

## **Abstract**

Crisis management and business continuity planning are essential for organizations to navigate disruptions, mitigate risks, and maintain operational resilience. This study explores the crisis management strategies and business continuity practices employed by Avthar Ceramics, Dindigul. The research aims to evaluate the company's preparedness to handle unforeseen crises, including natural disasters, supply chain disruptions, and market volatility, while ensuring minimal impact on operations and customer satisfaction.

A mixed-method approach, including interviews with key stakeholders, case analysis of past disruptions, and evaluation of existing policies, was employed to gather data. The findings reveal that Avthar Ceramics has implemented several effective measures, such as risk assessment frameworks, backup resource allocation, and employee training programs. However, gaps in communication during crises, limited use of technology for risk monitoring, and inconsistent periodic reviews of continuity plans were identified as areas requiring improvement.

The study concludes that a robust crisis management and business continuity strategy is critical for Avthar Ceramics to sustain operations and enhance stakeholder confidence during disruptions. Recommendations include establishing a centralized crisis response team, leveraging technology for real-time risk tracking, and conducting regular mock drills to ensure preparedness. This research provides actionable insights for Avthar Ceramics to strengthen its resilience and adapt to a dynamic business environment effectively.