

221 Pooja Kumbar.pdf
222 Prajwal Nidagallakar.pdf
224 Pratidnya Patil.pdf
226 Rahul Manavadkar.pdf
227 Raj Nesrikar.pdf
229 Ramesh Katavi.pdf
230 Ratika Raikar.pdf
231 Roopali Kamble.pdf
232 Roopesh Kundap.pdf
234 Sampatgouda Biradar.pdf
235 Sanajana Redekar.pdf
236 Shashikala Artal.pdf
237 Shifa Momin.pdf
238 Shilpa Patil.pdf
239 Shivani Juvekar.pdf

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**RANI PARVATI DEVI COLLEGE OF ARTS & COMMERCE, DEPARTMENT OF
BBA
BELAGAVI.**

(Affiliated to Rani Channamma University, Belagavi)



A project report on

“Financial Ratio Analysis”

Undertaken at

Dada Winners, Bedakihal

Submitted by

Pooja U. Kumbar

Reg. No: B1811221

Submitted to

RANI CHANNAMMA UNIVERSITY, BELAGAVI

In the partial fulfillment of the award of

BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION

2020-2021

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**RANI PARVATI DEVI COLLEGE OF ARTS & COMMERCE, DEPARTMENT OF
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Certificate of Approval of Project Report

Certificate

This is to certify that **Ms. Pooja U. Kumbar** has satisfactorily completed the project at, **Dada Winners, Bedakihal**. In partial fulfilment of award of Bachelor's Degree by Rani Channamma university, Belagavi for the year 2020-2021

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DECLARATION

I **Ms. Pooja U. Kumbar** bearing the university seat number **B1811221** hereby declare that the project report in **Dada Winners** is the original work and is independently carried out by me during 2020-2021 under the guidance of **Mr. Dheeraj Agasar**

This project report is submitted to Rani Parvati Devi College of Arts and Commerce, BBA Department, Belagavi in fulfillment of the requirement for the award of Degree of Bachelor of Business Administration during the academic year 2020-2021.

Pooja U. Kumbar

ACKNOWLEDGMENT

I hereby take this opportunity to pen down a "Note of Thanks" to all those people who have contributed a lot in various ways during the project work. This project work is a result of the guidance, support, and cooperation of these people, and I would like to acknowledge them.

I specially thank my internal guide **Mrs. Poonam Kadapure**, I express my sincere gratitude for her valuable guidance in this project; she has been a constant source of inspiration. I sincerely thank her for all the support and guidance throughout this project work.

I am greatly indebted to **Mr. Dheeraj Agasar**, for helping me in getting the approval from the company to complete my project and also thank to him, who despite his heavy schedule of work took time to provide me support and constructive suggestions that, helped me in completion of the project. I end this note with countless thanks to the almighty.

Pooja U. Kumbar

EXECUTIVE SUMMARY

The study is conducted to analyze and understand the major financial ratios with the title "**Financial Ratio Analysis**". This study is conducted at "**Dada Winners**".

Financial ratio analysis is defined as "A method of analyzing a company's liquidity, operational efficiency, and profitability by comparing line items on its financial statements."

This definition suggests that ratio analysis is all about taking various items from the financial statements of the company. And understanding how liquid, efficient, profitable the assets of the company are.

The source of data for this study is a combination of primary and secondary data. I have used the previously published reports of the company and the financial statements to get the information I require to complete my study.

I have computed major ratios on the basis of the information I have retrieved from the financial statements of the company.

This study concludes with the view on what the ratios of the company are (as per the financial statements) in comparison to the widely accepted standard of the ratios.

LIST OF TABLES

Table No.	Title	Page No.
1.	Top 10 Wine Producers in India	11
2.	India's Wine Export Data	12
3.	India's Wine Consumption	13
4.	India's Wine Import Data	14
5.	Calculation of Current Ratio	28
6.	Calculation of Quick Assets	29
7.	Calculation of Acid-test Ratio or Quick Ratio	29
8.	Calculation of Cash Ratio	31
9.	Calculation of Debt Ratio	32
10.	Calculation of COGS or Cost of Goods Sold	33
11.	Calculation of Average Inventory	33
12.	Calculation of Inventory Turnover Ratio	33
13.	Calculation of Net Working Capital	35
14.	Calculation of Working Capital Turnover Ratio	35
15.	Calculation of Net Fixed Assets	37
16.	Calculation of Long Term Funds	37
17.	Calculation of Fixed Asset Turnover Ratio	37
18.	Calculation of ROI or ROA	39
19.	Calculation of Capital Employed	40
20.	Calculation of ROCE	40

LIST OF CHARTS

Chart No.	Title	Page No.
1.	India's Wine Exports	12
2.	India's Wine Import	14
3.	Current Ratio	28
4.	Acid-test or Quick Ratio	29
5.	Cash Ratio	31
6.	Debt Ratio	32
7.	Stock or Inventory Turnover Ratio	34
8.	Working Capital Turnover Ratio	35
9.	Fixed Asset Turnover Ratio	38
10.	ROI or ROA Ratio	39
11.	ROCE	40

TABLE OF CONTENTS

Chapter No.	Title	Page No.
I	Introduction	
	Introduction to the Topic	1
	Introduction to the Company	3
	Current Situation of the Company	4
	Objectives of the Study	5
	Data Analysis Tools	6
	History of Wine Industry in India	7
	Types of Wine Available in India	9
	Wine Production in India	11
	India's Wine Export Data	12
	Wine Consumption in India	13
	India's Wine Import	14
	Company Profile	15
	Organization Structure	16
	Products of the Company	17
II	Methodology	
	Research Design	19
	Data Collection	20
	Instruments for Data Collection	21
	Methods of Data Collection	22
III	Analysis and Findings	
	Current Ratio	28
	Acid-test or Quick Ratio	29
	Cash Ratio	31
	Debt Ratio	32
	Stock or Inventory Turnover Ratio	33
	Working Capital Turnover Ratio	35
	Fixed Asset Turnover Ratio	37
	Return on Investment Ratio	39
	Return on Capital Employed Ratio	40
IV	Conclusion	43
V	Suggestions	44
VI	Limitations of the Study	45

CHAPTER – I: INTRODUCTION TO THE TOPIC, ORGANIZATION, AND CURRENT SITUATION

The topic of this project report is financial ratio analysis. Various ratios have been analyzed based on the financial statements that were provided by the organization.

The organization provided the financial statements for the financial year 2019 and the financial year 2020.

What is a Financial Ratio?

Financial ratios are created with the help of numerical information. This information is taken from the financial statements of the company.

A single ratio or a set of ratios is used for the quantitative analysis of a company or organization. Here the focus is on assessing the company's liquidity, leverage, growth, margins, profitability, rates of return, valuation, etc.

A financial ratio is also termed an accounting ratio. According to Wikipedia, it is a relative magnitude of two selected numerical values that are taken from the financial reports of the company.

There are many standard ratios that are used. These ratios are not only useful for the people working for the company. But these also help those who want to invest or already have invested in the company.

They are none other than the shareholders, who are normally told to be the real owners of any company. There are a lot of decisions that can be made by the existing shareholders and potential future shareholders using ratios.

If a person is an existing shareholder then he or she can make a decision if there should be more money invested in the company. Or the existing money has to be pulled out of the company. (selling the shares)

If we take Financial analysts who are normally outsiders to the company. They can use these ratios to analyze the strengths and weaknesses of the company.

What is Financial Ratio Analysis?

Now we know what exactly is a financial ratio, so for us, it is also important to understand the meaning of the financial ratio analysis.

As the name suggests here we will be analyzing various ratios. For this, the person analyzing has to first compute the various ratios.

And then there are set standards for every ratio. These standards talk about the idle range in which the ratios should be maintained by the firm.

If the ratios are close to the set standards then the firm can continue doing the business in the way it is doing currently. And in the case of any disparities from the standards, the firm can take proper actions to correct it.

Why Financial Ratios are Important?

The financial ratios are very important for the companies to understand where they stand when it comes to the financial point of view.

Some of the importance of financial ratios are as discussed below.

- ✚ Ratios can be used for preparing the budget of the company.
- ✚ The ratios tell us if the firm's performance is improving or not.
- ✚ With the help of ratios, we can inter-firm comparisons. By doing this we can understand how good or bad the firm is when compared to the competition in the industry.
- ✚ Ratios help in understanding the profitability of the firm.
- ✚ The operational efficiency of the firm can be analyzed.
- ✚ Ratios play a very important role in policy formation and future plans of any firm.
- ✚ We can understand the liquidity position of the firm.
- ✚ Ratios also tell us about the long-term solvency of the firm.

If we combine all these statements of importance, then we can understand that the ratios are very helpful in understanding how the firm is performing.

At the same time, we can use these to know how the firm compares to other firms in the industry. And also helps us if the firm has improved since the last financial year or not.

INTRODUCTION TO THE ORGANIZATION



The name of the organization where this project report has been prepared is "Dada Winners" which is a winery situated in the village of Bedakihal, Karnataka.

Dada Winners is a private company which is owned by Gopal Dada Patil. This organization was established in the year 2007.

Dada Winners is a well-known name in the industry and also can be found listed on the official website of the Karnataka Wine Board. (karnatakawineboard.com)

Currently, the organization is manufacturing grape juice yeast and natural acid in its plant in Bdekihal. The wine that is produced in the organization is sent to various places in the state of Karnataka, Maharashtra, and Goa.

The geographic location of Dada Winners is an ample advantage to the organization. The reason is the distance that has to be covered to reach the state of Maharashtra and Goa is less.

The distance between the plant of Dada Winners is just 90 KM away from Belagavi, 40.6 KM away from Kolhapur, and 198.7 KM away from the state of Goa.

Just like any other general organization, the COVID-19 has also affected Dada Winners. The same can be noticed in the financial statements as well.

CURRENT SITUATION OF THE ORGANIZATON

The production was brought to halt during the lockdown because of the restrictions that were applied by the state and central government.

But even after the restrictions were removed the production was started at a slow pace. This was because of the raw materials and the low forecasted demand for wine.

During the initial stage of unlocks in the country, the logistics of the raw materials that are required for the production was disturbed this caused problem to the organization.

But now the operations of the organization are normal and we can observe the same in the financial statements. If we compare the situation of assets, liabilities, and the profits after tax of the year 2020 to that of 2019. We can see that the Charts have improved.

OBJECTIVES OF THE STUDY

The objectives of this study are as mentioned below.

- ✚ To analyze and interpret the various ratios of the organization with the help of standard formulas.
- ✚ To learn how ratio analysis is useful in real life and its practical application.
- ✚ To study the relationship between assets and liabilities.
- ✚ To study the capital composition and its effect on the efficiency of the organization.
- ✚ To study the short-term and long-term liabilities of a real-life organization.

DATA ANALYSIS TOOLS

The below-mentioned tools were used for the analysis of the collected data.

- ✚ Standard formulas of various ratios.
- ✚ Microsoft Excel for quick and accurate calculations.
- ✚ And Financial statements of the organization.

History of Wine Industry in India



Traditionally speaking India, is not a country that consumes wine in a stable manner. That has a connection with various things like religion and also societal beliefs.

But from the last two decades, there is considerable improvement not only in the consumption of wine. But also in terms of production in India.

However, still, the volume at which wine is produced in India is very less when we compare it to the other spirits like whiskey. But the growth in the industry is always welcomed by the producers of Wine in India.

The first organized wine plant in India was set up in the year 1984 in the Indian state of Maharashtra. This marked the start of large-scale wine production in the country.

This plant was set up by the company by the name "Champagne Indage" and is still in operation. This company is largely into the production of grape wine.

Why Low Consumption of Wine?

There are a lot of reasons why the wine market has not picked up like the other spirit market in India. But the major reason is listed below.

- ✚ Wine requires specially tailored storage which is not very easily and readily available in India.
- ✚ There is a lack of promotion of Wine consumption in India. Even those in the industry never get into the aggressive promotion of the product.
- ✚ There are domestic marketing rules in India that are not favorable for the industry. (except in few states)
- ✚ The amount of tax that is applied on the Wines is high. And this makes the end product very expensive.
- ✚ Wine is also considered to be an alcoholic beverage in India.

Why there is an Improvement in Consumption in the Last 2 Decades?

After knowing about the major reasons why the consumption has not met PAR with the other alcoholic beverages. It is important also to know the reason why there is a growth in consumption in the last 2 decades time.

The major reasons are as listed below.

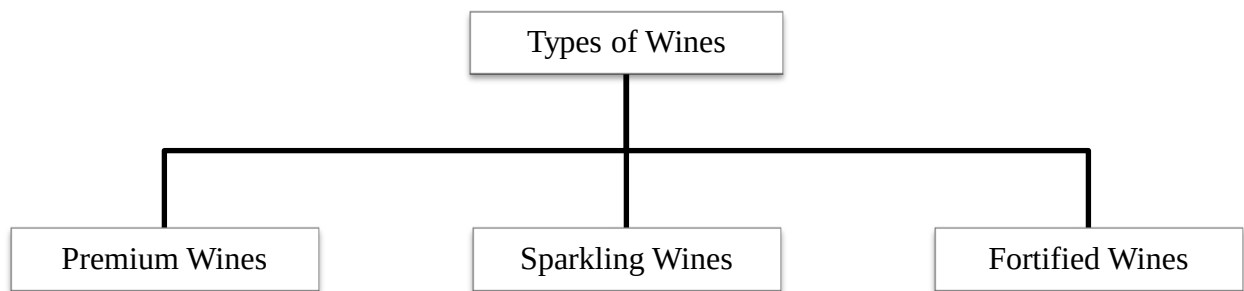
- ✚ The income levels of the people in India are rising.
- ✚ The demography is seeing a change.
- ✚ The exposure to western culture is increasing day by day.
- ✚ The government is loosening the rules and regulations in the industry.

As the industry is growing there are various types of wines that are being produced, introduced and sold in Indian market.

Types of Wines Available in India



There are various types of wines that are available for consumers in India. This includes both that are imported from foreign countries and also that which is produced domestically.

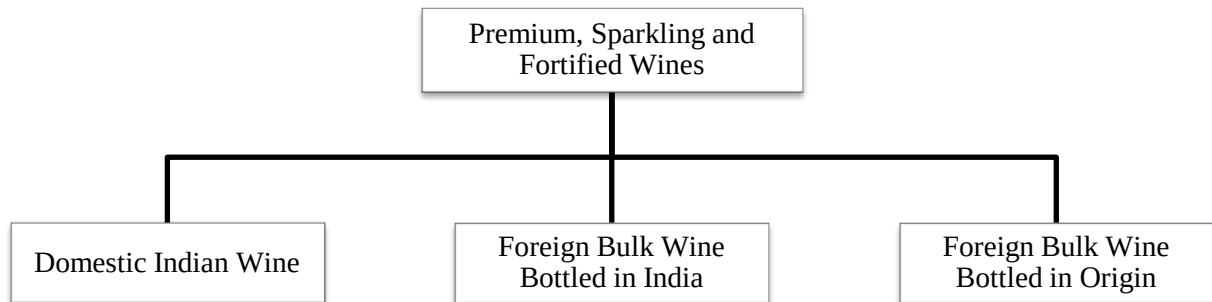


Premium Wines: Here the companies use the term "Premium" when they are selling the wine that is an exception in quality. Usually, these are sold in the price range of Rs. 1,000 to Rs. 2,000.

Sparkling Wines: This is a type of wine that has a significant amount of carbon-di-oxide in it. And this carbon-di-oxide makes it fizzy.

Fortified Wines: This type of wine is a distilled spirit. Usually, brandy is added while manufacturing it. Winemakers have created various types of fortified wines during the last century. This was an attempt to save the spoilage of wine that occurs due to an increase in alcoholic content.

Further, all these three types of wines are divided into three more categories. They are as explained below.



Domestic Indian Wine: This is the wine that is produced and bottled in Indian with the use of Indian grapes by the wineries in India.

Foreign Bulk Wine Bottled in India: There are some companies in India that import the wine that is produced in foreign country in bulk. And then the same wine is bottled in India.

Foreign Wine Bottled in Origin: This is the type of wine that is produced in a foreign country with the use of the grapes that are produced there. And then the bottled is imported and sold here in India.

Wine Production in India



Looking at the growth in wine consumption the investment in the industries has also increased. Currently, there are more than 100 Vineyards and Wineries in India.

The top 10 wine producers in India are mentioned below.

Table 1: Top 10 Wine Producers in India

Sl No.	Name of the Producer	State
1.	Sula Vineyards	Maharashtra
2.	Grover Zampa Vineyards	Karnataka
3.	Chateau d'Ori Vineyards	Maharashtra
4.	Chateau Indage Vineyards	Maharashtra
5.	Four Seasons Vineyards	Karnataka
6.	Charosa Vineyards	Maharashtra
7.	Fratelli Winery	Maharashtra
8.	Reveilo Winery	Maharashtra
9.	York Winery	Maharashtra
10.	ND Winery	Maharashtra

Source: www.walkthroughindia.com

The wine that is produced in India is not only consumed domestically. But it is also exported to other countries in the world.

As per the data from the Ministry of Commerce and Industry, GOI. The trend of Wine exports from India is presented in the graph below.



Chart 1: India's Wine Exports

Data Tabulated:

Table 2: India's Wine Export Data

Year	Exports in USD (Actual Value)	Exports in Millions USD
2009	44,11,178	4.41
2010	22,88,952	2.28
2011	53,92,127	5.39
2012	43,66,359	4.36
2013	76,73,421	7.67
2014	73,38,615	7.33
2015	43,41,929	4.34
2016	74,98,534	7.4
2017	87,21,250	8.7
2018	88,85,229	8.88
2019	85,64,229	8.56
2020	47,73,110	4.77

Wine Consumption in India



Significant amount of wine is consumed in India. This consumption has increased in the last 2 decades. The cities that consume most wine in India are listed below.

Table 3: India's Wine Consumption Data

Name of the Region	% of India's Consumption
Mumbai	39%
Delhi	23%
Bangalore	9%
Cities in Goa	9%
Rest of the Indian Cities	20%

India not only consumes the wine produced domestically, but we also import wine from other foreign countries. The major countries from which we import are France, Australia, and Italy.

As per the data from the Ministry of Commerce and Industry, GOI. The trend of Wine imports in India is presented in the graph below.



Chart 2: India's Wine Import

Data Tabulated:

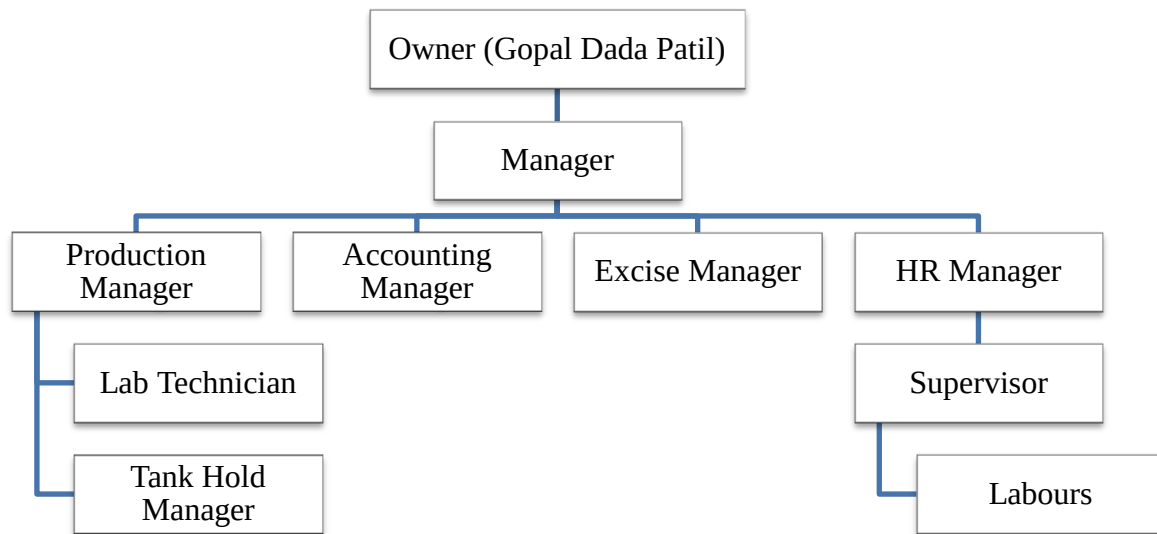
Table 4: India's Wine Import Data

Year	Imports in USD (Actual Value)	Imports in Millions USD
2009	92,14,352	9.2
2010	1,27,14,782	12.71
2011	2,21,05,019	22.10
2012	2,48,90,068	24.89
2013	2,46,45,578	24.64
2014	1,96,39,780	19.63
2015	2,29,38,931	22.93
2016	2,08,97,803	20.89
2017	2,40,94,936	24.09
2018	2,73,48,271	27.34
2019	2,17,40,467	21.74
2020	1,31,73,116	13.17

COMPANY PROFILE

Name	:	Dada Winners
Owner (Single)	:	Gopal Dada Patil
Year of Establishment	:	2007
Company Type	:	Private Company
Address	:	Survey Number 111 of Nej, A/P Bedakihal – 591214, Taluk: Chikodi, District: Belagavi, Karnataka State
Banker of the Company	:	Bank of Baroda, Bedakihal
Number of Employees	:	58
Contact Number	:	08338-261310, 8861530167
Fax Number	:	08338-2441899
Email Address	:	dadawinners.ka@gmail.com
GST Number	:	29ASQPP0966Q1ZJ
FSSAI Number Lic. No.	:	11219331001258

ORGANIZATION STRUCTURE



PRODUCTS OF THE COMPANY



White Wine



Red Wine



Red Wine



Red Wine

CHAPTER – II : METHODOLOGY

The methodology that has been used while preparing this project report is as explained below.

