

BEST PRACTICES IN HR AT DABUR INDIA

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ABSTRACT: Dabur India Limited, a prominent fast-moving consumer goods (FMCG) company in the country, has implemented an efficient human resource management framework to ensure that its personnel practices are in accordance with its strategic business objectives. This abstract investigates the company's foremost HR best practices, with an emphasis on the innovative, inclusive, and performance-oriented culture that Dabur cultivates. Dabur prioritizes employer branding, competency-based recruiting, and structured onboarding in order to attract and retain top talent. Its learning and development procedures encompass leadership development programs, online learning environments, and continuous skill improvement, all of which are designed to cultivate capabilities that can endure the passage of time. The company's performance management system is founded on measurable key performance indicators (KPIs), ongoing feedback, and reward programs that prioritize accountability and performance. Additionally, Dabur fosters employee engagement by implementing inclusive workplace policies, health and wellness initiatives, and maintaining open communication channels. The company's human resources strategy also emphasizes sustainability, diversity, and ethical governance. In the fast-paced FMCG sector, Dabur India is able to maintain a committed workforce, enhance operational excellence, and strengthen its competitive advantage by implementing these best practices.

Keywords: *Human Resource Management, HR Best Practices, Talent Acquisition, Dabur India Limited, Employee Engagement, Performance Management,*

1. INTRODUCTION

Initiatives such as the promotion of a diverse and inclusive workplace culture, investments in employee training and development, fair and performance-based compensation, and selective recruiting are among the best practices in human resources. Other critical strategies include simplifying the induction process, emphasizing the safety and well-being of employees, and encouraging open communication to increase productivity and engagement.

In contemporary enterprises, the management of human resources is more crucial than ever. It is imperative that businesses identify the secrets to

successful HR strategies as they endeavor to not only remain viable but also thrive. Human resources is instrumental in the development of the entire employee experience, from the recruitment and retention of top talent to the establishment of a secure and inclusive work environment. In order to promote employee engagement, productivity, and profitability, contemporary human resource management implements both conventional methodologies and innovative approaches.

These strategies enable organizations to surmount obstacles, adjust to change, and establish a dynamic work environment, regardless of whether they prioritize

employee development and wellness or implement technology, such as a human resource management system, to expedite HR procedures.

There are two primary streams of thought in the field of HRM. Despite the fact that each of these processes offers a distinctive approach to employee management, they both emphasize the significance of doing so. Theoretical traditions encompass the following:

2. LITERATURE SURVEY

Cooke, F. L., Schuler, R., & Varma, A. (2020) This paper examines the manner in which multinational corporations (MNCs) manage distinctive cultural and institutional requirements while simultaneously contending with the growing technological and competitive pressures. According to the authors, the efficacy of HRM strategies is contingent upon the establishment of a harmonious equilibrium between international norms and regional adaptation. They examine the impact of current global concerns, including economic volatility, digitalization, labor migration, and diversity, on HRM systems. The significance of HR strategies that are context-aware and consider the distinctions between countries and industries is underscored in the paper.

Villalobos, R. (2020) This unpublished research examines the HRM best practices that contribute to the development of high-performing firms in a variety of industries. It is a compilation of research that pertains to compensation schemes, training, performance evaluations, and hiring practices. The author elucidates that these behaviors have an impact on organizational outcomes, employee

happiness, and output. The incorporation of HR processes into a unified framework should improve the alignment between organizational objectives and human resources.

Bondarouk, T., & Brewster, C. (2021) This essay envisions the relationship between human resource management and the swiftly evolving field of technology. e-HRM, data analytics, AI, automation, and digital HR platforms are all areas in which the authors conduct research. According to their assertions, the decision-making processes, competencies, and roles of human resources are enduring a fundamental transformation. The report emphasizes the existence of knowledge deficits in numerous domains, such as transparency, employee acceptability, strategic impact, and the ethics of digital tools.

Heap, S., Kelliher, C., & Preece, D. (2022) This paper conducts an empirical analysis to reassess the relationship between FWP and organizational success. The authors investigate worker productivity and behavior in the context of various forms of flexibility, such as job redesign, remote work, and flexible scheduling. Although their results do not suggest that FWPs consistently enhance performance, they do demonstrate potential when accompanied by defined objectives and competent leadership..

