my understanding of the connection between employee wellness and productivity, while also sharpening my organizational and collaboration skills.

Table 1: Here's the split up of the cost expenses for 800 employees:

Food Items	Per Month Cost
Fruits and vegetables (during breaks)	Rs. 12,32,000
Whole grain products (biscuits, bread etc)	Rs. 6,16,000
Boiled eggs	Rs. 1,04,000
Infused water (herbs)	Rs.1,75,000
Dry fruits	Rs.15,00,000
Green tea	Rs, 5,00,000

Benefits

Short Term

- Increased Energy levels
- Enhanced concentration and cognitive function
- Improved mood and reduced stress
- Reduced absenteeism
- Better hydration-Positive workplace

Long Term

- Improve health and wellness
- Increased efficiency and productivity
- Lower healthcare costs

- Reduced retention
- Enhanced corporate image and reputation
- Sustainable workplace practices

7. Key Findings

The organizational study of Human Resources (HR) at Indian Tobacco Company Pvt. Ltd. (ITC Pvt. Ltd.) has offered an in-depth understanding of the strategic significance of HR in shaping the overall success.

Throughout the study, it became evident that ITC Pvt Ltd places considerable emphasis on creating a human resource framework that not only supports the company's business objectives but also fosters a culture of growth, engagement, and innovation.

ITC Pvt. Ltd.'s HR practices stand out in several key areas. First, the company's talent acquisition and development strategies demonstrate its commitment to attracting and nurturing high-caliber professionals.

By focusing on structured recruitment processes and comprehensive onboarding programs, ITC ensures that employees are aligned with the company's values and long-term goals from the outset. This emphasis on strategic hiring is further complemented by its robust training and development programs, which facilitate continuous learning and upskilling, enabling employees to adapt to the ever-evolving industry landscape.

Additionally, employee engagement is a cornerstone of ITC's HR philosophy. Through a variety of initiatives—ranging from recognition programs to career progression opportunities—the company strives to create a work environment where employees feel valued and motivated. The open communication channels, regular feedback mechanisms, and team-building activities foster a collaborative and supportive culture, where individual contributions are acknowledged and team success is prioritized.

ITC Pvt. Ltd. also places great importance on leadership development, recognizing that nurturing internal talent is crucial for long-term growth. Its leadership development programs focus on building strong managerial skills and

providing future leaders with the tools they need to navigate challenges and inspire their teams. This forward-looking approach ensures that ITC continues to cultivate a pipeline of capable leaders ready to take on strategic roles within the organization.

A notable aspect of ITC's HR practices is its commitment to diversity and inclusion. The company recognizes that a diverse workforce brings unique perspectives and ideas, which are essential for innovation and problem-solving. By fostering an inclusive work environment where employees from varied backgrounds feel respected and empowered, ITC not only complies with social responsibility standards but also enhances its organizational effectiveness.

8. Conclusion

Overall, this organizational study has highlighted how ITC Pvt. Ltd.'s HR function plays a pivotal role in driving organizational growth and competitiveness. The alignment of HR strategies with the company's core values—such as innovation, sustainability, and ethical practices—ensures that ITC not only retains a competitive edge but also maintains its reputation as an employer of choice in the industry.

This internship has provided me with valuable insights into the practical application of human resource management concepts, allowing me to witness firsthand how HR contributes to both the operational and strategic aspects of a leading organization. The experience has deepened my understanding of the multifaceted role HR plays, from managing day-to-day employee relations to shaping the company's long-term vision.

As ITC Pvt. Ltd. continues to expand its business horizons and adapt to the evolving market dynamics, it is clear that its HR function will remain a critical driver of success. Through the combination of innovative HR strategies, a focus on employee well-being, and a commitment to fostering a dynamic workplace culture, ITC is well-positioned to navigate the challenges of the future while continuing to build a strong and engaged workforce.

9. Log and Annexure

Table 2: Post Graduate Diploma in Management (AICTE Approved, Ministry of Education, Government of India, New Delhi)

Date of Meeting	Term III	Suggestions Offered	Guide's Signature	Student's Signature	Remarks
26/06/24		Issues Discussed: Issued the topic to work on was	Dr. Sumit Saha	Preeth Raj. B	
		"A Study on the Rate of			
		Fake Returns of			
		Merchandise Sold on			
		Online Platforms"			
		Suggestions: Asked us to collect the data			
08/07/24		Issues Discussed: The First Draft of	Dr. Sumit Saha	Preeth Raj. B	
		Introduction was			
		Submitted Suggestions: Asked to do a\According to the College Format			
12/08/24		Issues Discussed: Collected data have been	Dr. Sumit Saha	Preeth Raj. B	
		showed and verified by sir			
		Suggestions: Suggested			
		How to perform data analysis			
12/09/24		Issues Discussed: Half of the Report Submitted to sir got verified Suggestions: Asked To Complete It With Data Analysis	Dr. Sumit Saha	Preeth Raj. B	
19/09/24		Issues Discussed: Complete report showed to sir Suggestions: Few corrections were made	Dr. Sumit Saha	Preeth Raj. B	

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