RESEARCH DESIGN

The research design refers to the overall selection of the methods and the techniques that are chosen by the researcher. This is the framework on which the entire research report is based.

The design explains the type of the research and also the subtype of the same. The type of problem being faced and the objectives of the research determine what type of research design will be used.

This project report has been prepared using an analytical research design. The analytical research design has been chosen as this project mainly deals with the Charts available in the balance sheet of the organization.

These Charts are used to analyze various ratios which will help us determine the current financial standing of the organization.

What is Analytical Research?

Analytical research is a specific type of research that involves critical thinking and evaluation of the facts and the information that is available.

To carry out analytical research the researcher can depend on the primary data that has been collected by self. Or even secondary data like balance sheets and previous publications can be used.

DATA COLLECTION

The source of this study is a combination of both primary and secondary data.

Primary Data

Primary data is a type of data that is collected by the person who is conducting the study. And is not sourced from any secondary source like the reports that are already published or the internet.

In this study, the company profiles like the name of the promoters, date of establishment, number of employees, etc. have been collected by myself from my external guide.

These details are not directly taken from the previous reports and the electronic sources like the internet, etc.

Secondary Data

Secondary data is a type of data that is collected and encoded by other parties for their use. This type of data is not directly collected by the person who is conducting the study.

In this study, I have relied on a considerably large amount of secondary data. This was during the collection of the financial statements of the company.

The company prepares the financial statement to comply with the legal requirements. And for the internal assessment as well.

I have used the same financial statements for my study. Along with the statements I have also referred to a number of internet sources. This was to understand the industry and its history in India.

INSTRUMENTS FOR DATA COLLECTION

The instruments used for the data collection while preparing the project report are,

-  Interview of Manager
-  Old Project Report Publications
-  And Financial Reports of the Organization.

METHODS OF DATA COLLECTION

The methods used for data collection while preparing the project report are as explained below.

Interview of the Manager

The manager was interviewed to understand how the winery industry of India works, how the organization prepares the wine, and the process it follows to procure the raw materials.

The information I received from the manager during the interview is the basis on which I further collected the secondary data with the help of the world wide web or internet.

Old Project Report Publications

During my visit to the winery, I was also given the old project report publications. I used these for the purpose of reference.

Financial Reports of the Organization

The manager who was also my external guide provided me the balance sheets and the financial statements of the organization.

All the ratio analysis in this project report is made on the basis of the Charts that are taken from the balance sheets of the organization.

CHAPTER – III : ANALYSIS & FINDINGS

In this project report, the following types of ratios have been analyzed,

- ✚ Current Ratio
- ✚ Acid-test Ratio or Quick Ratio
- ✚ Cash Ratio
- ✚ Debt Ratio
- ✚ Stock or Inventory Turn Ratio
- ✚ Working Capital Turnover Ratio
- ✚ Fixed Asset Turnover Ratio
- ✚ Return on Investment or Asset Ratio
- ✚ Return on Capital Employed Ratio

Terminologies Used

The below-mentioned terminologies have been used in the further part of this project report.

Current Assets:

Current assets include all those assets of the company that can be converted into cash within one year of owning them. These assets provide the money to run day-to-day business operations.

Examples of Current Assets are,

- ✚ Cash in Hand.
- ✚ Cash at Bank.
- ✚ Short Term Investment.
- ✚ Marketable Securities.
- ✚ Fixed Deposits with Banks (Maturing within one year).
- ✚ Bills Receivable.
- ✚ The stock of Raw Materials.
- ✚ Materials order in transit.
- ✚ Work in Progress.
- ✚ The stock of Finished Goods (including goods in transit).
- ✚ Consumable Stores.
- ✚ Advance Payment of Tax.
- ✚ Prepaid Expenses.
- ✚ Receivables arising out of sales.
- ✚ Deferred Receivables (including bills purchased and discounted by bankers)
Installments due within one year.
- ✚ Advances for purchase of raw materials, components, and consumable stores.
- ✚ Sundry Debtors.

Current Liabilities:

Current Liabilities are those obligations or dues of the organization that are to be paid or settled within one fiscal year. The current liabilities are listed in the balance sheet under the liabilities section.

Examples of Current Liabilities are,

- ✚ Short-term borrowings
- ✚ Unsecured loan payable within a year
- ✚ Public Deposits Maturing within a year
- ✚ Sundry Creditors
- ✚ Interest and other charges due for payment
- ✚ Outstanding Expenses
- ✚ Bills Payable
- ✚ Advances Received from customers
- ✚ Bank overdraft (if temporary arrangement made with the bank)
- ✚ Provision for Taxation
- ✚ Proposed Dividend
- ✚ Deposits Received from Dealers and Agents
- ✚ Amount Payable for redeemable debentures and preference shares (within a year)
- ✚ Statutory Liability
- ✚ Provident Fund due within one year
- ✚ Bills purchased and discounted from banks
- ✚ Installments due on term loans
- ✚ Long-term deposits payable within one year
- ✚ Gratuity payable within one year

Inventory or Inventories:

Inventory refers to all the items, components, and merchandise that an organization holds for the purpose of production and for the sale in the market to earn the profit anticipated by the organization.

Types of Inventories are,

- ✚ Raw Materials
- ✚ Work-in-progress
- ✚ Finished Goods
- ✚ Packing Materials
- ✚ Safety Stock
- ✚ Smoothing Inventory
- ✚ Decoupling Inventory
- ✚ Cycle Inventory
- ✚ MRO Goods (maintenance, repair, and operating supplies)

Cash and Cash Equivalents:

Cash and Cash Equivalents are also referred to as CCE are the most liquid assets that can be found in the balance sheet of any organization.

The cash equivalents are the short-term commitments with the parties that are external to the organization and can be quickly converted into what is called a cash amount.

Types of Cash and Cash Equivalents,

- ✚ Cash
- ✚ Foreign Currency
- ✚ Credit Collateral
- ✚ Inventory
- ✚ Treasury bills
- ✚ Treasury notes
- ✚ Commercial paper
- ✚ Certificates of deposit
- ✚ Money market funds
- ✚ Cash management pools

Total Assets:

Total assets are the sum of both current and non-current assets. In other words, Total assets refer to the total amount of assets owned by a person or an organization.

$$\text{Total Assets} = \text{Non – current Assets} + \text{Current Assets}$$

Total Liabilities:

Total liabilities are the sum of both current liabilities and non-current liabilities. In other words, Total liabilities are the combined debts and obligations that an individual or an organization owes to outside parties.

$$\text{Total Liabilities} = \text{Non – current Liabilities} + \text{Current Liabilities}$$

Operating Income:

Operating income is the revenue that is generated by the organization after deducting the operating expenses like wages, salaries, depreciation, and cost of goods sold. This is also called income from operations.

$$\text{Operating Income} = \text{Total Revenue} - \text{Direct Cost} - \text{Indirect Cost}$$

or

$$\text{Operating Income} = \text{G.Profit} - \text{Op.Expenses} - \text{Depreciation} - \text{Amortization}$$

or

$$\text{Operating Income} = \text{Net Earnings} + \text{Interest Expenses} + \text{Taxes}$$

Interest Expenses:

Interest expenses refer to the cost that the organization has to pay for the money that has been borrowed from external parties like banks and financial institutions, bond investors, and other sources.

$$\text{Interest Expenses} = \text{Avg. Balance of Debt Obligation} \times \text{Interest Rate}$$

Net Sales:

Net sales are operating revenues earned by a company for selling its products or rendering its services. Also referred to as revenue, they are reported directly on the income statement or sales.

$$\text{Net Sales} = \text{Gross Sales} - \text{Returns} - \text{Allowances} - \text{Discounts}$$

Average Total Assets:

Average total assets is the average amount of assets that are recorded in the balance sheet of the organization at the end of the current year and the previous year.

$$\begin{aligned} \text{Avg. Total Assets} \\ &= (\text{Aggregate assets at the end of the current year} \\ &+ \text{Aggregate assets at the end of the preceeding year}) \div 2 \end{aligned}$$

Cost of Goods Sold:

Cost of Goods Sold is also termed as COGS involves all the direct costs that are incurred by the organization in producing the goods and services.

This cost includes the cost of materials and labor that are directly used to produce the goods and services. This excludes all the indirect expenses like distribution costs and sales force costs.

$$\text{COGS} = \text{Starting Inventory} + \text{Purchases} - \text{Ending Inventory}$$

Average Inventory:

Average inventory is the average amount or value of your inventory over two or more accounting periods. It is the mean value of inventory over a given amount of time.

A good inventory turnover ratio is between 5 and 10 for most industries, which indicates that you sell and restock your inventory every 1-2 months.

$$\text{Avg. Inventory} = \frac{(\text{Beginning Inventory} + \text{Ending Inventory})}{2}$$

Gross Profit:

Gross Profit is the profit that is earned by an organization after deducting all the expenses that occur in producing and selling the products and services.

Gross profit appears in the income statement of the organization. This is also referred to as sales profit or gross income of the organization.

$$\text{Gross Profit} = \text{Revenue} - \text{Cost of Goods Sold}$$

ANALYSIS:

Current Ratio

The Current ratio measures the organization's ability to repay short-term liabilities with the help of current assets.

The formula to calculate current ratio is as mentioned below.

$$\text{Current Ratio} = \frac{\text{Current Assets}}{\text{Current Liabilities}}$$

Calculation of Current Ratio:

Table 5: Calculation of Current Ratio

Year	Current Assets	Current Liabilities	Ratio
2019	37,11,920	38,37,225	0.96
2020	18,97,760	34,59,745	0.54

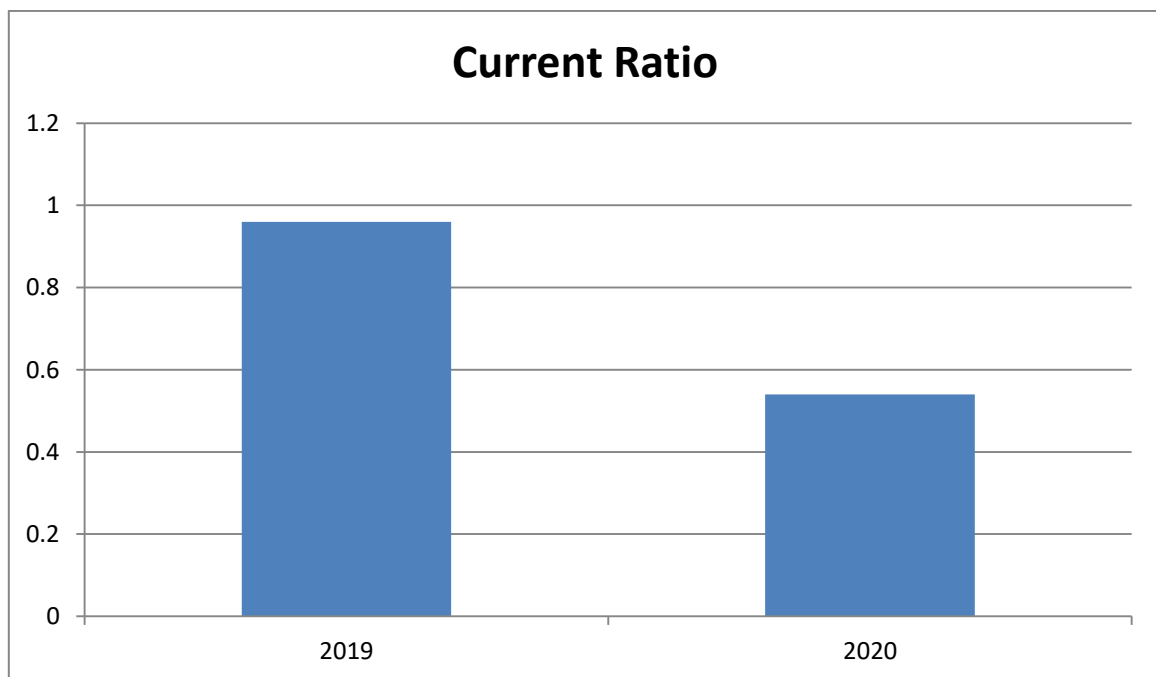


Chart 3: Current Ratio

Interpretation:

The idle current ratio varies from industry to industry. But the ratio between 1.5 and 3 is considered good. Here both in the years 2019 and 2020 the current ratio of the organization is less than this accepted range i.e. 0.96 and 0.54 respectively. Hence the organization should focus to improve the same.

Acid-test Ratio or Quick Ratio

The Acid-test ratio measures the organization's ability to repay short-term liabilities with the help of quick assets.

The formula to calculate acid-test ratio is as mentioned below.

$$\text{Acid - test Ratio} = \frac{\text{Quick Assets}}{\text{Current Liabilities}}$$

Table 6: Calculation of Quick Assets

Year	2019	2020
Current Assets	37,11,920	18,97,760
Less: Inventory	20,46,025	9,84,655
Less: Prepaid Expenses	26,405	15,045
Quick Assets	16,39,490	8,98,060

Calculation of Acid-test Ratio or Quick Ratio:

Table 7: Calculation of Acid-test Ratio or Quick Ratio

Year	Quick Assets	Current Liabilities	Ratio
2019	16,39,495	38,37,225	0.42 times
2020	8,98,060	34,59,745	0.25 times

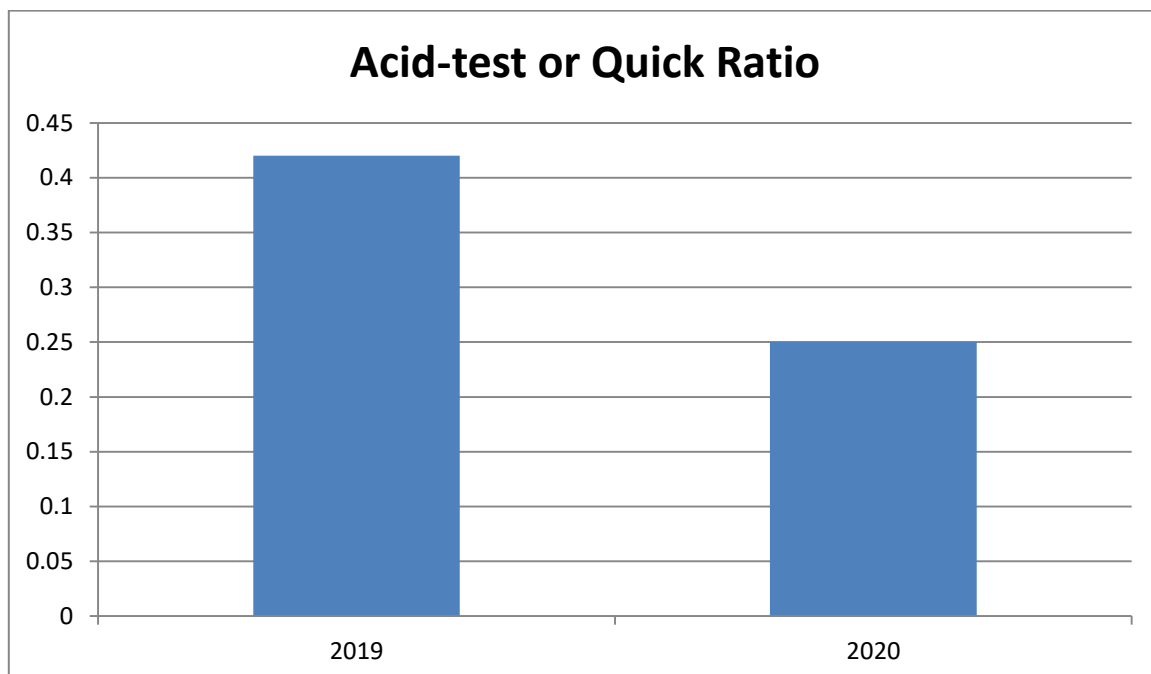


Chart 4: Acid-test or Quick Ratio

Interpretation:

Generally, 1 is considered to be a good quick ratio. But since here the organization has a quick ratio of less than 1 in both financial years 2019 and 2020 i.e. 0.42 and 0.25 respectively. Hence the company may not be able to pay off its current liabilities in short term.

Cash Ratio

The Cash ratio measures the organization's ability to repay short-term liabilities with the help of cash and cash equivalents.

The formula to calculate cash ratio is as mentioned below.

$$\text{Cash Ratio} = \frac{\text{Cash and Cash Equivalents}}{\text{Current Liabilities}}$$

Calculation of Cash Ratio:

Table 8: Calculation of Cash Ratio

Year	Cash and Cash Equivalents	Current Liabilities	Ratio
2019	1,75,065	38,37,225	0.04
2020	1,86,845	34,59,745	0.05

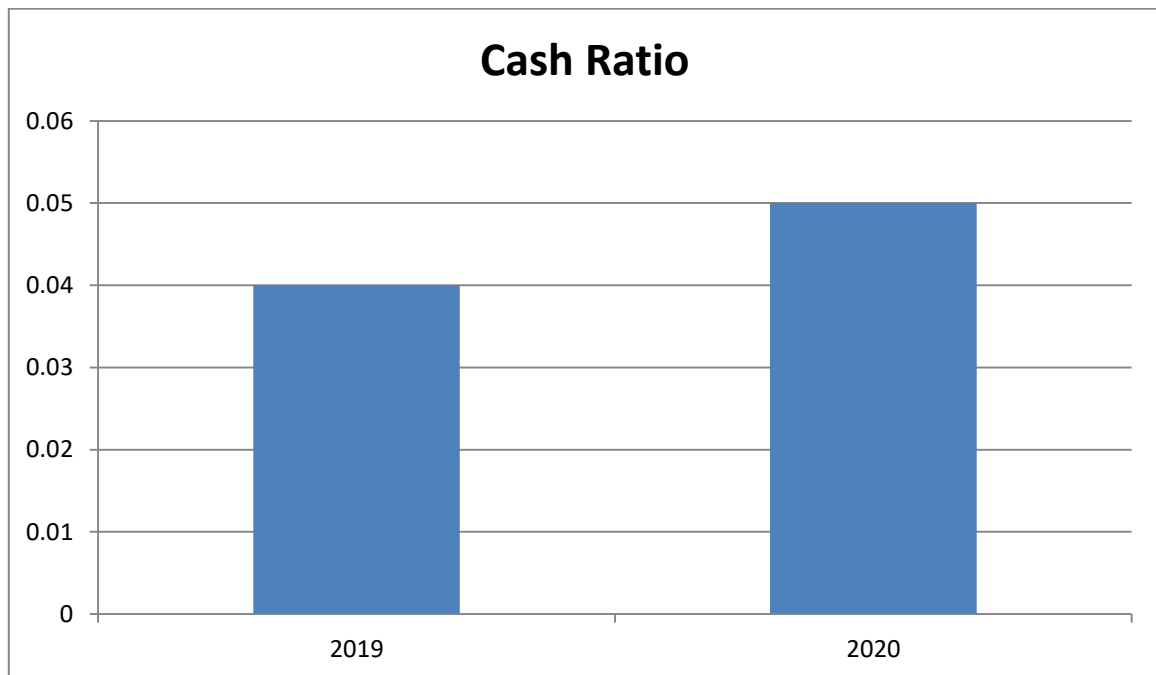


Chart 5: Cash Ratio

Interpretation:

Here the cash ratio of the organization is 0.04 and 0.05 for the financial years 2019 and 2020. There is no ideal Chart for the cash ratio. But atleast 0.5 to 1 is preferred. Here the ratio of the organization is less than that preferred. Hence the organization may not be able to pay its short-term liabilities with its cash and cash equivalents.

Debt Ratio

The Debt Ratio measures the relative amount of the organization's assets that come from debt. Debt Ratio is expressed in percentage or decimal.

The formula to calculate debt ratio is as mentioned below.

$$\text{Debt Ratio} = \frac{\text{Total Debts}}{\text{Total Assets}}$$

Calculation of Debt Ratio:

Table 9: Calculation of Debt Ratio

Year	Total Debts (Long-term)	Total Assets	Ratio
2019	30,06,750	92,49,440	0.32%
2020	38,76,550	1,02,89,370	0.37%

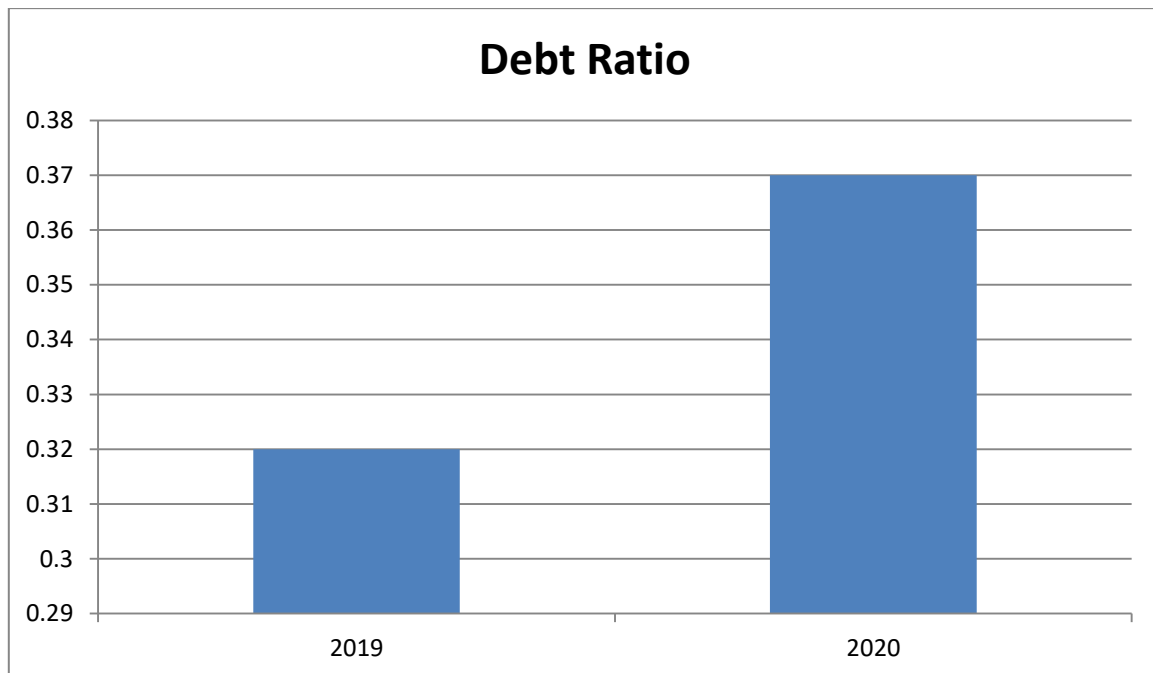


Chart 6: Debt Ratio

Interpretation:

A debt ratio between 0.3 and 0.6 is preferred by many investors. And here in both the financial years 2019 and 2020, the ratio is 0.32% and 0.37% respectively. Hence the organization is using the correct amount of debt for its assets.