Zhang, J., & Chen, Z. (2023) This paper examines the digitalization of human resource management and its implications for contemporary businesses. It examines cutting-edge technology, such as artificial intelligence, cloud-based HR systems, and big data analytics. The authors examine the impact of digital tools on critical HR responsibilities, such as engagement, performance management, training, and

employment. They emphasize critical elements that facilitate digital transformation, including the commitment of leadership, the digital capabilities of employees, and the establishment of a welcoming corporate culture.

Ouabi, Z., Douayri, K., Barboucha, F., & Boubker, O. (2024) This investigation investigates the impact of human resources practices in public administration contexts on employee job performance. The authors examine the human resources procedures of government agencies, including recruitment, training, performance evaluations, and incentive programs. The results indicate that well-organized HR procedures significantly improve worker productivity, job satisfaction, and organizational effectiveness. The paper underscores the significance of competency-based approaches, equity, and transparency in order to fortify HR systems. This underscores the distinctive structural and administrative obstacles that public sector organizations encounter.

Shiferaw, R. M. (2025) This systematic research examines the impact of digital technologies on HR procedures in various organizations. In this data summary, the following topics are addressed: automation, artificial intelligence, cloud computing, digital communication, and human resource analytics. The evaluation underscores the increasing significance of technology in HR functions, including recruitment, performance evaluation, training, and employee engagement. It raises awareness of issues such as data privacy, talent shortages, and resistance to technological advancement. The importance of being technologically and strategically prepared is underscored by the research.

3. SUSTAINING HR BEST PRACTICES FOR LONG-TERM SUCCESS

When it comes to expanding a company, human resources are critically important. The conventional strategies for recruiting and retaining employees may not be sufficient as industries continue to develop. It is imperative to establish and maintain HR best practices that are capable of adapting to evolving market conditions and the workforce. Consequently, it is imperative to maintain a consistent level of dedication to the company's strategy, employee engagement, and innovation.

Adaptive Policies:

In order to satisfy the requirements of a dynamic marketplace, human resources policy must be sufficiently adaptable. Initially, a tech company may have a more flexible dress code to attract younger employees. However, as the company expands, a more formal policy may be necessary to reflect its evolving corporate image.

Employee Development:

The continuity of a company's human capital is contingent upon its capacity to invest in the professional development of its employees. Visualize a medium-sized organization in which employees are afforded the chance to engage in cross-training programs that facilitate their professional development and satisfy the organization's requirements.

Feedback Mechanisms:

HR operations can be enhanced through the implementation of feedback loops between management and personnel. Annual surveys are frequently implemented by multinational corporations to evaluate employee satisfaction and

utilize the findings to inform workplace culture decision-making.

Technology Integration:

The implementation of technology in human resources processes can result in enhanced efficiency and precision. For example, an online retailer may use an AI-powered recruitment system to expedite the process of hiring new employees while simultaneously guaranteeing that the ideal cultural and strategic fit is achieved.

Diversity and Inclusion:

A competitive advantage can be achieved by maintaining a diverse workforce. Businesses may access a variety of perspectives and ideas by cultivating an inclusive environment. In an effort to establish a diverse and innovative workforce, multinational financial institutions frequently implement aggressive recruitment strategies.

Wellness Programs:

Retention rate and productivity are directly influenced by employee satisfaction. Programs such as wellness seminars and flexible work hours have the potential to significantly impact absenteeism, as demonstrated by a healthcare organization that experienced a reduction as a result of their implementation.

Legal Compliance:

By avoiding costly penalties and remaining informed about legislative changes, the organization can preserve its reputation and save money. Consider a retail chain that consistently evaluates its employment practices to guarantee that they are consistent with current labor laws. Businesses can establish a sustainable HR framework that attracts top talent and cultivates a growth mindset by integrating these principles into their primary operations. Our ultimate objective is to establish an HR ecosystem that is capable

of adapting to change, expanding in tandem with the organization, and embodying its future objectives and values.

