

## BEST PRACTICES IN HR AT DABUR INDIA

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**ABSTRACT:** Dabur India Limited is one of the country's leading fast-moving consumer goods corporations. They have developed a comprehensive framework for human resource management that connects their strategic business goals to their personnel practices. This abstract explores the efficacy of many of Dabur's most effective human resource methods in cultivating an inclusive, creative, and performance-oriented culture. Dabur strives to hire the best individuals by utilizing a strong employer branding approach, rigorous orientation, and competency-based hiring. It develops skills for the future through digital learning platforms, leadership development programs, and initiatives that encourage continual skill improvement. The organization's performance management system is based on measurable key performance indicators (KPIs), regular feedback, and incentive programs that encourage responsibility and good performance. Furthermore, Dabur promotes employee involvement by implementing inclusive policies, encouraging communication among employees, and offering health and wellness programs. In addition, the organization's human resources strategy prioritizes sustainability, diversity, and ethical governance. Implementing these best practices enables Dabur India to retain employee satisfaction, improve corporate processes, and preserve a competitive advantage in the fast-moving consumer goods (FMCG) market.

**Keywords:** *Talent Management, Employee Engagement, Performance Management, Training and Development, Compensation and Benefits*

### I. INTRODUCTION

HR best practices include selective hiring, fair and performance-based compensation, Investing in employee training and development, hiring only the most qualified persons, compensating employees fairly and in accordance with their performance, and cultivating a positive culture through diversity and inclusion are some of the most effective HR tactics. Prioritizing staff safety and health, facilitating induction, and encouraging open communication are also critical for increasing engagement and productivity.

Human resource management is more important than ever in the modern workplace. Businesses must unlock the

mysteries of efficient HR practices in order to not just survive but prosper. HR has a tremendous impact on the whole employee experience. They create a friendly and cheerful environment, attracting and retaining excellent employees. Effective HR management goes beyond traditional approaches and incorporates innovative concepts to increase productivity, engagement, and, ultimately, business growth.

These practices help firms solve problems, adjust to change, and create a healthy working environment. They can either focus employee development and well-being or use technology, such as a human resource management system, to streamline HR procedures.

There are two major schools of thought in the topic of human resource management systems. Despite the fact that they accomplish this in different ways, each of these techniques highlights the importance of personnel management. There are many systems of thought:

- The best fit method requires that corporate strategies and human resource policies be identical. The HR department's constant goal should be to meet the needs of the organization and its employees.
- The best practice approach identifies HR practices that are successful and beneficial for all individuals. The school believes that certain HR responsibilities are superior to others, and that by carrying out these tasks, your organization may continually beat its competition.

Both techniques have merits and downsides. The primary focus of this talk will be the best practice approach, which has been carefully investigated and proven to be successful in a wide range of industries and businesses.

### **Difference between HR activities and HR practices**

HR practices differ from HR activities in the issues they address and focus on. HR practices cover the strategic aspects of workforce management. This includes developing the HR department's overall structure, vision, and mission, as well as ensuring that they align with the company's business plan. These procedures serve as the foundation for human resource management and demonstrate how the organization's goals are strategically implemented.

In contrast, HR activities refer to the day-to-day obligations and tasks of HR professionals. They are the mechanism by

which HR procedures carry out the plans and concepts that they have developed. HR responsibilities include hiring and firing employees, inducting new employees, providing training and development, managing performance, paying and providing benefits, interacting with employees, and adhering to labor laws and regulations. These roles are critical for the proper implementation of HR policies and the HR department's daily activities.

In brief, HR activities entail carrying out specific roles and procedures, whereas HR practices involve the overall organization and management of the HR department. HR practices establish the HR function's overall direction and vision. Human resource activities, on the other hand, are routine responsibilities that help the firm achieve its goals and objectives.