Stock or Inventory Turnover Ratio

The Inventory Turnover Ratio is used to measure how many times the complete inventory of the organization is sold or replaced in a given period of time.

The formula to calculate inventory turnover ratio is as mentioned below.

$$\text{Inventory Turnover Ratio} = \frac{\text{Cost of Goods Sold}}{\text{Average Inventory}}$$

Table 10: Calculation of COGS or Cost of Goods Sold

Year	2019	2020
Cost of Materials Consumed	49,74,150	50,89,965
Change in Finished Goods	4,61,190	5,82,795
Total COGS	54,35,340	56,72,760

Table 11: Calculation of Average Inventory

Opening Inventory (2019)	20,46,025
Closing Inventory (2020)	9,84,655
Total ÷ 2	30,30,680 ÷ 2
Average Inventory	15,15,340

Calculation of Stock or Inventory Turnover Ratio:

Table 12: Calculation of Inventory Turnover Ratio

Year	COGS	Average Inventory	Ratio
2019	54,35,340	15,15,340	6.88 times
2020	56,72,760	15,15,340	3.74 times

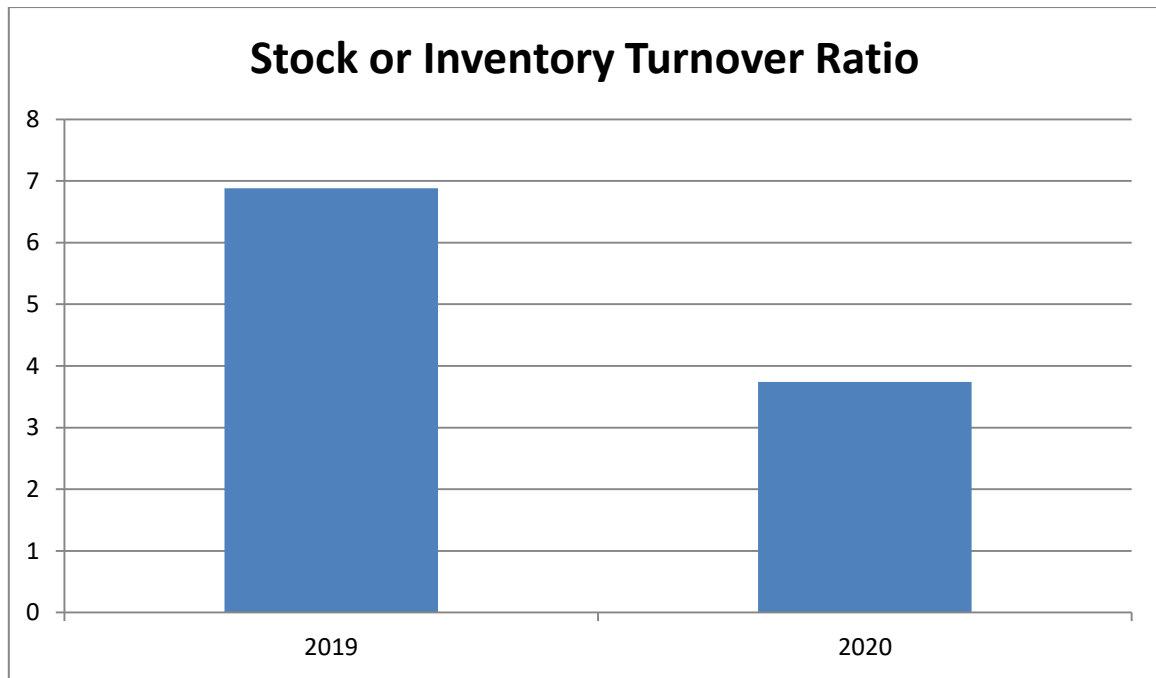


Chart 7: Stock or Inventory Turnover Ratio

Interpretation:

A good inventory turnover ratio lies between 5 and 10 for most industries. Here the ratio of the organization is 6.88 times and 3.74 times respectively for the years 2019 and 2020. Hence the inventory of the organization is sold and restocked a satisfactory amount of time in the given time period.

Working Capital Turnover Ratio

Working Capital Turnover Ratio helps us to determine the ratio between the net revenue or turnover and the working capital that is employed by the organization.

$$\text{Working Capital Turnover Ratio} = \frac{\text{Net Sales}}{\text{Net Working Capital}}$$

$$\text{Net Sales} = \text{Gross Sales} - \text{Returns} - \text{Allowances}$$

Table 13: Calculation of Net Working Capital

	2019	2020
Current Asset	37,11,920	18,97,760
Less: Current Liabilities	38,37,225	34,59,745
Net Working Capital	1,25,305	-15,61,985

Calculation of Working Capital Turnover Ratio:

Table 14: Calculation of Working Capital Turnover Ratio

Year	Net Sales	Net Working Capital	Ratio
2019	1,12,01,554	1,25,305	89.39 Times
2020	1,30,98,160	-15,61,985	-8.38 Times

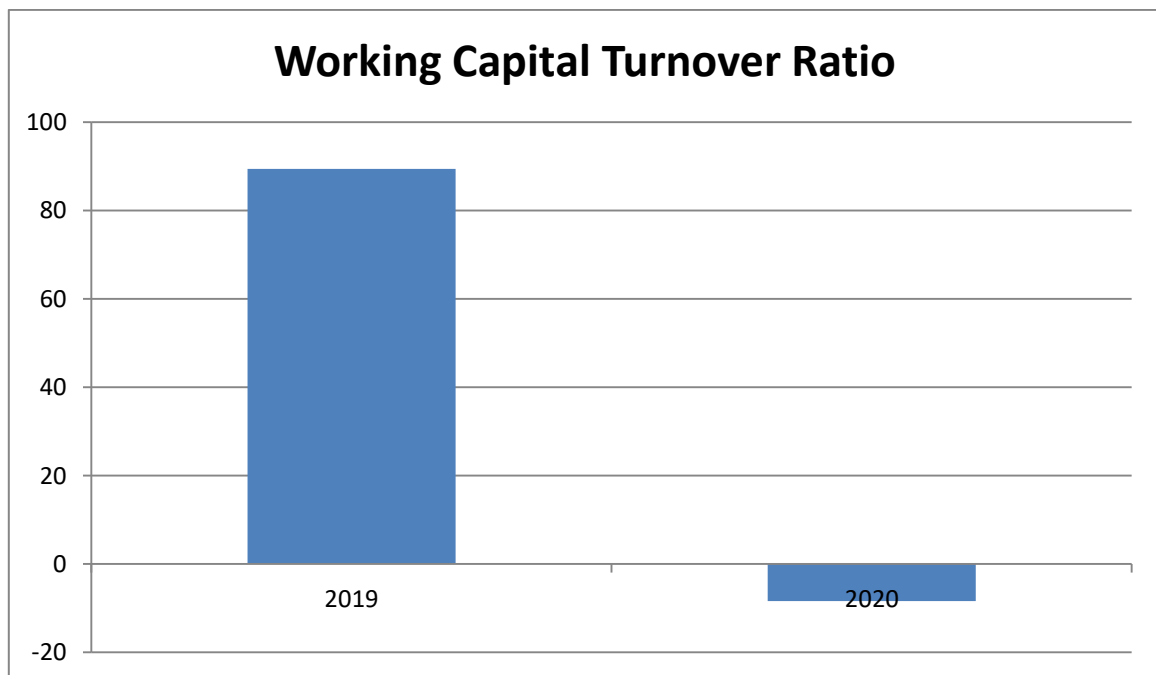


Chart 8: Working Capital Turnover Ratio

Interpretation:

The ideal working capital turnover ratio should be between 1.2 and 2.0. Here the ratio of the organization is more than the ideal in the year 2019 and in negative in the year 2020. Hence it can be concluded that the firm is not generating revenue in the right ratio to that of the capital that is employed in the operations.

Fixed Asset Turnover Ratio

Fixed Asset Turnover Ratio is a metric that is used to measure how efficiently the organization is making use of its fixed assets to generate sales.

$$\text{Fixed Asset Ratio} = \frac{\text{Net Fixed Assets}}{\text{Long Term Funds}} \times 100$$

$$\text{Net Fixed Assets} = \text{Total Fixed Assets} - \text{Depreciation}$$

$$\text{Long Term Funds} = \text{Capital} + \text{Reserve} + \text{Long Term Loans}$$

Table 15: Calculation of Net Fixed Assets

	2019	2020
Total Fixed Assets	48,75,500	39,94,555
Less: Depreciation	1,28,405	3,56,835
Net Fixed Asset	47,47,095	36,37,720

Table 16: Calculation of Long Term Funds

	2019	2020
Capital	24,05,465	24,47,380
Reserves	0	0
Long Term Loans	15,56,265	16,87,960
Long Term Funds	39,61,730	41,35,340

Calculation of Fixed Asset Turnover Ratio:

Table 17: Calculation of Fixed Asset Turnover Ratio

Year	Net Fixed Assets	Long Term Funds	Ratio
2019	47,47,095	39,61,730	119%
2020	36,37,720	41,35,340	87.96%

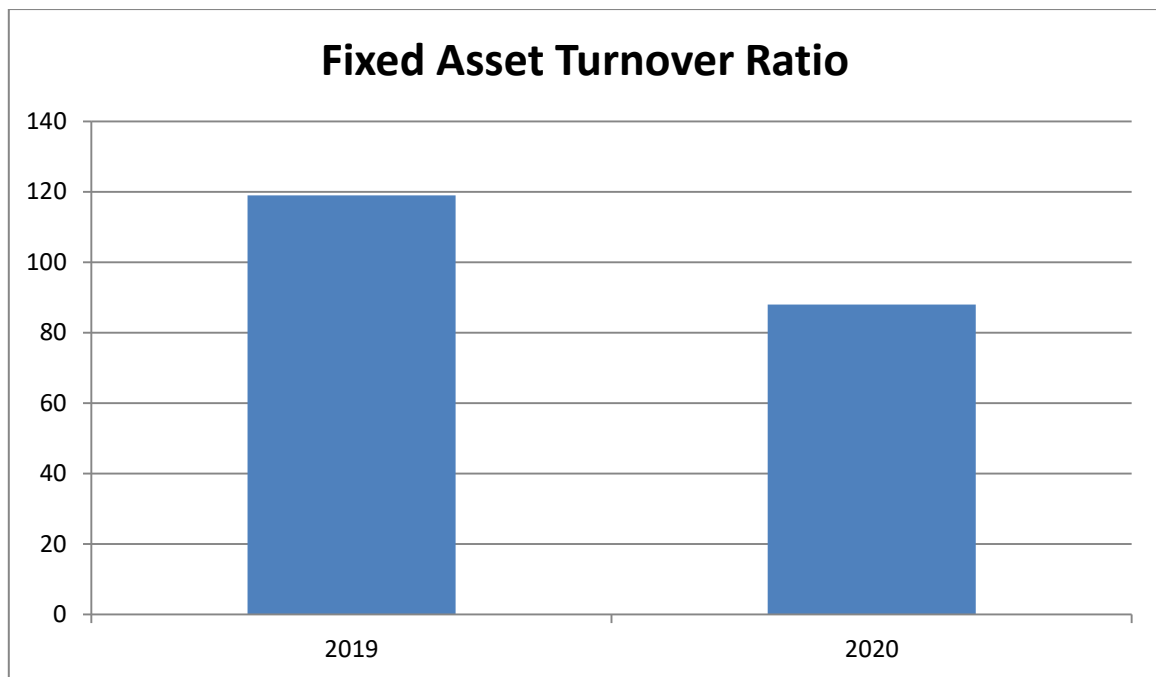


Chart 9: Fixed Asset Turnover Ratio

Interpretation:

There is no ideal fixed asset turnover ratio. And here the organization has a ratio of 119% and 87.96% respectively for the years 2019 and 2020 respectively. To measure the exact efficiency the ratio can be compared to the other firms in the industry.

Return on Investment or Asset Ratio

Return on Investment ratio is a measure that is used to determine the profitability that is being generated by an organization from an investment being done for its operations.

$$ROI\ Ratio = \frac{Profit\ After\ Tax}{Total\ Assets} \times 100$$

Calculation of ROI or ROA:

Table 18: Calculaton of ROI or ROA

Year	Profit After Tax	Total Assets	Ratio
2019	43,97,964	92,49,440	47%
2020	47,61,261	1,02,89,370	46.27%

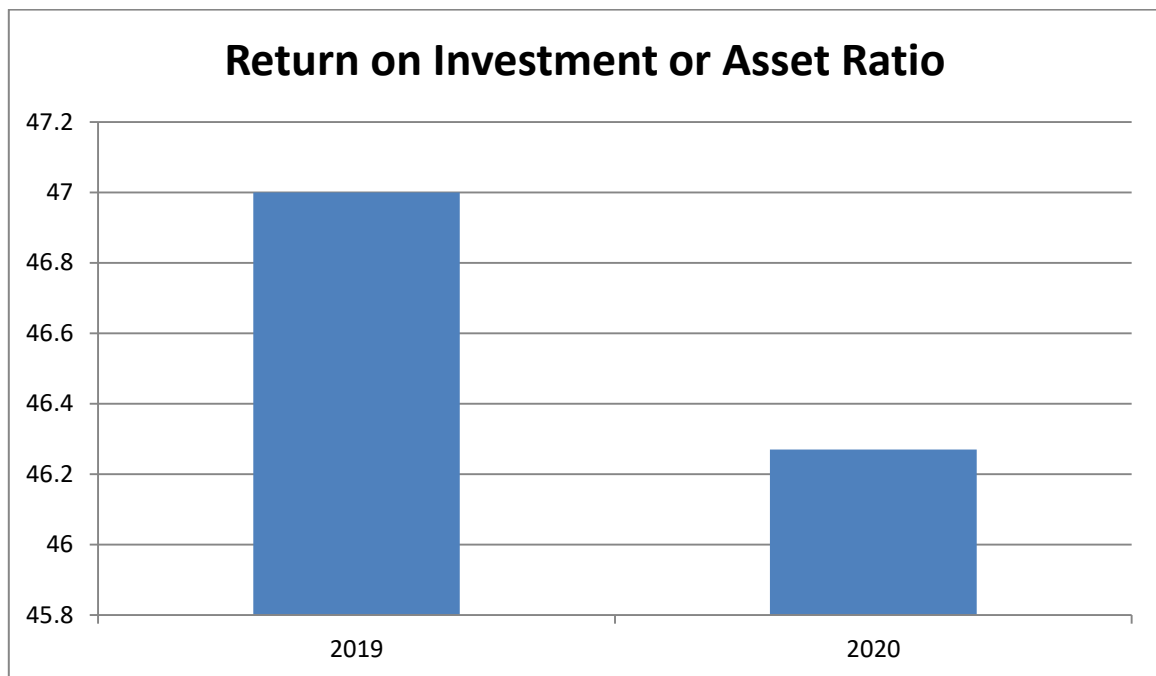


Chart 10: ROI or ROA

Interpretation:

An ROI ratio of more than 7% a year is considered good. Here the organization has a ratio of 47% and 46.27% respectively for the years 2019 and 2020. Hence the organization is generating a good amount of profit for the investment that has been done for the operations.

Return on Capital Employed Ratio

Return on Capital Employed is also known as ROCE is the ratio that is used to measure how efficiently a firm is generating profits from the capital that is employed for the operations.

$$ROCE = \frac{EBIT}{Capital\ Employed} \times 100$$

$$Capital\ Employed = Total\ Assets - Current\ Liabilities$$

Table 19: Calculation of Capital Employed

	2019	2020
Total Assets	92,49,440	1,02,89,370
Less: Current Liabilities	38,37,225	34,59,745
Capital Employed	54,12,215	68,29,625

Calculation of ROCE:

Table 20: Calculation of ROCE

Year	EBIT	Capital Employed	Ratio
2019	41,66,389	54,12,215	76.98%
2020	51,44,056	68,29,625	75.31%

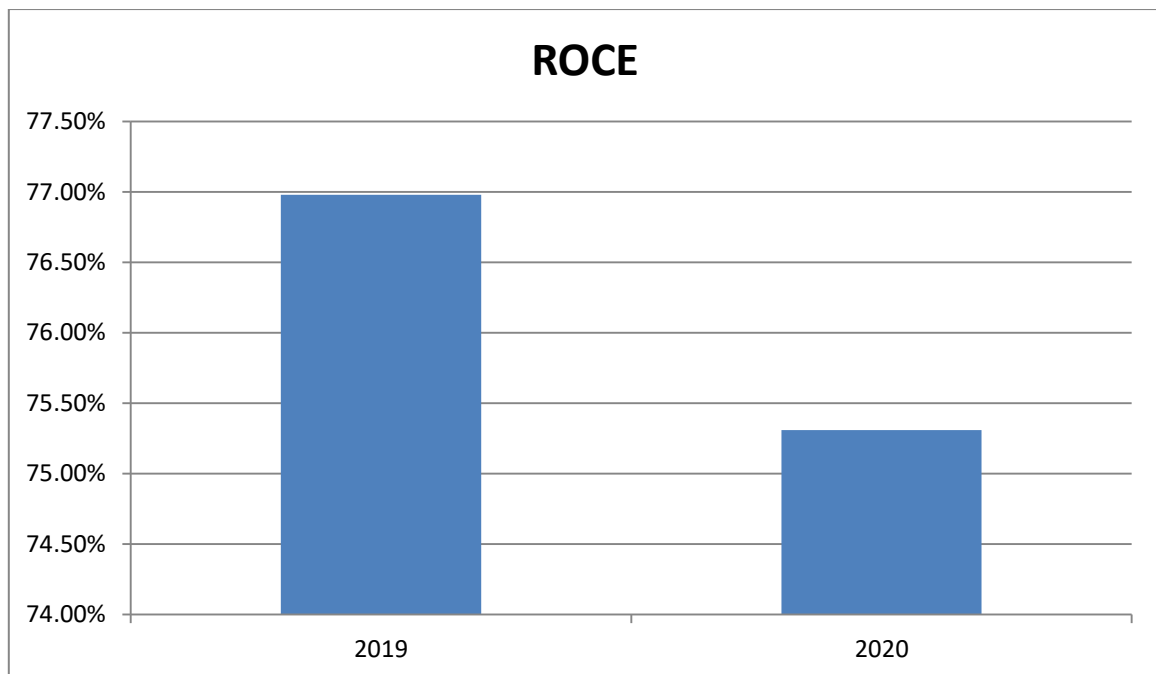


Chart 11: ROCE

Interpretation:

The ideal ROCE keeps changing and it varies from industry to industry. But it is said that it should be at least twice the current interest rates that the organization is paying. Here the organization has a ROCE of 76.98% and 75.31% respectively for the years 2019 and 2020. And these ratios are more than the interest rates that are being paid by the organization.

FINDINGS:

- ✚ The current ratio was 0.96 and 0.54 in the years 2019 and 2020 respectively.
- ✚ The acid-test ratio or the quick ratio was 0.42 and 0.25 in the years 2019 and 2020 respectively.
- ✚ The cash ratio was 0.04 and 0.05 in the years 2019 and 2020 respectively.
- ✚ The debt ratio was 0.32% and 0.37% in the years 2019 and 2020 respectively.
- ✚ The stock or inventory turnover ratio was 6.88 times and 3.74 times in the years 2019 and 2020 respectively.
- ✚ The working capital turnover ratio was 89.39 times and -8.38 times in the years 2019 and 2020 respectively.
- ✚ The fixed asset turnover ratio was 119% and 87.96% in the years 2019 and 2020 respectively.
- ✚ The return on investment or the asset ratio was 47% and 46.27% in the years 2019 and 2020 respectively.
- ✚ The return on capital employed was 76.98% and 75.31% in the years 2019 and 2020 respectively.