4. ADVANTAGES OF BEST HR PRACTICES



In order to assist you in operating a more successful restaurant, we have compiled a list of the seven most critical HR practices and the ways in which they can enhance your organization's engagement and retention rates. Employee productivity and enthusiasm are directly proportional to customer satisfaction.

Hiring Top Talent

It is challenging to recruit competent employees in the restaurant industry because of the strict regulations that must be adhered to. The complete employment process is utilized by human resources. They employ the appropriate methods to identify competent candidates and conduct effective induction and interviews. In order to prevent the restaurant from losing any of its exceptional employees.

Streamlined Onboarding

Despite your best efforts, you are unable to shake the fear that your most talented employees will select you. A well-designed onboarding process is an excellent opportunity to demonstrate to a new recruit the reasons they will flourish in your organization. By collaborating with HR to establish a dependable

orientation strategy, you can guarantee that your new employee is able to commence their work immediately.

Improve Employee Retention

Employees leave an organization for many reasons. The reasons are self-evident: inadequate compensation, excessive micromanagement, unpaid leave, and extended work hours. Every aspect of human administration is simplified by a well-planned HR strategy. In order to ensure that all employees can enjoy their workday without worrying about compensation or advancement opportunities.

No Compliance Issue

The company may be responsible for enforcing a variety of regulations and laws that pertain to the security and safety of food or restaurant policies. Maintaining compliance with the most recent food legislation and regulations can be a difficult task for management. In this instance, it is imperative that the hospitality sector as a whole ensures that HR adheres to all applicable rules and regulations. The implementation of the policy and procedure framework that affects the relationship between employers

and employees is the responsibility of human resources.

Efficient Cloud HR Software

What could be more realistic than an HR app that is easy to use? A cloud-based HRMS is a type of software that is specialized and maintains vast quantities of data in a single database. Therefore, it is unnecessary to generate pay receipts, save employee data, or manually configure increments and benefits. By integrating cloud HR software with state-of-the-art technologies like AI and ML, restaurants can optimize their HR administrative processes and effectively engage their workforce.

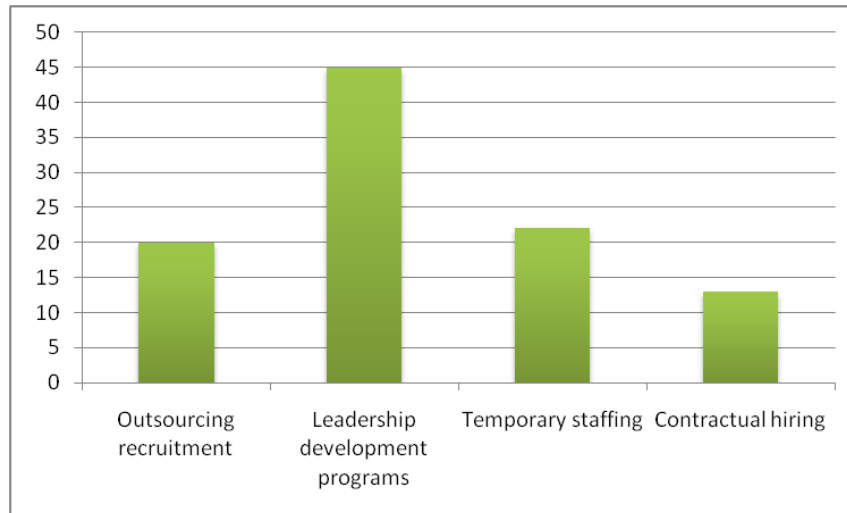
Save Time and Energy

Every restaurant is dedicated to providing delectable cuisine in an inviting atmosphere. Additionally, it serves as their principal objective. Subsequently, maintaining compliance with the entire employee management system is a challenging endeavor. The administrative tasks are handled by an HR department or effective HR software, allowing the HR staff to concentrate on improving customer interactions.

5. DATA ANALYSIS AND INTERPRETATION

1. What is the extent to which Dabur India's HR process is designed to cultivate the next generation of business executives?