To effectively manage their human resources, firms must build strong HR practices that are aligned with their business strategy. These procedures provide a framework for HR activities, ensuring their dependability, efficiency, and contribution to the organization's overall performance. HR experts with a thorough understanding of HR operations and processes may develop and implement strategies to improve employee engagement, organizational performance, and the workplace environment.

## **II. RELATED WORK**

Villalobos, R. (2020) : R. Villalobos This unreleased paper from 2020 looks into the most successful HRM practices for helping a variety of business kinds achieve high performance. It brings together research on employee motivation, performance reviews, remuneration plans, training, and hiring. The author investigates the

interplay of these techniques and their consequences on the company's overall success, as well as employee satisfaction and productivity. HR operations integration is focused to help the firm achieve its goals and collaborate with its employees. The research emphasizes the significance of organizational culture and leadership in the spread of best practices. It also addresses the issues that arise when firms try to use these approaches on a regular basis. The following are some helpful tips for HR professionals that want to build performance-based cultures. Finally, the research shows that human resource management is an important strategic function for maintaining long-term competitiveness.

Bondarouk, T., & Brewster, C. (2021) : Bondarouk, T. In collaboration with Brewster, C. (2021) This article looks at the evolving dynamic between HRM and rapidly advancing technologies. The authors look at improvements in e-HRM, data analytics, artificial intelligence, automation, and digital HR systems. They believe that technology has a significant impact on HR's responsibilities, capabilities, and decision-making methods. The research highlights the gaps in current studies, such as the strategic implications of digital tools, ethics, transparency, and employee acceptability. A conceptual framework is proposed to guide future research into the digitalization of human resources. The writers emphasize the need of approaching HR and technology from many angles. Furthermore, they emphasize the growing importance of digital skills among HR workers. This research presents a progressive perspective on the future of HRM research.

Heap, S., Kelliher, C., & Preece, D. (2022): Heap, S., Kelliher, C., & Preece,

D. This research uses empirical analysis to review the relationship between organizational success and flexible work practices. The authors investigate how several types of flexibility, such as job reconfiguration, flexible scheduling, and telecommuting, affect employee behavior and productivity. According to their research, FWPs do not improve performance naturally; rather, they work best in situations with well-defined performance objectives and strong leadership. The research emphasizes the importance of organizational culture in improving the effectiveness of FWP. The authors challenge the widely held idea that companies continuously receive the benefits of flexibility. They believe that HRM systems should actively incorporate FWPs. There are tips for creating flexibility policies that are in line with the company's goals and the needs of employees. The investigation improves understanding of flexibility as a developing HR best practice.

Zhang, J., & Chen, Z. (2023) : Zhang, J., and Chen, Z. This essay analyzes how technology is transforming HRM and the implications for firms operating in the digital era. It examines developing technologies such as artificial intelligence, machine learning, big data analytics, and cloud-based human resource solutions. The authors analyze how digital tools are altering important HR tasks like as performance management, training, employee engagement, and employment. They highlight numerous essential components that help with digital transformation, including a supportive culture, tech-savvy staff, and skilled leadership. Furthermore, challenges such as resistance to change and inadequate preparation for upcoming technology are

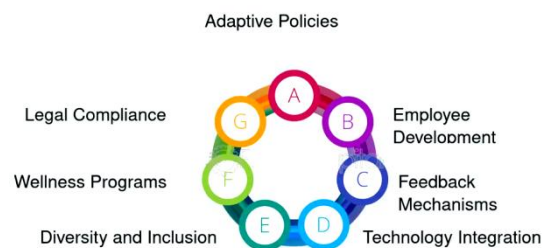
discussed. The research introduces a digital HRM paradigm that promotes organizational adaptability and decision-making. The authors argue that digital transformation includes strategic elements in addition to technology. The report provides significant insights for firms looking to modernize their HR procedures. McGrath, P. J. (2024): McGrath, P. J. This research is a compendium of research on human resource management methods in the context of company restructuring, such as mergers, acquisitions, downsizing, and organizational reform. The author studies the effectiveness of HR practices in assisting employees going through transitions and uncertainty. The exam emphasizes the need for open communication, retraining, redeployment, and equitable redundancy procedures. The essay also discusses the impact of restructuring on employee mental health, as well as the responsibility of human resources in maintaining high levels of motivation and engagement. The research determines the most effective techniques for aiding businesses in enduring structural changes. It also looks into leadership behaviors that support restructuring. The review concludes by underlining the importance of performing more research on HRM and organizational change. In summary, it demonstrates how HRM is an important stabilizing force during organizational transitions.