CHAPTER – IV : CONCLUSIONS

- ✚ The current ratio of the organization is not ideal in both the years 2019 and 2020. Hence the organization may not be able to pay off its short-term liabilities with the help of the current assets it has.
- ✚ The acid-test ratio or the quick ratio of the organization is half of the ideal ratio. Hence the organization may only partially pay off its short-term liabilities with the help of the quick assets it has.
- ✚ The deviation of the organization's cash ratio from the ideal ratio is more. Hence the organization may not be able to pay off its short-term liabilities with the help of cash and cash equivalents it has.
- ✚ The organization is using the ideal amount of debt in the business operations.
- ✚ The stock or inventory turnover ratio of the organization was ideal in the year 2019. But it deviated negatively in the year 2020.
- ✚ The working capital turnover ratio of the organization is not ideal. Hence the organization is not generating revenue in the right ratio to the capital that is employed for the operations.
- ✚ The fixed asset turnover ratio of the organization is good and it is generating a good amount of sales for the fixed assets it has for the operations.
- ✚ The return on investment ratio of the organization is good. Hence it is generating a good amount of profits for the amount of investment being done for the operations.
- ✚ The return on capital employed ratio of the organization is good. Hence is generating good amount of profits for the capital that is employed for the operations.

CHAPTER – V : SUGGESTIONS

- ✚ The organization should work on improving the current ratio so that it can pay off its short-term liabilities easily.
- ✚ The quick ratio is half of that what is considered to be ideal so the organization can improve this with little effort.
- ✚ The organization is not using its cash and cash equivalents as the deviation in the cash ratio is too much. The organization should use the cash and equivalents correctly.
- ✚ The stock or inventory turnover ratio was ideal in the year 2019 but it negatively deviated in the year 2020 there is work required to bring it back to ideal in 2021.
- ✚ The organization should ensure that it is getting right amount of net revenue for the capital that is employed. The working capital turnover ratio has reached -8.38 in the year 2020.
- ✚ The organization should maintain the fixed asset turnover ratio as it is now to continue making good sales on their fixed assets.
- ✚ The organization has good ROI ratio the same should be retained in the coming financial years.
- ✚ The ROCE ratio of the organization is ideal, the organization should frame proper plans to maintain the same.

CHAPTER – VI : LIMITATIONS OF THE STUDY

- ✚ The project report was prepared with time constraints.
- ✚ The scope for the discussion with the management of the organization was limited due to the COVID-19 situation.
- ✚ This study concentrates only on few ratios whereas many others can be calculated on the basis of the financial statements of the organization.
- ✚ The financial statements of only 2 years were provided for the project report.

Balance Sheet of Dada Winners on 31 March for the Year 2019 and 2020

Equity and Liabilities	2019	2020
Capital Account	24,05,465	24,47,380
	24,05,465	24,47,380
Non Current Liabilities		
Long term Borrowings	30,06,750	38,76,550
Deffered Tax Liabilities	0	5,05,695
	30,06,750	43,82,245
Current Liabilities		
Short Term Borrowings	15,56,265	16,87,960
Trade Payables	13,69,375	8,05,000
Other Liabilities	8,74,995	9,43,970
Short Term Provisions	36,590	22,815
	38,37,225	34,59,745
Total Liabilities	92,49,440	1,02,89,370
Assets		
Non Current Assets		
Fixed Assets		
Tangible Assets	28,59,985	29,40,319
Intangible Assets	0	0
Capital Work in Progress	20,15,515	10,54,236
Total Fixed Assets	48,75,500	39,94,555
Non Current Investment	2,25,445	3,00,000
Long Term Loans and Advances	4,32,035	1,02,500
Deferred Tax Assets	4,540	0
Total Non Current Assets	55,37,520	43,97,055
Current Assets		
Inventories	20,46,025	9,84,655
Trade Receivables	8,55,195	4,37,820
Cash and Cash Equivalents	1,75,065	1,86,845
Short Term Loans and Advances	6,35,635	2,88,440
Total Current Assets	37,11,920	18,97,760
Total Assets	92,49,440	1,02,89,370

Income Statement of Dada Winners for the Year 2019 and 2020

	2019	2020
Income	Amount in Rs.	Amount in Rs.
Revenue from Operations	1,12,01,554	1,30,98,160
Other Income	21,680	17,250
Total Revenue	1,12,23,234	1,31,15,410
Expenses		
Cost of Materials Consumed	49,74,150	50,89,965
Changes in Inventories of Finished Goods	4,61,190	5,82,795
Employee Benefits Expenses	3,94,935	4,30,254
Finance Costs	2,91,050	3,35,715
Depreciation	1,28,405	3,56,835
Other Expenses	5,16,065	8,40,075
Total Expenses	67,65,795	76,35,639
Profit before Tax	44,57,439	54,79,771
Tax Expenses		
* Current Income Tax	70,580	21,28,15
* Deferred Tax Charged	(6915)	5,05,695
* Tax for Earlier Years	(4,190)	0
* Minimum Alternate Tax	0	0
Profit or Loss After Tax	43,97,964	47,61,261

Bibliography

- ✚ Previous Projects Done at the Organization
- ✚ Financial Statements of the Organization for the Year 2019 and 2020.
- ✚ dashboard.commerce.gov.in/commercedashboard.aspx
- ✚ www.investopedia.com
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- ✚ a2zaccountingschool.com
- ✚ www.walkthroughindia.com

**S.K.E. SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPT. OF BUSINESS ADMINISTRATION
BELAGAVI.**

(Affiliated to Rani Channamma University, Belagavi)



A project report on

“EMPLOYEE HEALTH AND SAFETY”

AT

LAILA SUGARS PVT LTD,KHANAPUR
KARNATAKA.

Submitted by

Mr Prajwal Nidagallakar

Reg. No. B1811222

Submitted to

RANI CHANNAMMA UNIVERSITY, BELGAVI

In the partial fulfillment of the award of
BACHELOR’S DEGREE OF BUSINESS ADMINISTRATION
2020-2021

S.K.E. SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPT. OF BUSINESS ADMINISTRATION
BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report
CERTIFICATE

This is to certify that Mr. **Mr Prajwal Nidagallakar** has satisfactorily completed the project at ,Laila Sugars Pvt Ltd, Khanapur , in partial fulfillment of award of Bachelor's Degree by Rani Channamma university Belgavi for the year 2020-2021.

Director

Prof. S.S. Shimangoudar

Institution Guide

Prof. Sonal Kalburgi

ACKNOWLEDGEMENT

I got opportunity to express my deep sense of obligation in the ^a **LAILA SUGARS PVT LTD,KHANAPUR**, for their kind permission to undertake this project in their organization.

I am grateful to HR Manager **Mr.Manohar k.** for giving me the permission to do my project on **“A STUDY ON EMPLOYEE HEALTH AND SAFETY”** I sincerely thanks other Department manager.

I also would like to thank all the workers& employees for spending their time with me to explain my doubts with their kind support.

I would like to thank Prof..Sonal Kalburgi & for guidance & correction of my project.

I would like to thank my parents & friends who motivated me to complete to this project report.

Prajwal Nidagallakar

DECLARATION

I here. by, declare that the project report entitled “**Employees Health And Safety**” at **Laila Sugars pvt ltd, Khanapur** ,is original work of study prepared by me independently and carried out by me as apart on BBA degree under the guidance of Prof. Sonal Kalburgi for partial fulfilment required for the award.

Date:

Place: Belgaum

Prajwal Nidagallkar

EXECUTIVE SUMMARY

The project was undertaken in Laila Sugars Pvt Ltd,Khanapur, as a part of BBA program with the objective to study “EMPLOYEE SATISFACTION” in the company.

The study was conducted systematically. The primary data required for the study was obtained from Employees with the help of Questionnaire which was given to employees randomly. The secondary data was collected through company handbook. The study was limited to 30 days is intended to evaluate EMPLOYEE HEALTH AND SAFETY IN THE ORGANIZATION.

Prajwal Nidagallakar

CONTENTS

SL.NO	CHAPTER	Page. No
1.	COMPANY PROFILE	02
2.	TOPIC OF STUDY	17
3.	RESEARCH METHODOLOGY	21
4.	RESEARCH ANALYSIS	22
5.	RESEARCH FINDINGS	39
6.	SUGGESTION	40
7.	CONCLUSION	41
8.	BIBLIOGRAPHY	42
9.	QUESTIONNAIRE	43

COMPANY PROFILE

NAME	M/S LAILA SUGAR PRIVATE LIMITED (Leese Shree Bhagyalaxmi.S.S.K.LTDKhanapur)
Company Status	Active
FOUNDER	SHRI. NILKHANTRAO BHAGWANTRAO SIRDESAI
FOUNDED	1997
TYPE	Private limited
WORKERS	179
ADDRESS	Kupputgiri, khanapur
AREA	100 Acers
Type of Industry	Production Industry
BANKERS	Bank of Andhra, union Bank, etc
LEASE ON	07-11-2009
EMAIL	lailasugarsvja@gmail.com

HISTORY



SHRI. NILKHANTRAO BHAGWANTRAO SIRDESAI FOUNDER OF SUGAR FACTORY

Shree Bhagyalaxmi Sahakari Sakkara Karkhana Nayarit, Khanapur is a co-operative sugar factory in the state of Karnataka. This factory was registered in the year 1982 and it has collected the shares capital from the farmers and others. The total number of the share holder is around 60,000. The total amount of share invested in the factory is Rs.1,795.00 lakhs. Out of this, Government's share capital investment is Rs.1170.00 lakhs. The aim and purpose of establishing the factory was availability of plenty of sugarcane in nearby villages and to improve the financial condition of the farmers. Because the Khanapur Taluka is totally backward area as there are no industries in this Taluka.

Under the leadership of late Shri. **NILKHANTRAO BHAGWANTRAO SIRDESAI** the founder, chief promoter, chairman and Ex.MLA Khanapur the factory is established. He was always thinking about the farmers to increase their standard of living of sugar cane growers of this area and overall development of the Khanapur taluka. The promoter worked hard to collect the share capital from farmers and after collecting share amount the factory was registered under Karnataka Co-operative Society act in the year 1982. After registration the sugar factory came into existence in the year 1996 with the crushing capacity of 2500 TCD

VISION OF THE COMPANY

“The company’s vision is to become the most efficient processor of sugar and the largest marketer of sugar and its allied products in the country”.

MISSION OF THE COMPANY

“Its mission meeting these objectives is to expand its installed capacity, achieve end-to-end integration for all the plant to improve margins and reduce cyclicity of business, achieve greater raw material security, increase its focus of corporate and high value customers to reduce price-risk in sugar by hedging To encourage self-help, saving and support between members.

- To acquire lands, either by way of sale, lease or otherwise for cultivation of sugarcane and other crops and for creation of building, Machinery etc.
- To in estimate among members, improved modern methods of agriculture and cultivation of sugar cane and to supply seeds, material, manure implements etc., for growing sugar cane and other crops and to promote agriculture, Agro industries education for the wellbeing of the members.
- To manufacture sugar, and others by products out of sugar cane grown and supplied by members of the society and others and to sell the same to the best advantage.
- To make advance to members on the security of sugarcane or sugar made out of their sugarcane and to advance loans for raising their crops and development of Agriculture.
- To install machinery for the utilization of by-products and buy raw materials and finished products in the course of utilizing and marketing the by-products.
- To sell or otherwise dispose off the whole or any part or parts of its business assets or under takings or its factory, buildings, machinery and lands in the interest of the society with the prior approval of the Director of sugar and Addl. Registrar of co-operative societies or in the course of winding up the society.
- To undertake such other activities as are incidental and conducive to the development of the society.
- To encourage raising food and cash crops in the area where sugar cane is not grown.
- They give the loan to worker.

COMPETITORS

M/s laila sugar private limited is having many tough competitors they are as follows

- Shree Renuka sugar private limited,Saundatti
- Shree halasidhanath sahakari sakharkarakhana limited,Nipani
- Satish Sugar
- Om Sugar limited,Chikodi
- Shri shivsagar sugar agro products limited,Ramdurg
- Angadi sugar Power private limited,gonikoppa.

LIST OF THE DIRECTORS

Sr. No.	Name of Directors
1	SHRI. GOKARAJU GANGA RAJU ANDRA PRADESH STATE
2	SHRI. GOKARAJU RAMA RAJU ANDRA PRADESH STATE
3	SHRI. GOKARAJU VENKATA KANAKA RANGA RAJU ANDRA PRADESH STATE
4	SHRI. M. SUBBA RAJU ANDRA PRADESH STATE

DIFFERENT DEPARTMENTAL HEADS AND THEIR FUNCTIONS:

Finance department – finance manager

- Individual ledger Accounts
- Balance Sheet
- Profit and Loss Account
- Trading Account
- Cash Account

All the account sections are come under in finance department

Sale department - sales manager

- Delivering the sugar on time
- Open market sales
- Managing sales activities

Administrative department – deputy manager

- To establish goals for each department.
- To take timely decision about various activities.
- To plan day-to-day activities and put policies in effect with the objectives

Sugar cane department - general manager (cane)

- To give the permit with sleep wise
- Collect the reports
- Procure the fresh sugar cane and quality sugarcane
- Maintain the proper and good relationship with the farmer.

Engineering department – assistant general manager (engineering)

- Repairs and maintenance of machinery of the factory.
- Turning of bars by lathe machine
- To cutting the bars.
- Drilling and tapping materials

Production department- deputy general manager (process)

- Smooth production process
- Maintain the quality of sugar
- Maximum utilization of sugarcane

Purchase Department - Purchase Officer

- Purchasing materials
- Calling quotations
- Placing orders for supply of materials.
- Passing bills to Accounts section for payment

Human Resource Department - Human Resource Manager

- Recruitment of employees
- Induction orientation
- Training and Development
- Employee welfare activities

Stores Department – store manager

- Storage of purchased material
- Maintaining the inventory
- Taking safety measures

WITH SPECIAL REFERANCE TO ORGANISATION UNDER STUDY

Introduction

McKinsey introduced the 7-S framework for strategy in the late 1970's, The framework maps **seven** interrelated factors that influence an organization's ability to change shared values, skills, staff, strategy, structure, style, and systems and shows how these forces interact. Unlike Porter's Framework, 7-S Framework emphasizes coordination more strongly; 7-S suggests that they can make significant progress in any of their parts only if they progress in the others.

Mc-Kinsey's 7s model:

The 7-S elements are distinguished in so called hard S's and soft S's. The hard elements like structure, system and strategy are feasible and easy to identify. The four soft - S like Style, skill, staff and shared values are hardly feasible.

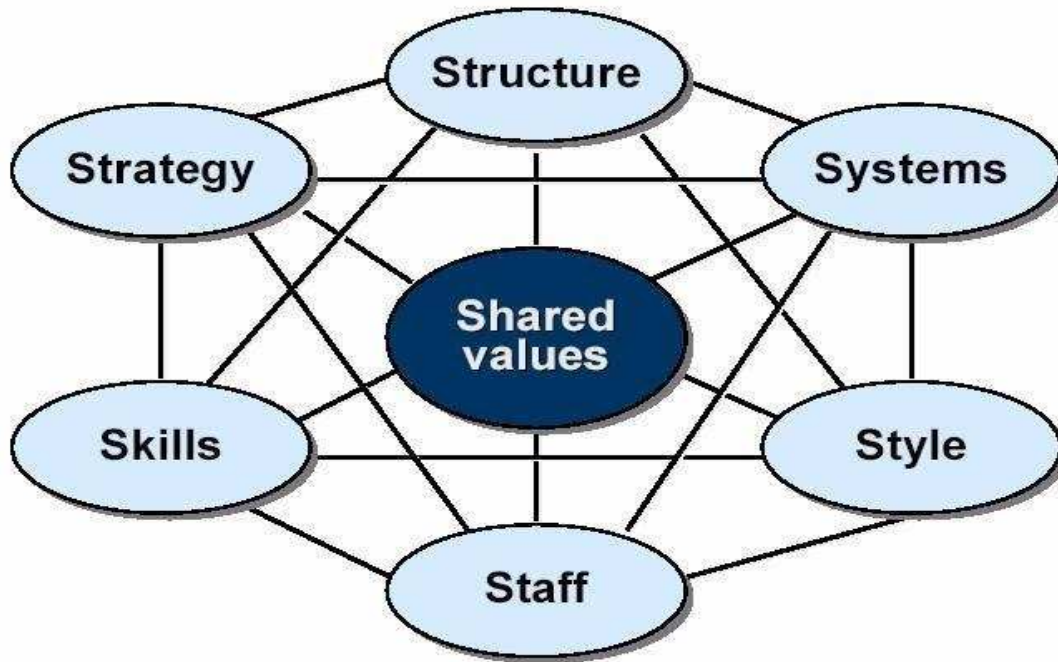
I think 7-S Framework is more important today. The important aspect of 7-S framework is its simplicity. These elements allow organizations to step back and look at its position in the global competitive environment holistically. It acts as a complement to Porter's strategy framework.

Hard Elements:

- **Structure**
- **Strategy**
- **System**

Soft Elements:

- **Skill**
- **Staff**
- **Style**
- **Shared values**

**Structure:**

The way in which the organization unit relates to each other is called as structure. Organization structure and authority and responsibility relationship are included in the structure. Organization structure explains how the authority and responsibility flows from top to the bottom. LAILA SUGAR has a well-built organization structure.

Skills:

Skill refers to the distinctive capabilities of an organization. Skills are those capabilities that are possessed by the employees of an organization. These skills will have direct impact on the employee's productivity and their performance. Thus skills of the employees have a direct impact on the company's overall performance.

Managerial Skills:

- ✓ Technical expertise
- ✓ Communication
- ✓ Coordination with labour union
- ✓ Upgrading the training skills

Style:

All organizations have their own distinct culture and management style. It includes the dominant values, beliefs and norms which develop over time and become relatively enduring features of the organizational life. It also entails the way managers interact with the employees and the way they spend their time. Culture remains an important consideration in the implementation of any strategy in the organization. LSPL is using the participative management style. Employee's participation in the process of day to day activities is encouraged. Employees at all levels can have direct discussion with the top management for smooth functioning of the organization.

The LSPL Sugar Ltd is basically follows a participating and democratic type of leadership style. Before taking any decision a meeting is conducted and the final decision is taken with the consent of all. Since every employee's ideas and opinions are taken by the managers before arriving at a final decision effective decisions can be taken.

- Maintain discipline in the company
- Give instruction and orders to the subordinate
- Maintains unity in the Company.

Strategy:

Strategy implies a game plan to achieve the defined business goals. Every business uses the unique strategy to reach its destiny. It is a set of decisions and actions aimed at gaining a sustainable competitive advantage. Cost reduction can be achieved through reduction, elimination, modification of manufacturing activity. Through in depth analysis the best and least cost path is adopted for each activity. The best method to achieve results are to bench mark operating parameters to world class companies .This drives everyone to match or even surpass these figures.

System:

Systems are the procedures and processes such as information system, manufacturing processes, budgeting and control processes. Every organization has some systems or internal processes to support and implement the strategy and run day-to-day affairs. The company operations are computerized .The system also includes data collection, storage and utilization for record and appraisal purposes. (Management

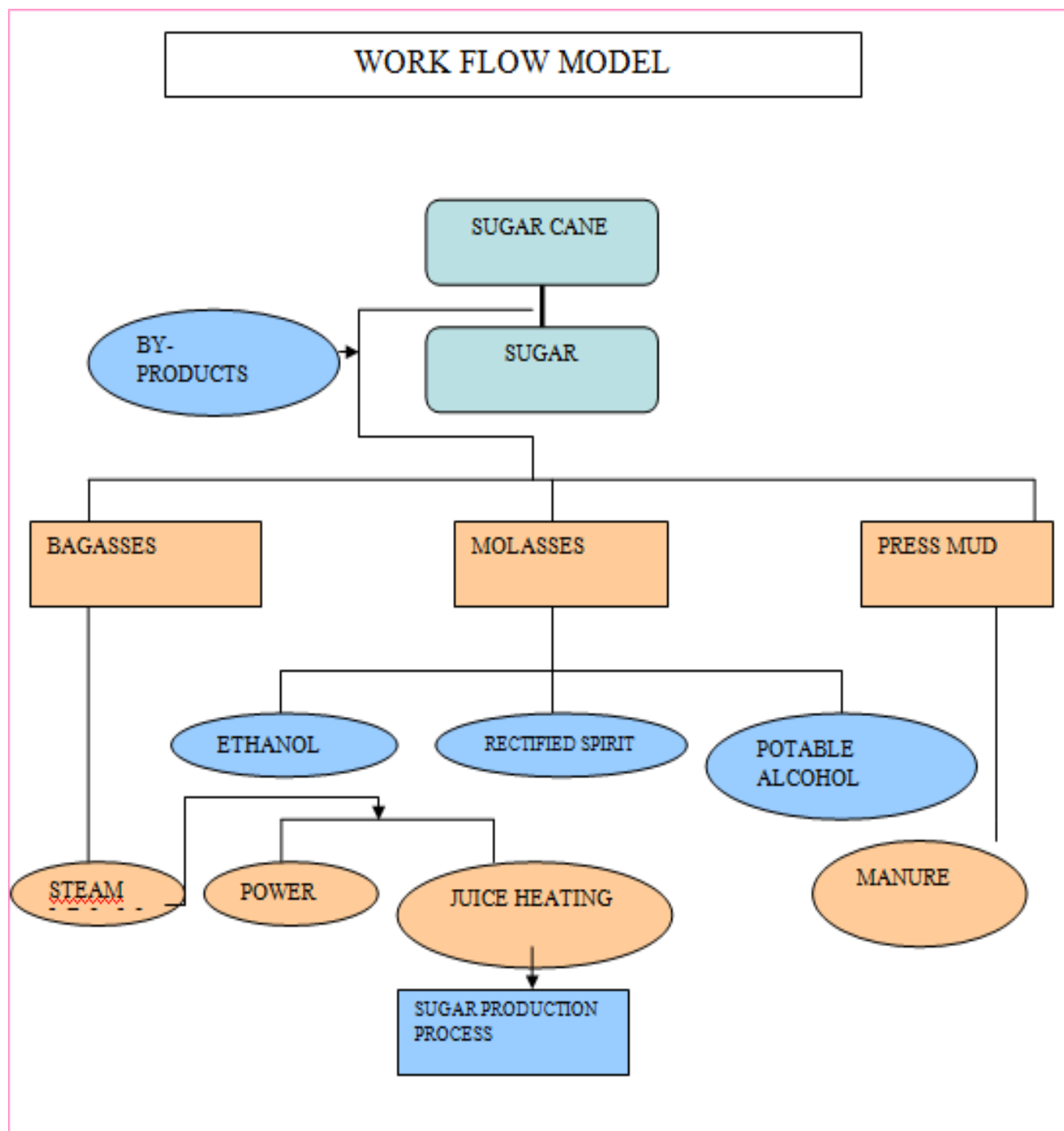
information systems i.e. reports of various departments, financial information system i.e. marketing and sales information, employee information system.