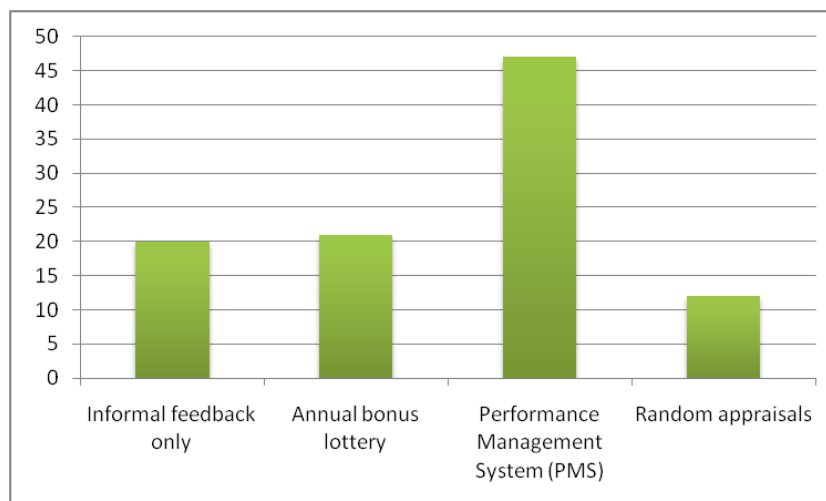
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Outsourcing recruitment	20	20%
2	Leadership development programs	45	45%
3	Temporary staffing	22	22%
4	Contractual hiring	13	13%
TOTAL		100	100%



INTERPRETATION: Leadership development programs were the most popular HR practice among 45 respondents (45%), indicating a distinct emphasis on internal skill building within the company. Temporary employment (22% of the workforce), outsourced recruitment (20%), and contractual hiring (13% of the workforce) are all employed, albeit to varying degrees.

2. Which approach facilitates the development of high-quality work from all employees at Dabur India?

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%

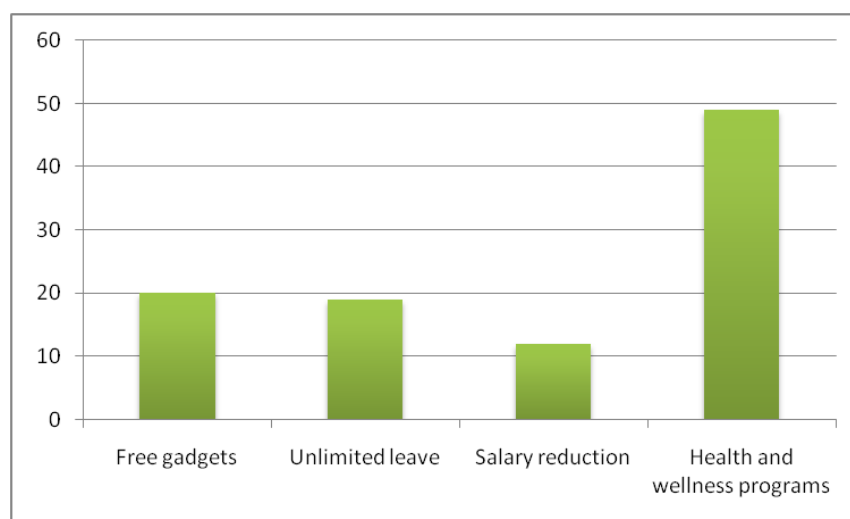


INTERPRETATION: 47% of respondents who selected the Performance Management System (PMS) as their preferable appraisal technique favored a systematic approach to performance assessment, according to the results. Unstructured procedures, including

informal feedback (20%), annual incentive lotteries (21%), and random assessments (12%), are not frequently employed.