Shiferaw, R. M. (2025) : In this comprehensive research, R. M. Shiferaw studies how digital technologies are influencing labor patterns in a wide range of businesses. The author uses data from HR analytics, automation, artificial intelligence, digital communication technologies, and cloud platforms. The article demonstrates how technology is

becoming increasingly important in performance management, employee engagement, training, and hiring processes. It also covers issues including individuals' reluctance to adopt new technologies, data privacy, and skill shortages. The research emphasizes the need of effective HR leadership and technology readiness in the context of digital transformation. It provides frameworks that demonstrate how digital technology might improve people's productivity and decision-making abilities. The examination also looks into the ethical issues that computerized HR systems raise. According to the research, technology-driven human resource management is critical to organizations' future readiness and agility.

### III. SUSTAINING HR BEST PRACTICES FOR LONG-TERM SUCCESS

A company's expansion is dependent on its human resources. The tactics that businesses use to recruit and retain high-quality personnel may become outmoded as they evolve. It is critical to apply HR best practices; nevertheless, they must be altered to reflect the changing market and workforce. This requires a continuous commitment to strategic planning, employee engagement, and inventiveness.



**Adaptive Policies:** It is critical that HR policies are flexible enough to meet changing market conditions. For example, a software business might start with a

casual dress code to attract young staff. However, if the firm grows, it may need to adopt a more formal dress code to demonstrate the progression of its brand.

**Employee Development:** By investing in the continual development of its employees, the business can ensure that its human capital aligns with its growth. Consider a medium-sized firm that encourages its people to learn new skills that benefit both the organization and their personal development.

**Feedback Mechanisms:** By completing consistent feedback loops, employees and management can improve HR practices. An international organization may conduct annual surveys to assess employee satisfaction and implement changes to improve the workplace culture.

**Technology Integration:** Technology can help improve the accuracy and efficacy of HR tasks. For example, an e-commerce company may use an AI-powered recruiting system to optimize the hiring process and ensure that the candidate is aligned with the company's goals and culture.

**Diversity and Inclusion:** Having a varied workforce provides a competitive edge. Businesses can benefit from a wide range of ideas and opinions by creating an inclusive atmosphere. A global financial business may deliberately recruit individuals with diverse backgrounds in order to improve and develop their workforce.

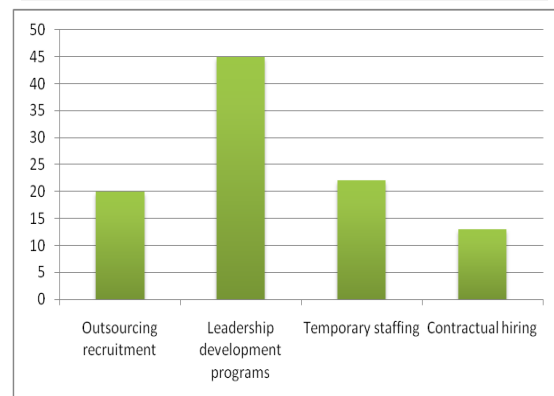
**Wellness Programs:** Employee wellness directly affects productivity and retention. Initiatives like wellness lectures and flexible work schedules can have a significant impact. For example, a healthcare institution noticed a decrease in the number of staff absent from work after implementing these programs.