The company is using ERP System

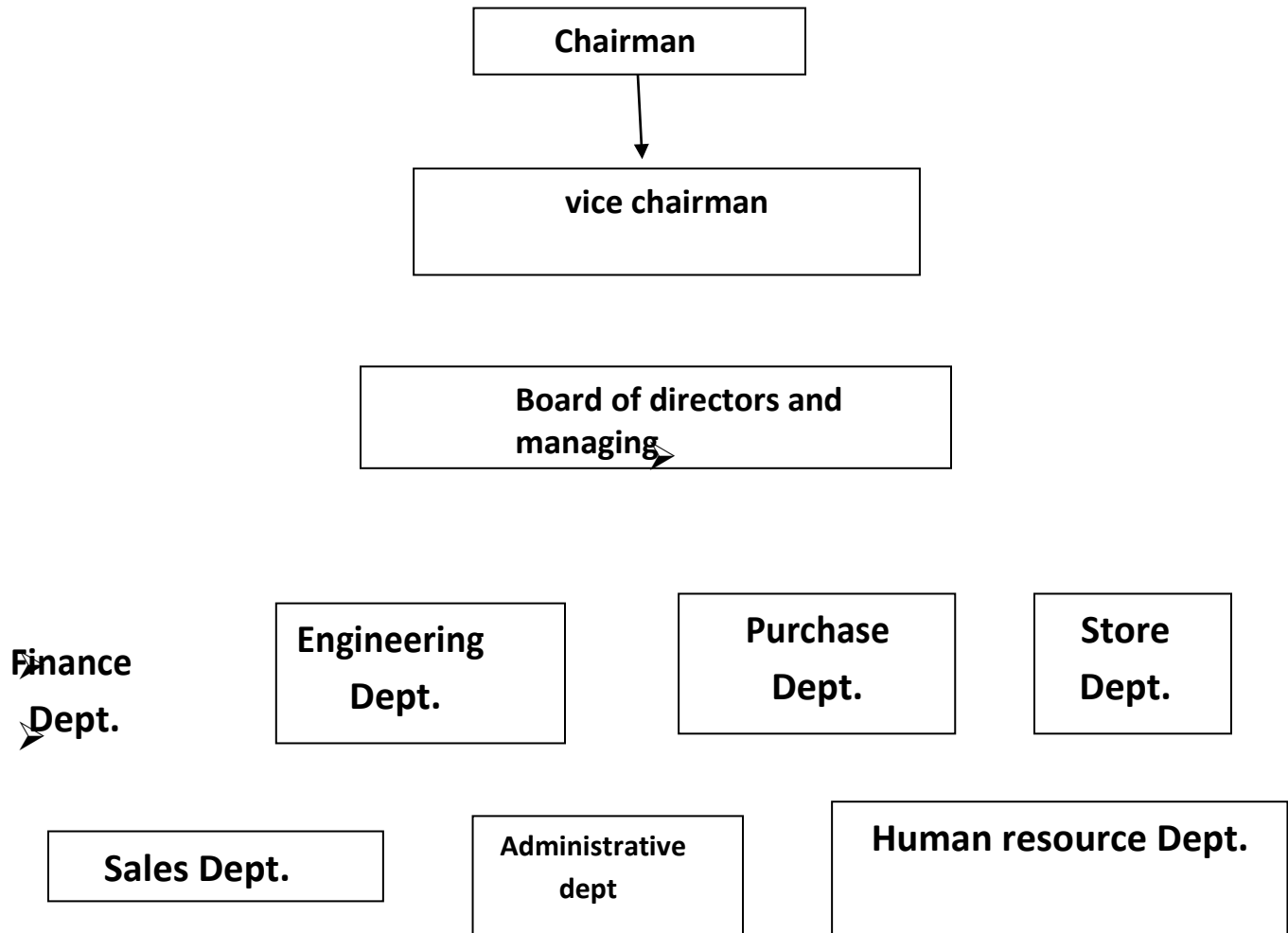
Enterprise Resource Planning is integrated cross functional software that reengineers manufacturing, distribution, finance, human resource, and other basic business processes of a company to improve its efficiency and profitability. ERP helps to company in production, order processing and sales.

Staff:

Organizations are made up of humans and it's the people who make the real difference to the success of the organization in the increasingly knowledge-based society. The importance of human resources has thus got the central position in the strategy of the organization, away from the traditional model of capital and land



ORGANIZATION STRUCTURE



SWOT ANALYSIS

SWOT analysis means Strengths, Weakness, Opportunities and Threats. Strengths are the internal, positive characteristics that the company possesses. One should look at these competitive advantages. Weaknesses are internal as well as negative aspects of the company and indicate competitive vulnerabilities. These should be distinguished from problems in that immediate collapse is not likely. Opportunities are external and provide areas of growth or improvement of the company. Threats are external to the company and action is required.

STRENGTHS:

- ❖ Factory has its own Diesel bunk.
- ❖ Modern equipment and machinery.
- ❖ Basic industry to agriculture.
- ❖ Good source of raw material
- ❖ Healthy management labor relations.
- ❖ Fully integrated players
- ❖ Reduced impact of seasonally.
- ❖ Right products, right and liability.
- ❖ New technology in manufacturing.

WEAKNESS:

- ❖ Lower compensation for employees compared to other organization.
- ❖ High cost of production.
- ❖ No control on minimizing the losses during the process.
- ❖ Non availability of raw sugar in excess.
- ❖ Lack of Research and development
- ❖ Seasonal production.

OPPORTUNITIES:

- ❖ Scope to improve the profitability.
- ❖ Government Issue certificate to take loan.
- ❖ Superior technology.
- ❖ Well placed for export.
- ❖ Focus towards buyers.
- ❖ Superior utilization of fixed asset.

THREATS:

- ❖ Advancement of technology and changing job profile.
- ❖ Huge competition.
- ❖ Competition from other sugar mills,
- ❖ Pricing policy of the government.
- ❖ Dependent on the farmers for the supply of sugarcane.

TITLE OF THE STUDY

The title of the study is “EMPLOYEES HEALTH AND SAFETY MEASURE” at Laila Sugar Private Limited, Khanapur.

Objectives of study

- To know the operational efficiency of LAILA SUGAR PRIVATE LIMITED.
- To show the manner in Storage of material.
- To know the financial performance of the company.
- It focuses attention on resources available in store section.
- They provide useful guide to creditors.
-

Scope of study

The study is exclusively conducted for M/S LAILA SUGAR PRIVATE LIMITED. It covers study of store management of company. This study also covers profile of the company as well product profile and other related aspects.

Need of study

- The study mainly attempts to analyze the financial performance of the company selected for the study
- It may have either new knowledge in theoretical significance.
- The study helps to know store layout and store system of the company

Limitation of study

- There may be error of data interpretation
- Non availability of some current data
- The project is conducted in short duration of time

Literature review

The occupational Safety and Health Act is a law passed in 1970 to encourage safer workplace condition in the United States. The Occupational safety and Health Act established the federal occupational safety and Health Administration (OSHA) to set standards and perform inspections at job sites

In some parts of the country, an OSHA-approved state agency helps enforce job safety standards, with which must be at least as stringent as federal guidelines.

The 1970 legislation gave the new occupational safety and Health Administration the authority to create industry-specific guidelines. However, the act also outlined a “general duty” clause, which stipulates that an employer must provide an environment “.”

The occupational safety and health act applies to most private and public employers. Individuals not protected by the law include self-employed individuals, workers on small family farms and those working in an industry regulated by a separate federal agency

Meaning:

Occupational health and safety is a discipline with a broad scope involving many specialized fields. In its broadest sense, it should aim at; In other words, occupational health and safety encompasses the social, mental and physical well-being of workers that is “whole person”.

Efficiency in work is possible only when an employee is healthy on one hand. On the other the industry expose him to certain hazards which he could not meet elsewhere and which may affect his health.

- ✓ Reduction labour turnover.
- ✓ A reduction in absenteeism.
- ✓ Reduced spoilage.
- ✓ Improved morals.
- ✓ Increased productivity.

Definition:

The area of policy and legislation covering employee wellbeing .Health and Safety within an organization is often coordinated by a particular person, but it is the responsibility of all employees. Maintaining a safe working practice and ensuring that employees’ health is not detrimentally affected by their work is a statutory duty of organizations.

Important of health and safety:

Efficiency in work is possible only when and employees is healthy on one hand. On the other industry exposes him to certain hazards which he would not meet elsewhere and which may affect his health it is with the attention of reducing these hazards and improving of industrial health came into being as a branch of public health in its own right.

-  Reduction labor turnover
-  A reduction in absenteeism
-  A reduction in the incidences of occupational decrease
-  Reduced spoilage
-  Improve morals
-  Increased productivity

It is therefore obvious that without health, a worker will not be efficient or productive. Occupational decrease

RESEARCH METHODOLOGY

TYPE OF RESEARCH

The type of research conducted is a descriptive type. It just describe the different ratios of the firm over a period of time.

SOURCES OF DATA

The sources of data used are,

- a. Primary data
- b. Secondary data

Primary data:

Primary sources are original sources from which the researcher directly collects data that have been previously collected. Primary data are first hand information collected through various methods such as,

- Observation
- Personal interview

Secondary data:

Secondary data are those data collected previously and used for present purpose secondary sources used are

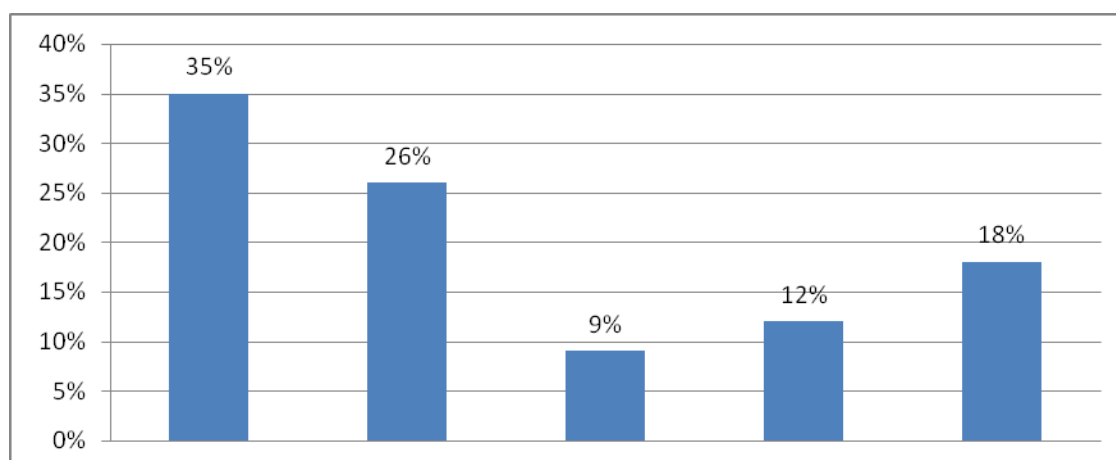
- Reference books
- Company annual reports

DATA ANALYSIS AND INTERPRETATION

1. The cane war is among sugar factories are leading to an unhealthy competition.

opinion	No of respondents	percentage
Strongly agree	35	35%
Agree	26	26%
Neither agree	9	9%
NOr disagree	12	12%
Strongly disagree	18	18%

Chart Analysis



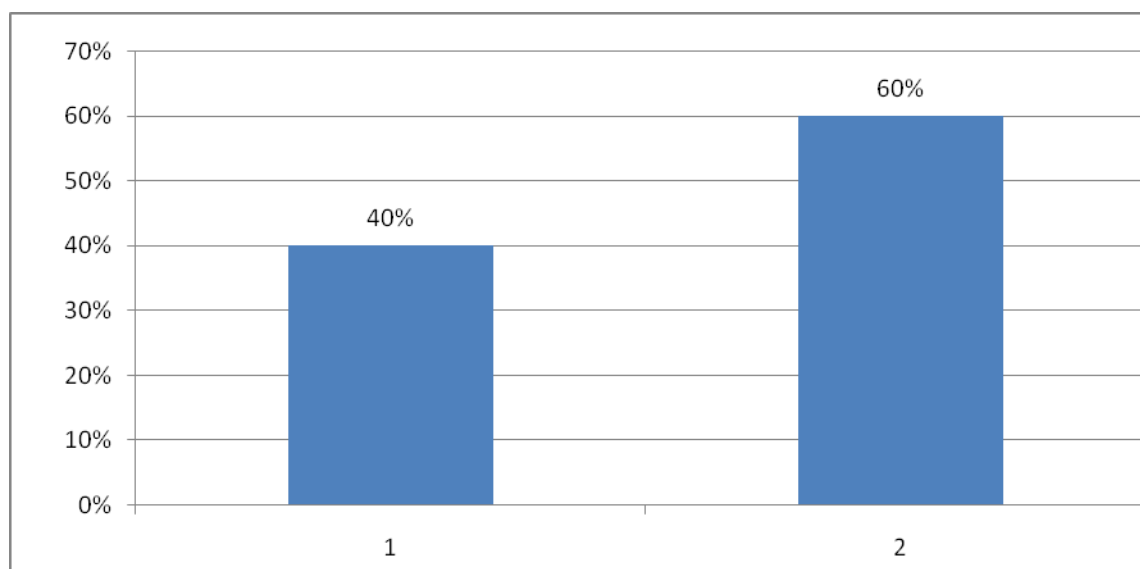
Interpretation:

From the above table that it is clear that 35% employees are strongly agree that sugar factories is leading to an unhealthy competition where as 26% employees are agree that sugar factories is leading to an unhealthy competition 9% employees are neither agree the sugar factories is leading to an unhealthy competition 12% employees are nor disagreed that sugar factories is leading to an unhealthy competition and last 18% of employees are disagree strongly that sugar factories is leading to an unhealthy competition.

2. Are you happy with the superior sub-ordinates relationship in your organization?

Relationship in organization	Yes	No
A	60	40%
B	40	60%

Chart analysis



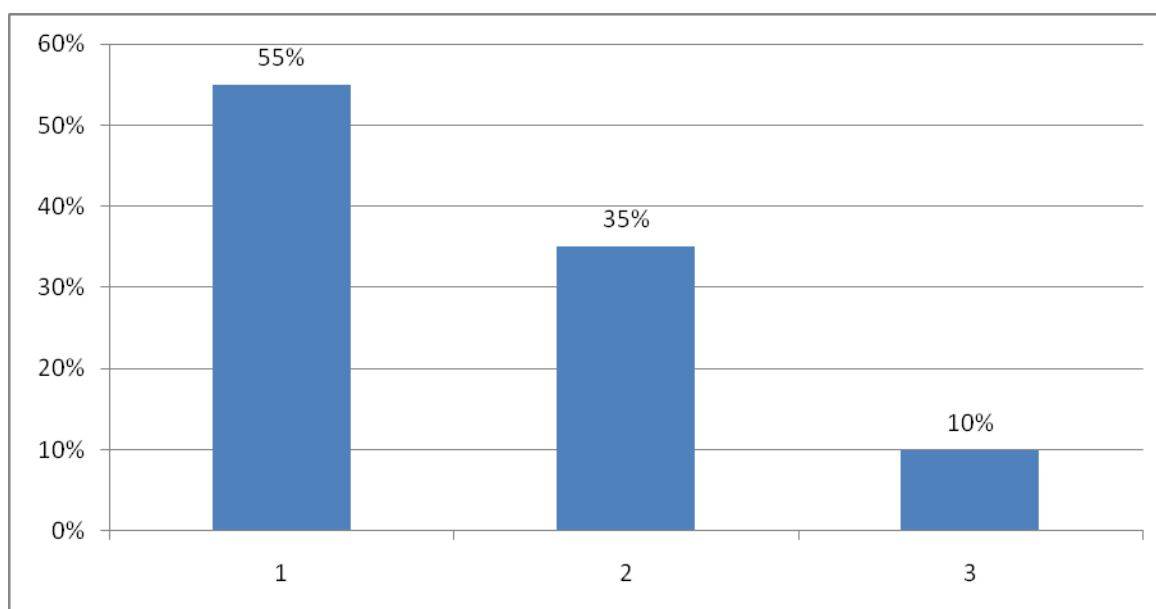
Interpretation:

From the above table it is clear that 60% employees are satisfied the superior subordinates relationship in your organization where as 40% of employees are not satisfied the superior subordinates relationship in your organization.

3. Are you satisfied with the bonus and compensation that you get?

Opinions	Number of respondent	Percentage
Yes	55	55%
No	35	35%
Can't say	10	10%

Chat analysis



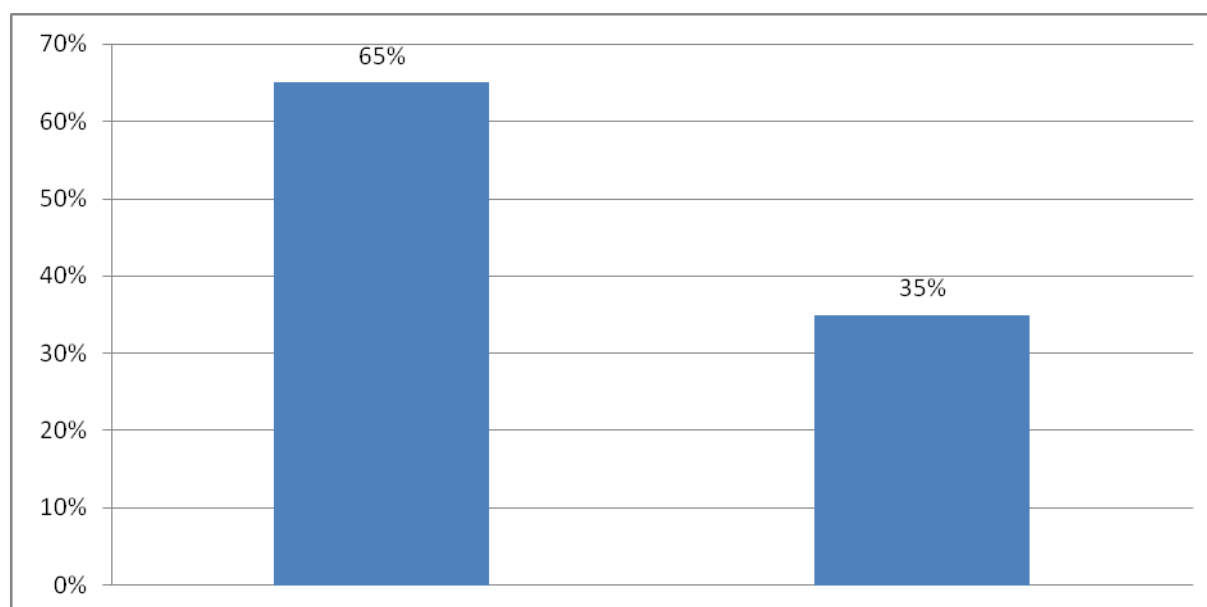
Interpretation:

From the above it is clear that 55% of employees are satisfied with bonus and compensation provided by the organization where as 35% of employees are not satisfied with bonus and compensation provided by the organization where as 10% of employees are not ready to share their view about bonus and compensation provided by the organization.

4. Do you get maximum satisfaction from your work?

opinion	Number of respondents	percentage
Yes	65	65%
No	35	35%

Chart analysis

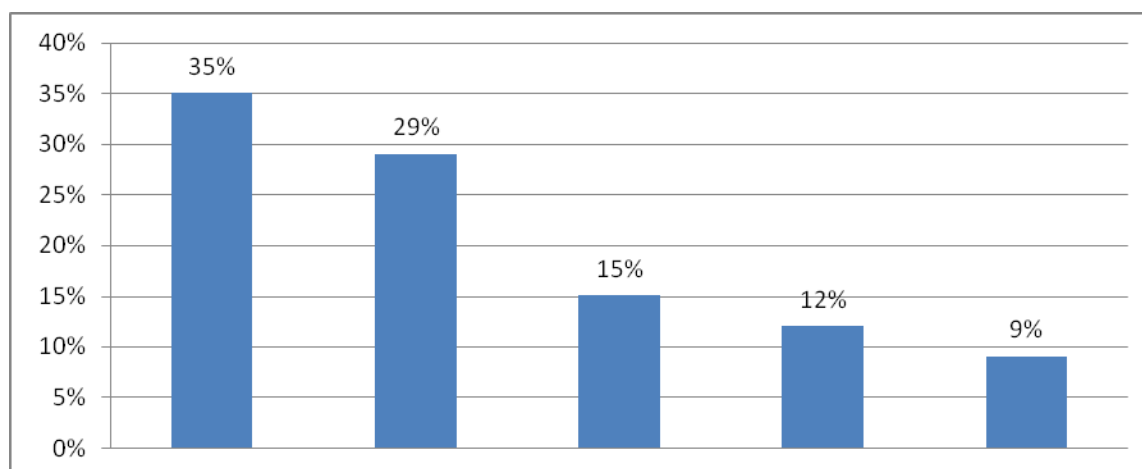


Interpretation:

From the above table it is clear that 65% of employees satisfied with their work provided by the organization where 35% of employees are not satisfied with their work provided by the organization.