3. Which health initiative does Dabur India demonstrate its commitment to its employees?

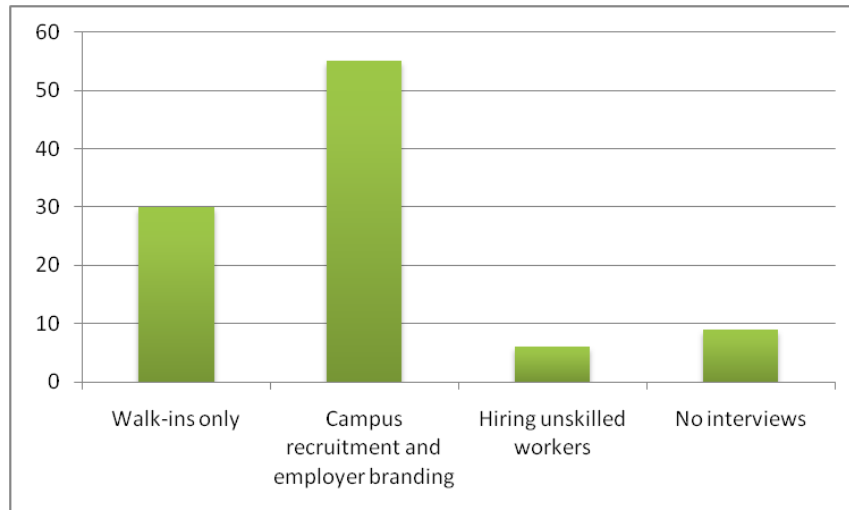
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Free gadgets	20	20%
2	Unlimited leave	19	19%
3	Salary reduction	12	12%
4	Health and wellness programs	49	49%
TOTAL		100	100%



INTERPRETATION: The results underscore the significance of health and wellness initiatives in providing assistance to staff, as 49% of respondents identified them as the most valued initiative. However, the unrestricted leave (19%), free devices (20%), and a wage decrease (12%) are less preferable alternatives, suggesting that these solutions are not universally supported.

4. What kind of recruiting does Dabur India utilize to acquire top talent?

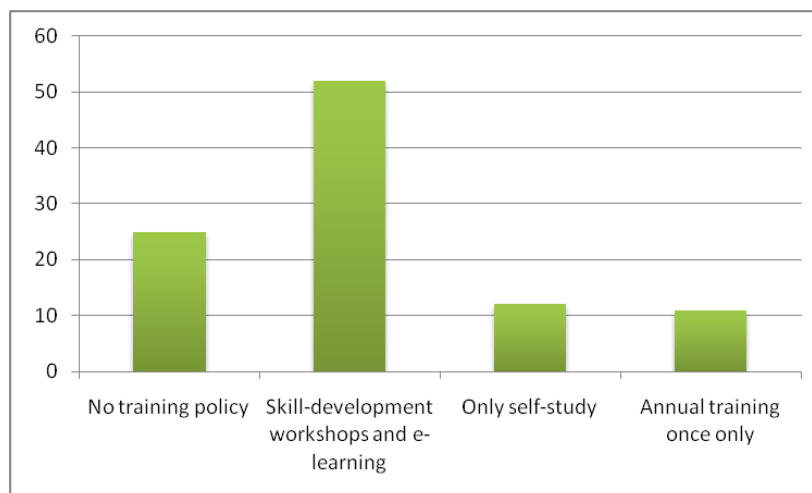
S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Walk-ins only	30	30%
2	Campus recruitment and employer branding	55	55%
3	Hiring unskilled workers	6	6%
4	No interviews	9	9%
TOTAL		100	100%



INTERPRETATION: Campus recruitment and employer branding were the preferred hiring methods of 55% of respondents, indicating a distinct emphasis on attracting young people. Employing untrained personnel (6%), conducting no interviews (9%), and relying on walk-ins (30%) are all considered less desirable methods.

5. What ways can employees at Dabur India receive assistance in their ongoing skill development?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	No training policy	25	25%
2	Skill-development workshops and e-learning	52	52%
3	Only self-paper	12	12%
4	Annual training once only	11	11%
TOTAL		100	100%



INTERPRETATION: The research indicates that a significant emphasis is placed on lifelong learning, as 52% of respondents selected e-learning and skill-development seminars as their preferable training options. In contrast, annual training that is conducted only once (11%), a lack of a training policy (25%), and solely self-paper (12%) are substantially less

desirable, indicating that there is less support for limited or infrequent learning methodologies.

6. CONCLUSION

HR best practices are indispensable when it comes to recruiting, developing, and retaining top talent. Businesses establish a work environment that fosters growth at all levels by implementing transparent performance reviews, ongoing education, and employee involvement initiatives. In addition to increasing productivity, these strategies also foster a culture of continuous improvement, trust, and equity. In the current dynamic business environment, it is crucial to align people management strategies with organizational objectives, as evidenced by research on HR best practices.

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