**Legal Compliance:** The organization will protect its reputation and cut expenses by remaining up to date on legal developments and ensuring that it complies with them. One example is a retail chain that consistently validates that its hiring methods adhere to the most recent labor rules. By incorporating these concepts into their everyday operations, businesses can create a long-term HR system that not only attracts the best personnel but also fosters a culture of success and continual growth. The ultimate goal is to design an HR system that is adaptable, resilient, and consistent with the organization's core values and long-term goals.

## IV. PERFORMANCE EVALUATION

### 1. What are some of the ways that Dabur India's HR division may assist individuals in becoming future leaders?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Outsourcing recruitment	20	20%
2	Leadership development programs	45	45%
3	Temporary staffing	22	22%
4	Contractual hiring	13	13%
TOTAL		100	100%

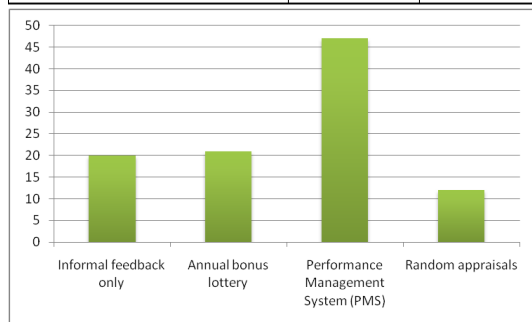


According to the findings, 45 out of 100 respondents (45%) rated leadership development programs as the most important HR activity. As the name implies, the organization is very

committed to improving its own competencies. Contractual hiring (13%), temporary employment (22%), and outsourced recruiting (20%) are all used, though less frequently than other hiring tactics. This demonstrates the varied employment techniques used by a number of businesses.

## 2. What approach does Dabur India adopt to foster organizational performance excellence?

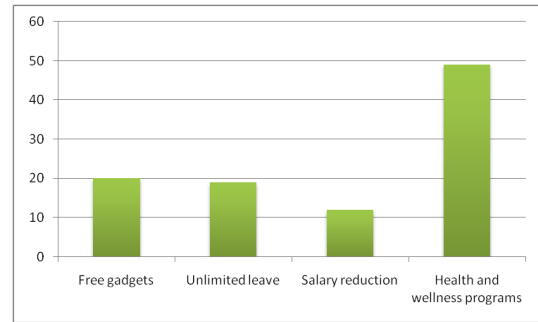
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Informal feedback only	20	20%
2	Annual bonus lottery	21	21%
3	Performance Management System (PMS)	47	47%
4	Random appraisals	12	12%
TOTAL		100	100%



According to the findings, 47% of respondents picked the Performance Management System (PMS) as their appraisal technique. This demonstrates the systematic way in which the PMS evaluates performance. However, informal comments (20%), the annual bonus lottery (21%), and random assessments (12%) are used less frequently, indicating a decreased reliance on unstructured approaches.

## 3. What wellness initiative best represents Dabur India's commitment to its employees' well-being?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Free gadgets	20	20%
2	Unlimited leave	19	19%
3	Salary reduction	12	12%
4	Health and wellness programs	49	49%
TOTAL		100	100%



According to the data, 49% of respondents believe that health and wellness programs are the most important undertaking. This highlights the importance of their involvement in employee assistance. In contrast, the prevalence of free gadgets (20%), unrestricted leave (19%), and wage reductions (12%) is lower, indicating that these options are not well-received.

## V. CONCLUSION

A corporation must apply HR best practices in order to recruit, develop, and retain competent people. Employers may create a work climate that fosters growth for both the company and its people by putting in place successful hiring procedures, ongoing training, employee engagement activities, and clear performance systems. These activities not only increase productivity, but also promote a culture of continual development, trust, and justice.

The evaluation of HR best practices emphasizes the need of ensuring that human management techniques align with the company's objectives in a rapidly changing business environment. Businesses must embrace innovative and consistent HR methods as competition heats up and employee needs shift. Effective HR procedures, in the end, improve an organization's resilience, employee contentment, and overall success.

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