5. Are you satisfied with the company's safety policy?

opinion	No of respondents	percentage
Strongly agree	35	35%
Agree	29	29%
Neither agree	15	15%
Nor disagree	12	12%
Strongly disagreed	9	9%

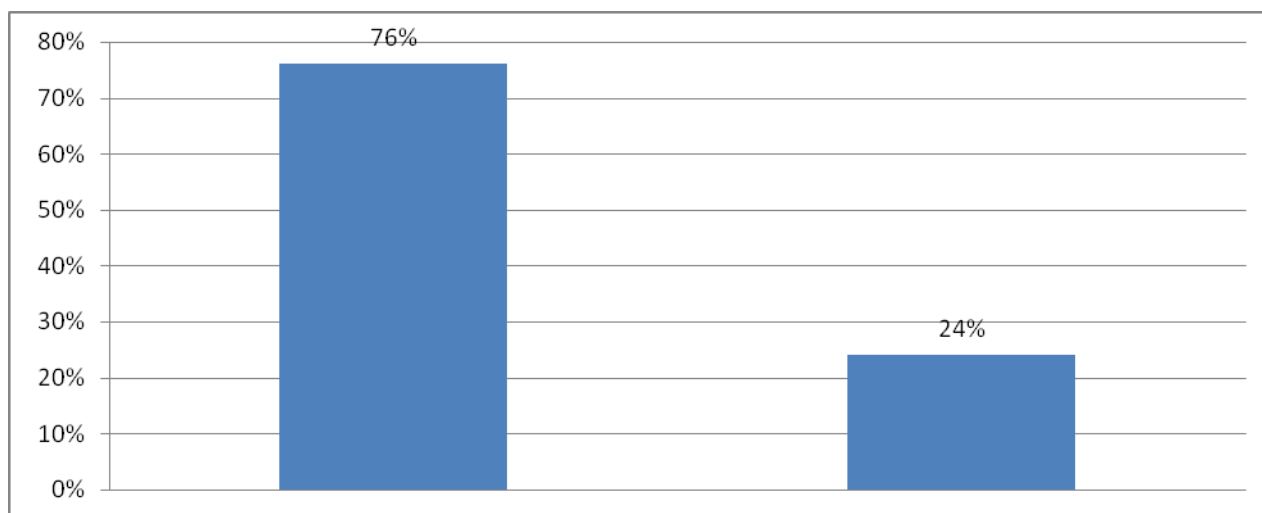
Chart analysis**Interpretation:**

Form the above table it is clear that 35% employees are strongly agreed for the safety policy of the company where as 29% employees agreed for the safety policy of the company 15% employees are neither agreed for the safety policy of the company 12% employees are nor disagreed for the safety policy of the company and last 9% of employees are disagreed strongly for the safety policy of the company.

6. Does the organization give maternity leave to Female employees?

opinion	Number of respondents	percentage
Yes	76	76%
No	24	24%

Chart analysis



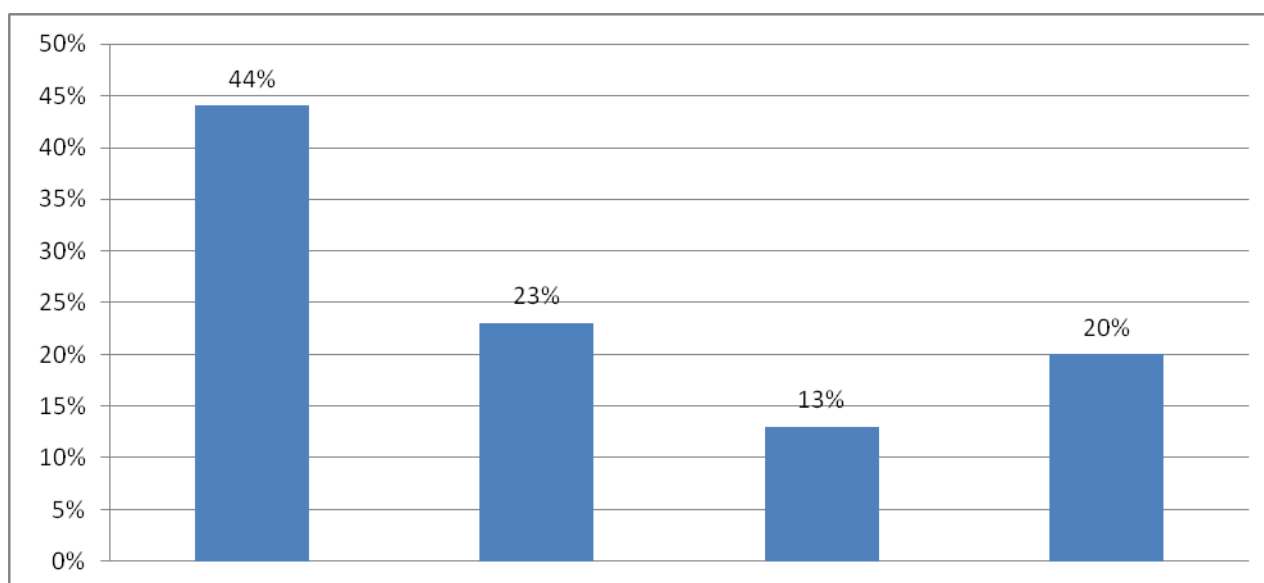
Interpretation:

From the above table it is clear that 76% of employees are with maternity leave to female employees provided by the organization where as 24% of employees are not satisfied with maternity leave to female employees provided by the organization.

7. How do you rate the working hours of the organization?

opinion	Number of respondents	percentage
Very satisfactory	44	44%
Acceptable	23	23%
Normal	13	13%
Dissatisfactory	20	20%

Chart analysis

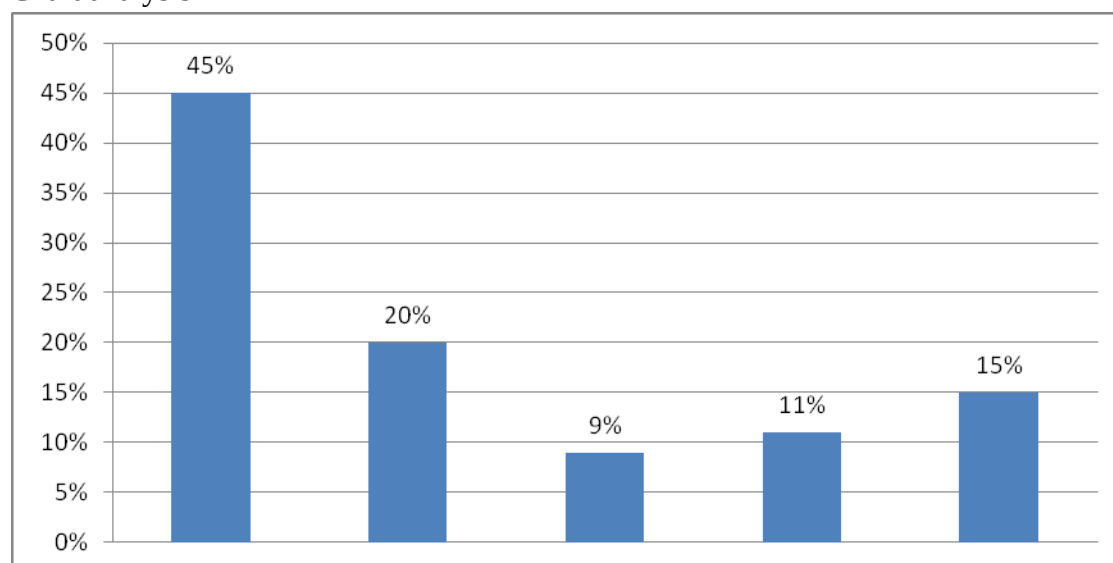
**Interpretation:**

From the above table it is clear that 44% of employees are very satisfied with the working hours of the organization and according to 23% employees are accepted satisfied with the working hours of the organization where as 13% of employees are normal satisfied with the working hours of the organization and last 20% employees are dissatisfied with the working hours of the organization.

8. How do you rate the convenience allowed offered by the organization?

opinion	Number of respondents	percentage
Very satisfactory	45	45%
Acceptable	20	20%
Normal	9	9%
Dissatisfactory	11	11%
Very dissatisfactory	15	15%

Chart analysis



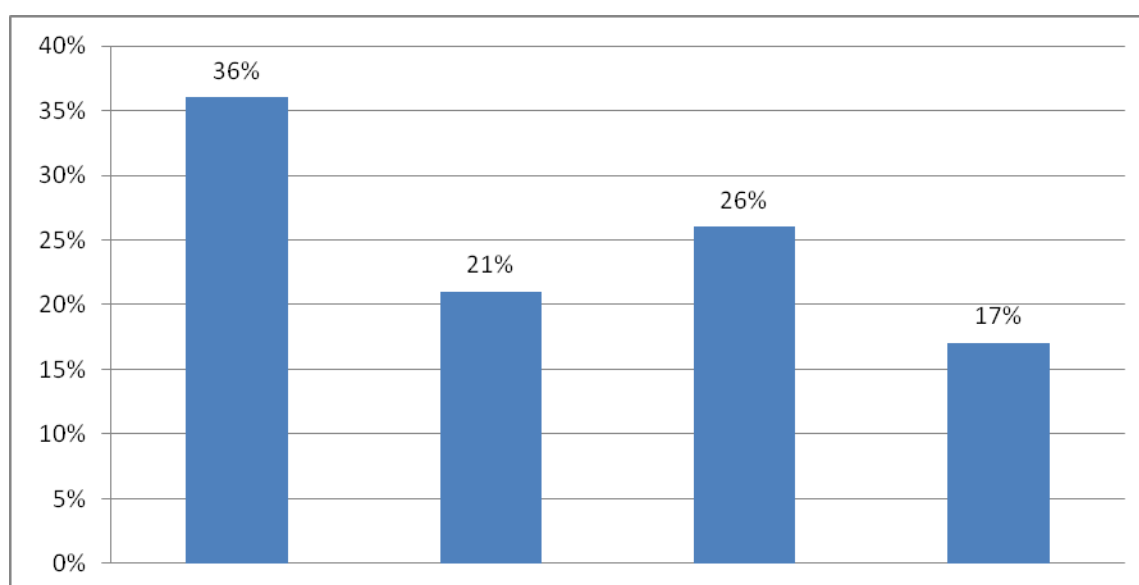
Interpretation:

From the above table it is clear that 45% of employees are very satisfied with the convenience allowance offered by the organization 20% of employees are accepted satisfied with the where as 9% of employees are normal satisfied with the 11% of employees are dissatisfied the and last 15% of employees are dissatisfied the and last 15% employees are very dissatisfied with the convenience allowance offered by the organization.

9. Rate the overtime stipend offered by the organization?

opinion	Number of respondents	percentage
Very satisfactory	36	36%
Acceptable	21	21%
Normal	26	26%
Dissatisfactory	17	17%

Chart analysis

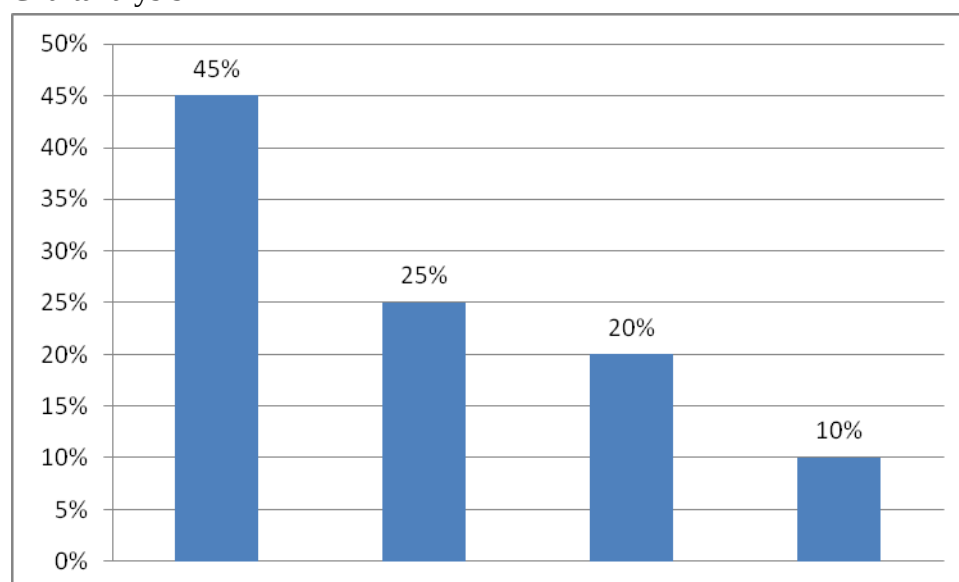
**Interpretation:**

From the above table it is clear that 36% of employees are very satisfied with the overtime stipend offered by the organization 21% of employees are accepted satisfied with the overtime stipend offered by the organization where as 26% of employees are normal satisfied overtime stipend offered by the organization and last 175 of employees are dissatisfied with the overtime stipend offered by the organization.

10. How do you rate leave approach of the organization?

opinion	Number of respondents	percentage
Exceptionally satisfactory	45	45%
Acceptable	25	25%
Normal	20	20%
Dissatisfactory	10	10%

Chartanalysis



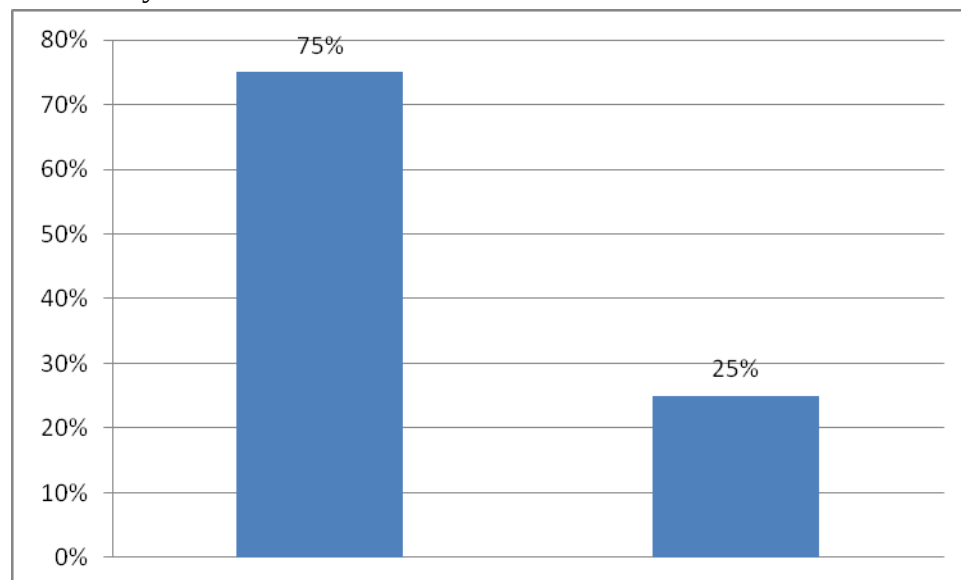
Interpretation:

From the above table it is clear that 45% of employees are exceedingly satisfied by the rate of leave approach of the organization 25% of employees are acceptable satisfied by the rate of leave approach of the organization 20% of employees are normal satisfied by the rate of leave approach of the organization and last 10% employees are dissatisfied by the rate of leave approach of the organization.

11. Does the organization take wellbeing measures for representative security?

opinion	Number of respondents	percentage
Yes	75	75%
No	25	25%

Chart analysis



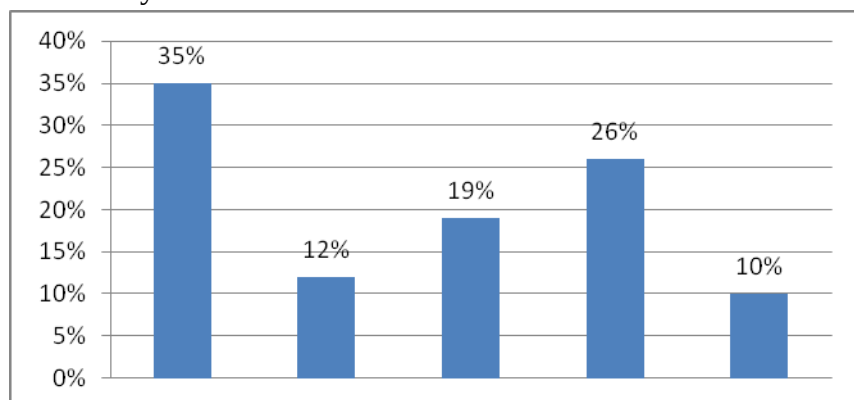
Interpretation:

From the it is clear that 75% of employees are satisfied with the wellbeing measures for representative security provided by the organization where as 25% employees are not satisfied with the wellbeing measures for representative security by the organization.

12. Rate the general fulfillment with representative welfare exercises of the organization.

opinion	Number of respondents	Percentage
Exceedingly satisfactory	35	35%
Agreeable	12	12%
Normal	19	19%
Dissatisfactory	26	26%
Exceedingly dissatisfactory	10	10%

Chart analysis



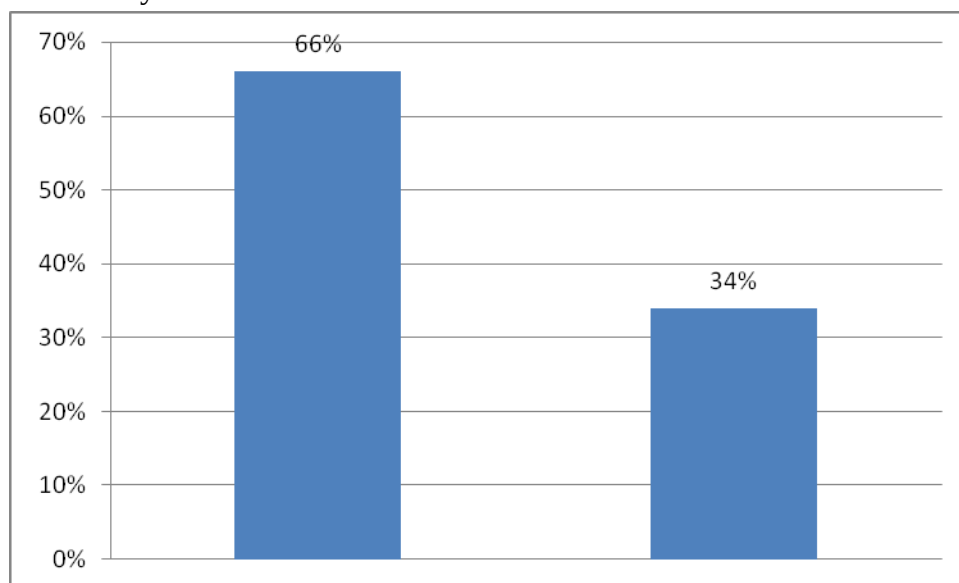
Interpretation:

From the above table it is clear that 35% employees are exceedingly satisfied with welfare exercises of the organization 12% of employees are agreeable satisfied where as 19% of employees are normal satisfied and 26% of employees are dissatisfied with and last 10% of employees are exceedingly dissatisfied with welfare exercises of the organization.

13. Are you satisfied with the activity?

opinion	Number of respondents	Percentage
Yes	66	66%
No	34	34%

Chart analysis



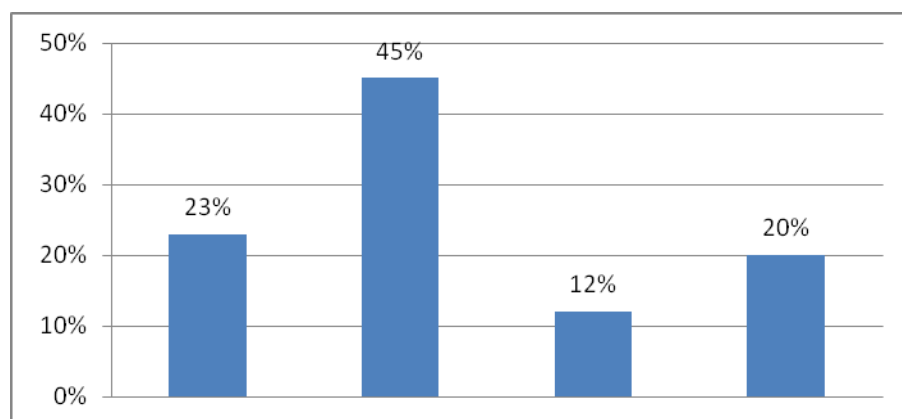
Interpretation:

From the above table it is clear that 66% of employees are satisfied with the welfare activity provided by the organization where as 34% of employees are not with the welfare activity.

14. What are the welfare facilities provide according to the employees preference.

Opinion	Number of respondents	percentage
Medical facility	23	23%
Salary facility	45	45%
Retirement facility	12	12%
Employees provident fund	20	20%

Chart analysis



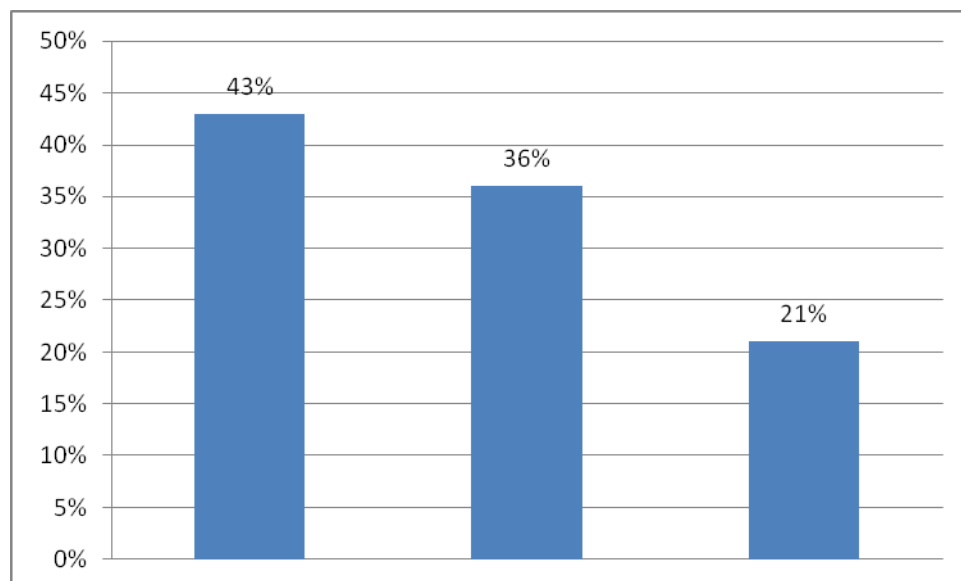
Interpretation:

From the above table it is clear that 23% of employees are provided welfare facilities according to the employees preference 45% employees are provided salary welfare facilities at 12% of employees are provided retirement welfare facilities according to the employees preference and last 20% of employees are provided employees provident fund welfare facility

15. Which welfare facilities required in the organization.?

Opinion	Number of respondent	Percentage
Insurance facility	43	43%
Loan facility	36	36%
Promotion facility	21	21%

Chart analysis



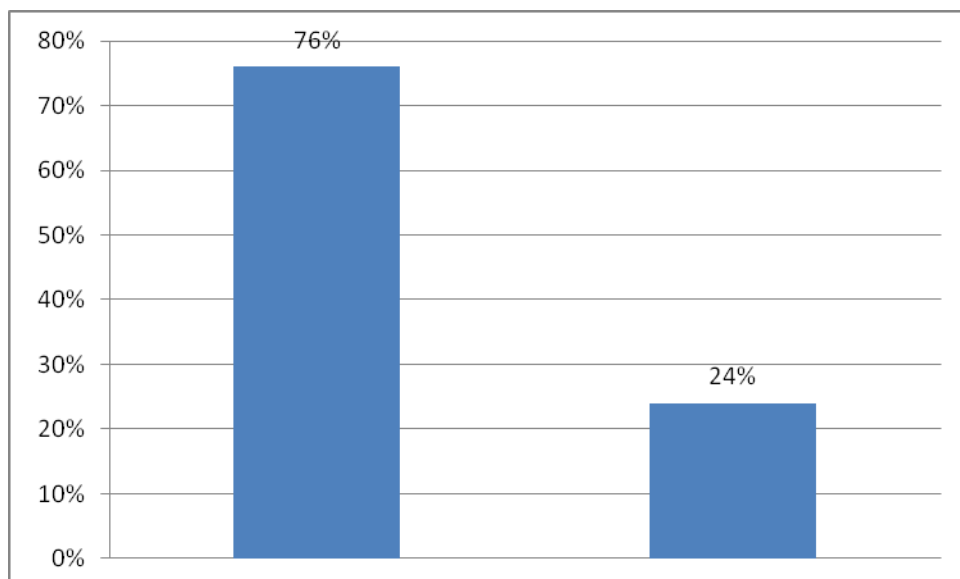
Interpretation:

From above table it is clear that 43% of employees required insurance facility in the organization where as 36% employees are required loan facility in the organization and to 21% of employees required promotion facility in the organization.

16. Are you satisfied with infrastructure facility?

Opinion	Number of respondents	Percentage
Yes	76	76%
No	24	24%

Chart analysis



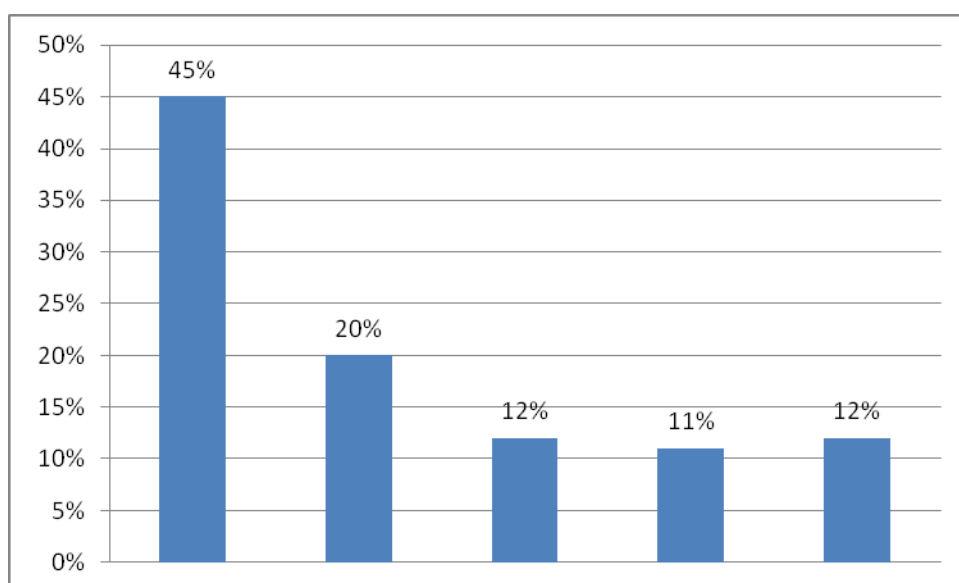
Interpretation:

From above table it is clear that 76% of employees are satisfied with the infrastructure facilities provided by the organization where as 24% of employees are not satisfied with the infrastructure facilities provided by the organization where as 24% of employees are not satisfied with the infrastructure facilities.

17) How do you rate working environment of the organization?

opinion	No. of respondents	Percentage
Exceptionally satisfactory	45	45%
Averagely satisfied	20	20%
agreeable	12	12%
Dissatisfactory	11	11%
Exceptionally dissatisfactory	12	12%

Chart analysis



Interpretation:

From the above table it is clear that 45% employees are exceptionally satisfied for the working environment of the organization, whereas 20% employees are averagely satisfied for the working conditions of the organization. 12% employees are agreeable for the working environment of the organization. 11% and last 12% employees are for the working environment of the organization.

FINDINGS

1. 55% employees are satisfied with bonus .
2. 43% employees are require insurance facility.
3. only 17% employees are dissatisfied with the overtime stipend offered by organization .
4. only 35% workers strongly agree with employee safety policy.
5. only 20% employees are dissatisfactory of the working hours of the organization

Suggestions

1. Provide employees with bonus to appreciate their work.
2. Provide insurance facility to the employees of the organization.
3. The company must provide satisfactory stipend to the employees of the company.
4. the company must provide employees safety tools at the place.
5. Provide agreeable work place for laborer.

Conclusions

The in –plant training has created a sense of practical exposure and enlighten in my mind as what actually an organization is and how the practical concepts are practical in Laila Sugar Pvt Limited.

By making complete study I found that Laila Sugar Pvt Ltd have well equipped factory and it produces quality oriented products. And there is demand for the product

Taking this as opportunity they can expand their factories by increasing their production.

It is one of the leading sugar factories in Belgaum district. The factory provides employment to lost of local people. The mgt believes that their employees are their strength to run their industries and hence every possible effort made all the time to improve the working condition.

It has also embarked on modernization and expansion program so that the existing plant can be technologically upgraded. This will also help in reducing cost of production and further improves the quality of product. With my experience in Laila sugars I came with my practical knowledge about the organization working process.

BIBLIOGRAPHY

- Manohar.k " labor welfare and society "in personal management.
- Internet
- Arun Monappa "labor welfare"
- Lailasugarsvja@gmail.com
- Company Profile
- Company past records

Questionnaire

I would like your feedback for my project work on “employee’s health and safety measures “at Laila Sugar Private Limited Khanapur please select the appropriate option given below. It will take hardly 5 minutes of precious and it will help me conclude my project in a better way.

1. General Question:

Employee’s

name

.....

Designation

.....

Age

Group:

.....

A]18-25

B]26-40

C] 41-50

D] 51 years and above

Qualification;

.....

.....

A] Illiterate

B] High school

c]Degree

D] other

Total Years of Service

A] Below5years

B]5-10years

C] 11-20 years D] 20 years and above

1) The cane war is among sugar factories are leading to an unhealthy competition?

- A) Strongly agree
- B) Agree
- C) Neither agrees
- D) Not agree
- E) Disagree strongly

2) Are you happy with the superior subordinate's relationship in your organization?

- A) Yes
- B) NO

3) Are you satisfied with the bonus and compensation that you get?

- A) Yes
- B) No
- C) Can't say

4) Are you satisfied with the company's safety policy?

- A) Strongly Agree
- B) Agree
- C) Neither Agree
- D) Disagree strongly
- E) Nor disagree

5) Do you get maximum satisfaction from your work?

- A) Yes
- B) No

- 6) How do you rate the working environment of the organization?
- A) Exceptionally satisfactory
 - B) Agreeable
 - C) Averagely satisfactory
 - D) Dissatisfactory
 - E) Exceptionally dissatisfactory
- 7) How do you rate the health advantage gave by the organization to the workers and their families?
- A) Exceedingly satisfactory
 - B) Tasteful
 - C) Normal
 - D) Dissatisfactory
 - E) Profoundly Dissatisfactory
- 8) Does the organization give maternity leave to female employees?
- A) Yes
 - B) No
- 9) How do you rate the working hours of the organization?
- A) Very satisfactory
 - B) Acceptable
 - C) Normal
 - D) Dissatisfactory
 - E) Very dissatisfactory
- 10) How do you rate the convenience allowance offered by the organization?
- A) Very Satisfactory
 - B) Acceptable
 - C) Normal
 - D) Dissatisfactory
 - E) Very Dissatisfactory

11) Rate the overtime stipend offered by the organization?

- A) Very satisfactory
- B) Acceptable
- c) Normal
- D) dissatisfactory
- E) very Dissatisfactory

12) How do you rate leave approach of the organization?

- A) Exceptionally satisfactory
- B) acceptable
- C) Normal
- D) Dissatisfactory
- E) Exceptionally Dissatisfactory

13) Does the organization take wellbeing measures for representative security?

- A) Yes
- B) No

14) Rate the general fulfillment with representative welfare exercises of the organization?

- A) Exceedingly Satisfactory
- B) Agreeable
- C) Normal
- D) Dissatisfactory
- E) Exceedingly Dissatisfactory

15) Are you satisfied with the welfare activity?

- A) Yes
- B) No

16) What are the welfare facilities provide according to the employees preference?

- A) Medical Facility
- B) Salary Facility
- C) Retirement Facility
- C) Employees Provident Fund

17) Which welfare facilities are required in the organization?

- A) Insurance Facility
- B) Loan facility
- c) Promotion facility.

**S.K.E SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND
COMMERCE DEPT OF BBA
BELAGAVI – 590006**

(Affiliated to Rani Channamma University,Belagavi)



A Project Report on

“TRAINING & DEVELOPMENT”

Undertaken At

“VINSAVI INDOTECHS”

Submitted by

Ms. PRATIDNYA P . PATIL

Reg.No.B1811224

Submitted to

RANI CHANNAMMA UNIVERSITY, BELGAVI

**In the partial fulfilment of the award of
BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION
2020-2021**

**S.K.E SOCIETY'S
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Reg.No.B1811224

BBA 6thSem

Under the guidance of

**Organizational guide
Mr.Nagesh Gundoji**

(HR MANAGER)

**Institutional Guide
Prof.S.S.Shimangoudar**

SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPT OF BBA
BELAGAVI-590006

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that **Mrs. PRATIDNYA P. PATIL** has satisfactorily completed the project at. **“VINSAVI INDOTECHS, Belagavi”** in partial fulfilment of award in of Bachelor's Degree by Rani Channamma University, Belagavi for the year 2020-2021.

Director
Prof.S.S.Shimangoudar

Institution Guide
Prof.S.S.Shimangoudar

DECLARATION

I, **PRATIDNYA PATIL**, hereby declare that the Project report entitled on "**Training & development at Vinsavi Indotech Pvt Ltd Udyambag Belagavi**" prepared by me under the guidance of Prof. **S.S.Shimangoudar** faculty of B.B.A Department, RANI PARVATI DEVI COLLEGE OF ARTS & COMMERCE, Belagavi Department of BBA and external assistance by **Mr.Nagesh Gundoji (HR Manager)**, Vinsavi Indotech Pvt Ltd Belagavi.

I also declare that this Internship work is towards the partial fulfillment of the university regulations for the award of degree of **BACHELOR OF BUSINESS ADMINISTRATION** by Rani Channamma University, Belagavi.

I have undergone a summer project for a period of one month. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University/Institution.

Place: Belagavi.

Signature of the

student.

Date:

ACKNOWLEDGEMENT

It is my pleasure to be indebted to various people, who directly or indirectly contribution in successful completion of my **BBA** Project work.

I extend my sincere thanks to Prof. **S.S.Shimangoudar** who has provided is valuable suggestions and precious time in accomplishing my project work.

I express my sincere gratitude to **Mr. Nagesh Gundoji(HR manager)** for providing me an opportunity to undergo the project work at Vinsavi indotech Pvt Ltd, Belagavi.

I thank our respected Director Prof. **S.S.Shimangoudar** for his support and Encouragement.

With Heartfelt Thanks To The And All

Pratidnya P. Patil

EXECUTIVE SUMMARY

The project was undertaken at Vinsavi Indotech's pvt ltd, belagavi. The training was undertaken to understand the "TRAINING & DEVELOPMENT" at Vinsavi Indotech's pvt ltd.

This report gives information of "EVALUATION OF TRAINING & DEVELOPMENT OF WORKERS" as it is related to manpower of an organization. The study includes understanding the TRAINING & DEVELOPMENT OF WORKERS regarding some factors which contribute to individual and organization. Like, worker manager relation, working environment, employee's moral, training & development system benefit, etc.

The study was conducted systematically, the primary data required for the study was obtained from the employees with the help of structured questionnaire which was given to 90 employees randomly.

This study was limited to a period of 30 days.

SL.NO	TABLE OF CONTENT	PAGE NO
	PART A	
1	Company History	1 - 5
2	Company Profile	6
3	Vision , Mission , Objective & Quality Policy, ISO certificate	7– 10
4	Product Profile	11- 15
5	Departments	16 - 17
6	OrganizationalChart	18
7	SWOT Analysis	19
	PART B	
8	Introduction Of The Study	20 - 30
9	Methodology	31
	PART - C	
11	Data Analysis And Interpretation	32 - 42
12	Findings	43
13	Suggestions	44
14	Conclusion	45
15	Bibliography	46
16	Annexure questionnaire	47 - 51

INDUSTRY PROFILE



Historical Background

The Indian metal casting (Foundry Industry) is well established. According to the recent World Census of Casting by Modern Castings, USA India Ranks as 2nd largest casting producer producing estimated 7.44 Million MT of various grades of Castings as per International standards.

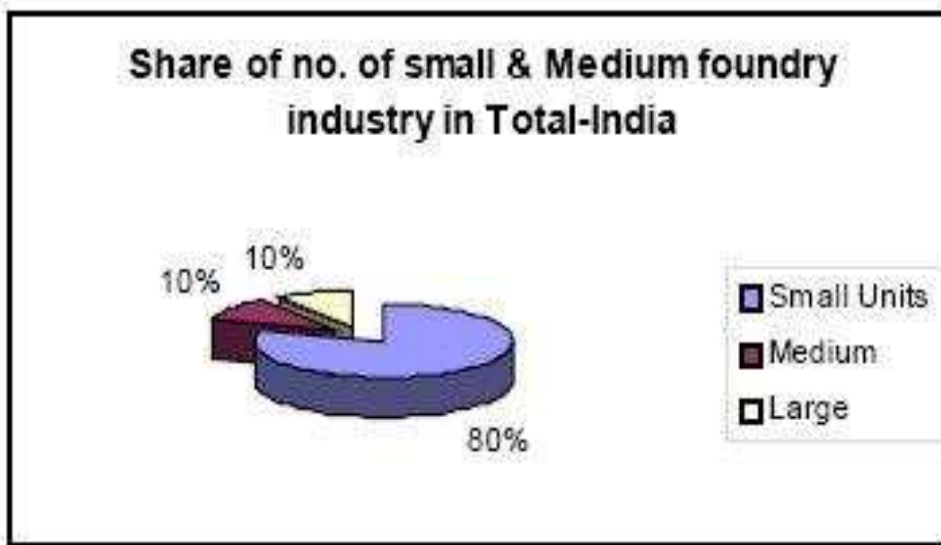
The various types of castings which are produced are ferrous, non-ferrous, Aluminium Alloy, graded cast iron, ductile iron, steel etc for application in Automobiles, Railways, Pumps Compressors and Valves, Diesel Engines, Cement/Electrical/Textile Machinery, Aero & Sanitary pipes and Fittings etc and Casting for special applications. However, Grey iron castings is the major share approx 70% of total casting produced.

There are approx 4500 units out of which 80% can be classified as Small Scale units and 10% each as Medium and Large Scale units. Approx 500 units are having International Quality Accreditation. The large foundries are modern and globally competitive and are working at nearly full capacity. Most foundries use cupolas using LAM Coke.

The foundry is backed by two fully equipped machine shops and supplies nearly 75% of iron castings in fully machine condition to Origin Equipment Manufacturers (OEMs). The company is graded cast iron to National Thermal Power Corporation (NTPC) and Nuclear Power Corporation of India ltd (NPCIL).

- **Salient features of foundry cluster:**

- Up gradation of physical infrastructure.
- Modern communication and information centre.
- Common effluent treatment plant.
- Common testing laboratory.
- Common tool room facility.
- Common marketing effort to promote their product



STRENGTH OF EMPLOYEES

SL.NO.	Particulars	NOS.
1	Manager	2
2	Manager Administrative	1
3	Engineers	7
4	Supervisions	6
5	Quality Engineers	4
6	Skilled Operators	36
7	Unskilled Operators	34
	Total	90

FACILITIES TO EMPLOYEES

- Yearly PF/ESI
- Gratuity (after 5years)
- Yearly bonus
- Yearly one safety kit

ORGANIZATION PROCESS

Shift	Timing
1	9:00am to 1:00pm
2	1:30pm to 5:30pm

No. of Machine Installed

Sl.No	Description of the Machine	No of Machine Installed
1	VMC	3
2	CNC Turning Center	5
3	Milling Machining 2 Toss make	2
4	Milling Machine Universal	2
5	Geared Drilling Machine up to 63mm capacity	4
6	Double Band Saw Cutting Machine	1
7	Lathe Machines	9
8	Slotting Machine	1
9	Granite Inspection Table	2
10	Welding machine	5
11	Plate Cutting Machine	2

COMPANY'S ESTEEMED CLIENTS:-

- Kirloskar Ferrous industries Ltd. → Koppal
- Kalyani Steels Ltd. → Koppal
- X-India steels ltd. → Koppal
- Janaki Corporation Ltd. → Bellary.
- BEML Limited → Bangalore
- Disa India Ltd. → Hoskote, Tumkur
- Expert Engineering Enterprises → Belgaum
- Baba Atomic Research Centre → Mumbai & Mysore

- **Objectives:**

The main objectives of foundry Industry is to develop and continuously update and upgrade integrated information system on Foundry and make the information available to IIF members and other interested users and overseas companies in the interest of Indian Foundry industry. This can broadly be given as below.

- To build up information system and periodically update for foundries in order to monitor trends and statistics and profiles of individual associated company regarding their capacity, capability, specialty and in house manufacturing and testing facilities, Quality accreditations etc.
- To identify suitable sources of cast component, foundry materials, equipments, consultants etc.
- To generate information of special plant machinery and technology overseas in developed countries.
- To maintain profiles of exporters in foundry.
- To maintain Indian Standards of metal casting, foundry equipments, sands, additives, input materials inspection methods to represent IIF in various sectional committees

- **COMPANY PROFILE**

Logo :



Company Name : M/S. VINSAVI INDOTECHS, BELGAUM
Address : PLOT NO M 30, R.S. NO.8,
INDUSTRIAL ESTATE, UDYAMBAG
BELGAUM – 590008, KARNATAKA, INDIA
Year Established : 1996
Constitution : Registered Sole Proprietorship
Business Type : Manufacturer/Supplier
Turnover : Rs 8.30 crores (2018-19)
Standard Certification : ISO 9001:2000
Product Manufacturing : CI casting and Alloy Steel casting and engineering
components
Total Area : 14000 Sq.Ft
Founder : Mr. SUNIL KANGRALKAR
(SOLE PROPRIETOR)
Phone No : (0831)2405621
Fax No : (0831) 2405620
Email Id : vinsavi_indotechs@yahoo.co.in
Vinsaviindotechs08@gmail.com
Name Of The Bank : State Bank Of India
Total Employees : 90 Employees
Total Machines : 33 No's

ISO CERTIFICATE



VISION AND MISSION :

- **VISION:**

“Our Company will inspire its employees to be the best they can be. We will engage in sustainable practices and anticipate the needs of our customers. & we will strive to maintain the quality in our products.”

- **MISSION:**

“We are a market-focused, process-centered organization that develops and delivers satisfaction to our customers, provides a dynamic and challenging environment for our employees,”



QUALITY POLICY

VINSAVI INDOTECHSIS COMMITTED TO ACHIEVE TOTAL CUSTOMER SATISFACTION. BY DELIVERING QUALITY PRODUCTS ON TIME EVERY TIME THROUGH CONTINUOUS IMPROVEMENT OF ALL OUR PROCESSES & SYSTEMS WITH FOCUS ONEFFICIENT PLANNING & PRODUCTION.

- **ENVIRONMENTAL POLICY**

We at the M/S VINSAVI INDOTECH, BELGAUM are committed to

- Keep the environment in our foundry as per applicable statutory and regulatory environment requirements.
- Keep the environment, which is friendly to our employees.
- Keep the environment, which compliments health and safety requirement of our employees.
- Create an environment, which does not effect adversely to air, water, and land surrounding us.
- Create environment management system (EMS) awareness to our employees as well as society so as to enable them to understand the value of good environment.

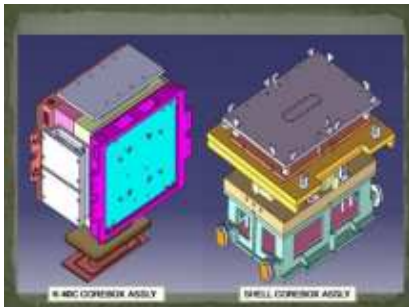
- **INFRASTRUCTURAL FACILITIES**

M/S VINSAVI INDOTECHS has good infrastructure facilities such as buildings, workspace, production machines & associated utilities, physical infrastructure in office space such as personal computers, internet connection, telephone lines and common infrastructure facilities like file server, fax machine, printer, scanner, photocopier, meeting / conference room with protection equipment.

- **BUSINESS POLICY**

M/S VINSAVI INDOTECHS, BELGAUM will strive to improve quality and skills to world standard. They will manufacture products of consistent quality & price viable to their customers. They will specialize in certain products for certain selected customers. They will adopt a policy of continuous learning & improvement to retain our premier status.

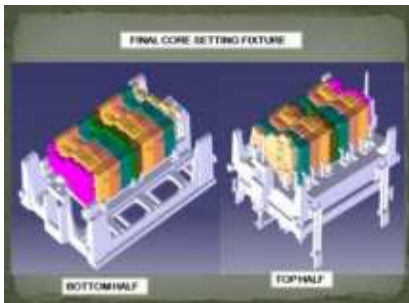
PRODUCT PROFILE



**K-40C COREBOX ASSLY
SPARES**



SINTER PLANT



**FINAL CORE SETTING FIXTURE
CASTING SGI 400X12**



SINTER PLANT TOLLEY



**SINTER PLANT
JACKET
THERMOCAL PATTERN**



**W-201 WATER
SHELL CORE BOX**



**H1 OIB TRANS CASE
CASE
CASTINGCUT SECTION**



H1 OIB TRANS



**H1 OIB TRANS CASE
CRANECASE CBX
PATTERN**



MNEPL 4CB



**MNEPL 4CB HPA CORE BOX
PATTERN**



MNEPL 4CB COPE



ESCORT 179 4CB DRAG

ASSLY



ESC 3CB TCI COREBOX



ESC 3CB TCI DRAG PATTERN

FIXTURE



3CB TCI FINAL CORE SETTING



H1 OIB TRANS CASE CASTING

CASTIN



ESCORT 179 4CB

Cast iron is made by re-melting pig iron, often along with substantial quantities of scrap iron, scrap steel, lime stone, carbon (coke) and taking various steps to remove undesirable contaminants. Phosphorus and sulfur may be burnt out of the molten iron, but this also burns out the carbon, which must be replaced. Depending on the application, carbon and silicon content are adjusted to the desired levels, which may be anywhere from 2 to 3.5% and 1 to 3% respectively. Other elements are then added to the melt before the final form is produced by casting.



Iron is sometimes melted in a special type of blast furnace known as a cupola, but more often melted in electric induction furnace or electric arc furnaces. After melting is complete, the molten iron is poured into a holding furnace or ladle.

They produced Cast Iron Castings for which the raw material required is Pig Iron, C.I. Scrap, Coke, and other foundry chemicals like Fe.silicon, Manganese, Bentonite powder, Graphite. Etc.



First the moulds are made out of the silicon sand and different Shapes are given to the sand with the help of the patterns as per the Requirement of the product. The Cupola

is set to charge with the Help of the firewood and coke. When the coke gets heated then charges are dumped in the cupola these charges are of 200 kgs, this is a mixture of Pig Iron, C.I. Scrap, Fe Silicon, Fe Manganese etc.



After the cupola attains a temperature, of approximate 1300 the metal starts coming out of the cupola valve. Then this liquid metal is collected in the ladle and is poured in the molded sand where it gets the shape as per the respected mould and then the product is ready. Then the product is send to fettling section, where it is properly shot blasted grinded and then dispatched to respected party

DEPARTMENTS

- Purchase department.
- Sales & marketing department.
- Finance department.
- Production & quality control department.
- Quality assurance department

PURCHASE DEPARTMENT

The purchase department is responsible directly for the procurement of materials like raw materials, internal department's requirement, and statements on packing materials, size. Quantity, and stock verification, requirements of all the departments, placing orders against the requirement, quotations, rates, quality, delivery and quality of the material purchased. With the help of production and marketing department, the purchase department, will forecast the materials required. Identification of vendors is done through yellow pages, the chamber of commerce etc. then vendor analysis is done on the basis of price rating, delivery rating and past history of the vendor. Then order is sent to the suitable vendor. On the receipt of goods, they are inspected and checked.

SALES AND MARKETING DEPARTMENT

Market is one of the most dynamic activities of the firm marketing emphasizes on quality, value, customer satisfaction and relationship building along with ethical marketing behaviour. Marketing department is main department at both marketing and sales departments are merged. All the free sales activities are handled by this section, Marketing department has to co-ordinate between various departments customers. As it is a custom built, after sales services is made whenever registered.

This department identifies customers need and wants, determines which target markets the firm can serve best, and designs appropriate products to serve the markets. The company does not deal directly with customers the employees take care of distribution of the product.

FINANCE DEPARTMENT

Capital is necessary for any organization for a smooth running of its activities it is necessary that the available finance must be properly utilized. To maximize the return on investments The basic functions of accounts department are to account the financial transaction of the

organizations to pay the amount due to evidence and thirdly to receive the amount legally due to company and control its finance properly. The accounts department has dealings with all departments as it is core department

PRODUCTION & QUALITY CONTROL DEPARTMENT

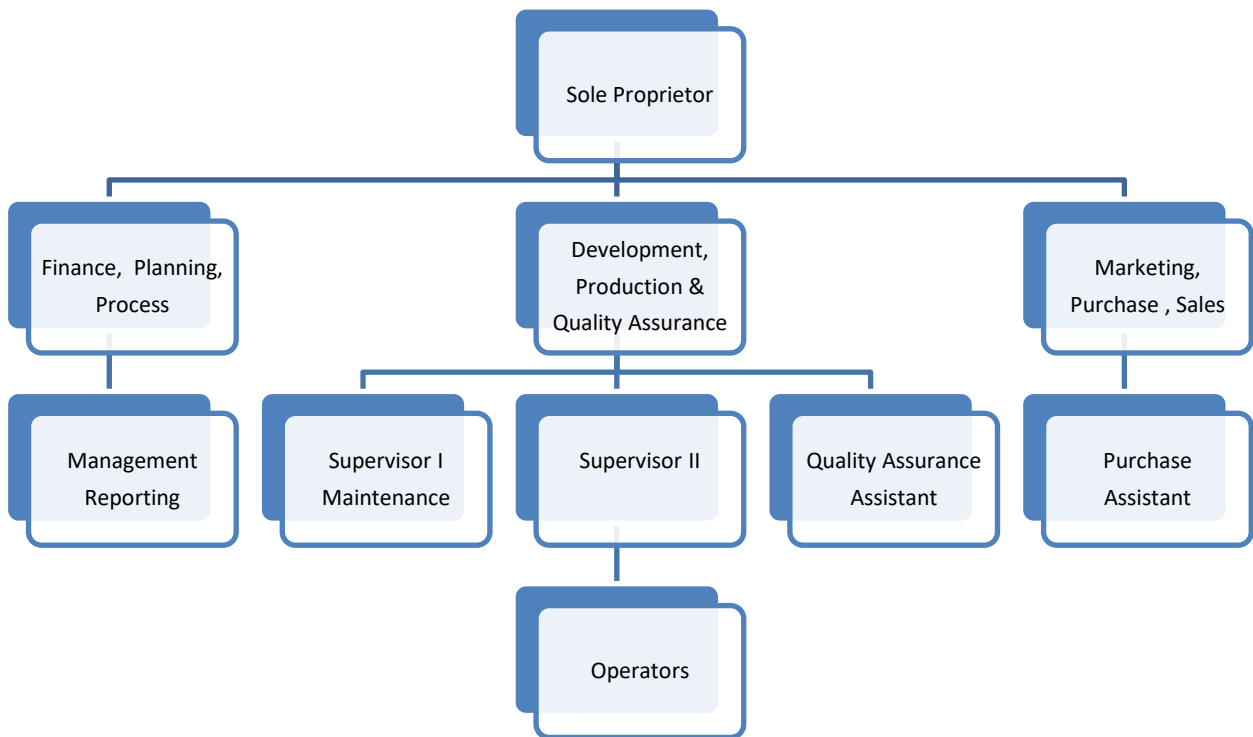
Production manager manage this department. The raw material is purchased and then taking into consideration the quality policy. Production department work is doing the production planning, observing all the activities out in the manufacturing unit i.e. in foundry, machine shop and CNC Shop. Maintenance of the laboratory and see whether the material is correct or not, see whether the workers are punctual to their work and carry out their job activities effectively and efficiently.

QUALITY ASSURANCE DEPARTMENT

In this department of the product sample from every batch of production is taken and is tested, after the test the product is ready for packing and distribution. In this department even small tests and experiment are conducted for the development of the product.

- a. For quality checks, carbon equivalent testing machine, dip type pyrometer and hydraulic operated hardness tester.
- b. Vinsavi has installed one-ton capacity electric heat-treatment furnace for stress relieving and heat treatment. This furnace has electronic controls to achieve accuracy & proper heat treatment and recording
- c. Chemical composition of each heat is analyzed on spectrometer.

ORGANISATION CHART



SWOT ANALYSIS

The scan of the external & internal environment is an important part of the strategic planning process. Environmental factor internal to the firm can be classified as strength (s) or weakness (w) & those external to the firm can be classified as opportunities (o) or threat (t) such an analysis of the strategic environment is referred to as SWOT Analysis.

STRENGTH



- Total In-House Capacity .e.g. from design to finish component.
- Numbers of customer are home.
- Standard economic condition.
- Globalization.
- Raw material availability.

WEAKNESSES



- Overhead cost will be more because of all facilities.
- High Tax regime.
- Decentralization of Raw materials.
- No on time delivery for all customers.
- Cannot compete with smaller companies.

OPPORTUNITIES



- Due to expertise in steel industries no competition because of In-House capacity.
- High demand both at domestic level.

THREATS



- Tough competition from other foundries Environmental policy and restrictions

PART- B

INTRODUCTION TO THE SUBJECT

As the term human resource management is managing the human resource in an organization and is concerned with the of harmonious working relation among its participations and bringing about their utmost individual development. Such management is the concerned with leadership in both group and individual relationship and labour relations and human resource management. In fact, human resource management undertakes all those activities, which are concerned with human elements or relations as well as with material elements and organization. Whatever functions are listed therein, the main objective of these functions is to bring together expertise in a scientific way and to create attitudes that motivate a group to achieve its goals economically, effectively and speedily.

The function of HRM can be listed as:

- ❖ **Staffing and employment**
 - Manpower planning
 - Recruitment
 - Selection process
 - Introduction and orientation
 - Transfer process
 - Promotion
- ❖ Wages and salary administration
- ❖ Industrial relation
- ❖ **Staffing and employment:**

Staffing process is a flow of events that result in a continuous manning of organizational position at all levels from top management to operative level.

This process includes manpower planning, developing sources of applicants, employment decision (selection), offer (placement), induction and orientation, transfer, demotions and separations.

 Man –power planning:

It is a process of analyzing the present and future vacancies that may occur as a result of retirements, discharges, transfers promotion, sick leave of absence or other reasons and an analysis of present and future expansion or curtailment in the various departments.

 Recruitment:

It is concerned with the process of attracting qualified and competent personnel for different jobs this includes the identification of existing source of the labour market, the development of new source and the need for attracting a large number of potential application so that a selection may be possible.

 Selection process:

It is concerned with the development of selection policies and procedures and the evaluation of potential employees in terms of job specification. This process includes the developments of application blanks, valid and reliable tests, interview techniques, employee referral systems, the marking up of final recommendation the line management and sending of offers and rejection letters.

 Placement:

It is concerned with task of placing an employee in a job which he is best fitted keeping in view the job requirement, his qualification needs.

 Induction and orientation:

It is meant for the introduction of an employees to the organization an the job by giving him all possible information about the organization history, objectives, philosophy, policies, future development opportunities, products, goodwill in the market and in comminute, and by introducing him to other employees with whom and under whom he has to work.

 Transfer process:

It is concerned with the placement of employees on a position in which his ability can be utilized; Developing transfer policies and procedures, counseling, employee and line management on transfer and evacuating transfer policies and procedure do this.

 Promotion:

It is concerned with rewarding capable employees by putting them in higher position with more responsibilities and higher pay. For this purpose a fair, just and equitable promotion policy and procedure have to be developed; line managers and employees have to be advised on these policies, which have to be evaluated to find out they have been successful.

❖ **Wages and salary administration:**

It is concerned with the process of compensation directed towards remunerating employees for service rendered and motivating them to attain the desired levels of performance. The components of this process are:

- Job evaluation,
- Wages and salary program,
- Incentive compensation plan
- Performance appraisal

INTRODUCTION TO THE TOPIC
“TRAINING AND DEVELOPMENT”

Training and Development is an important HRD activity which reinforces HRM in an organization. Apart from the need for the internal staffing, training enhances job related skills and also facilitates acquiring of new skills required for averting skills obsolescence in an organization.

HRD is a macro concept and it consists of organized services of learning activities within a given time limit for achieving desired behavioral changes in the people.

From an organizational point of view, HRD is a process and it helps employees to improve their functional capabilities for present and future roles. It also develops their general capabilities, harnesses their inner potentialities, and thereby facilitates for self and organizational development.

MEANING OF TRAINING AND DEVELOPMENT

Training and development refers to the acquisition of knowledge, skills and attitudes as a result of the teaching of vocational or practical skills and knowledge that relates to specific useful skills. It is the core of apprenticeship and provides the backbone of the concept at technical college and development polytechnics. Today it is often referred to as professional development.

Training means opportunities and courses for individuals to develop skills, knowledge, attitudes that help the organization to achieve its objectives. Development is the provision of opportunities and courses for individuals to develop skills, knowledge, attitudes that help themselves to achieve their personal objectives.

Training and development needs analysis of the opportunities and experiences that are required for individuals to train and develop in order to meet organizational and personal objectives. A training and development plan can then be created to set out how these needs can be addressed in practical steps.

OBJECTIVES OF TRAINING AND DEVELOPMENT

Training programmes and sessions are formulated in the organization to cater to the following:-

- Training brings in the organizational, use of new latest techniques and technologies.
- Training guides the employee to do the tasks effectively and efficiently.
- Training prepares the employees to take up high level tasks.
- Training shapes the employees into capable and competent work-force
- The main aim of training is to improve the levels of production.

NEEDS FOR TRAINING AND DEVELOPMENT

- Reducing labour turnover:

It helps because workers when comfortable with their job performance will be satisfied and would stay in the organization for long.

- Strengthening knowledge:

Training is provided to a person who is newly recruited or who is not able to use his potentials to the fullest or to the people who lack some knowledge of the tool/machine/equipment to be used in the organization. It helps in clearing out their apprehensions and thus helps in providing better and improved knowledge.

- Upgrades performance:

After attaining proper training, an employee will be able to do his work more efficiently thus it will result in more production and good quality of the end product.

- Maximum use of resources:

Adequate and good quality training will help in utilizing the resources to the maximum capacity without or negligible wastages. Hence by curbing wastages it will result in low cost of production per unit.

- **Efficient workforce:**

Training gives a feeling of “confidences” to an employee to do a work properly and efficiently when a worker is perfect in his job for likes his job, absenteeism and labour turnover will not be the issues creeping any more.

- **Minimum supervision:**

Imparting knowledge to an employee by way of a training session does not mean that an employee has become absolutely perfect and hi no longer requires any assistance. Proper training reduces the problem of an employee to an extent but supervision should be undertaken.

BENEFITS OF TRAINING AND DEVELOPMENT

1. Training helps related their respective job with the aims and goals set by the organization.
2. Training helps in increasing and improving the morale of employees.
3. Training helps in rise productivity levels of an organization.
4. Training helps in increasing and improving the quality if the end product.
5. Training improves relation between labour and management.
6. Training helps in cutting down costs.
7. Training helps in improving the communication skills of a person.
8. Training provides “growth” to the organization.
9. Training improves self-development and self-confidence.
10. Training provides job satisfaction and thus reduces labour turnover.

VARIOUS METHODS OF TRAINING AND DEVELOPMENT

❖ **ON- THE-JOB TRAINING/SHOP TRAINING**

❖ **OFF-THE-JOB TRAINING**

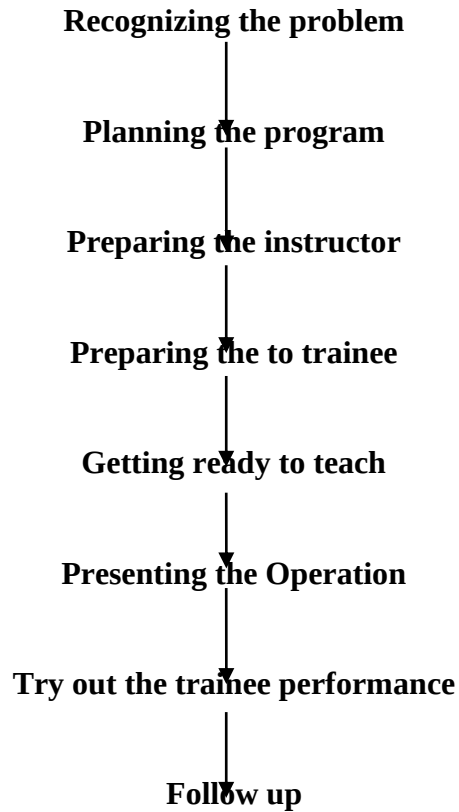
❖ **ON-THE-JOB TRAINING/SHOP TRAINING:**

Describes training the is given in a normal working situation, using the actual tools, equipments, document or materials that they will use when fully trained On the job training is usually most effective for vocational work. The immediate supervisor, ho knows that trainees should learn, is given the responsibility to train a particular individual. It is a useful where a bunch of employees are taught same thing for the same job this type of training is useful to provide knowledge and skill in a comparatively short time. It carries the benefit to motivate the trainees to learn. This type of training is considered to be the best for providing three basic laws of learning, that is: law of readiness law of exercise, law of effect. on the job training test under its purview job instructions, coaching, job rotation, committee assignment.

❖ **OFF –THE-JOB TRAINING**

The place away from normal work situation, which means that employee is not regarded as productive workers when training is taking place. An advantage of off-the-job training is that is allows people to get away from work and totally concentrate on the training being given. This is most effective for training attitudes, concepts, and ideas.

FLOW CHART FOR THE TRAINING PROCEDURE



**ADVANTEGES & DISADVANTEGES OF ON-THE-JOB TRAINING /SHOP
TRAINING**

❖ **ADVANTAGES:**

- Often cheaper than off-the-job training
- Good transfer of learning
- Workers may feel more comfortable training in familiar surroundings with people they know
- Employees are still productive while training
- Employers may have more control over the training

❖ **DISADVANTAGES:**

- Training is usually not provided by professional trainers but by co-workers who:
- May be unskilled at providing training
- May not be given enough time to carry out training effectively
- May pass on bad habits

ADVANTAGES & DISADVANTAGES OF OFF-THE-JOB TRAINING

❖ **ADVANTAGES:**

- Professional trainers and specialist training facilities are used
- No distraction from the workplace
- Provides an opportunity for networking

❖ **DISADVANTAGES:**

- **Can be very expensive in terms of fees, transport, materials, accommodation and time out of work**
- **Transfer of learning back to the workplace may not be high**
- **Training may lack relevance to the trainee's job**

HOW TO MAKE TRAINING EFFECTIVE

- **Determine the training needs through job description, performance appraisal, potential appraisal and discussion with employees.**
- **Prepare a training calendar in discussion with the managers concerned.**
- **Define the training objectives specifically.**
- **Determined the criteria of need for training but not seniority for nomination of employees for training.**
- **Select the efficient faculty.**
- **Trainers should be qualified and experienced, and preferably internal.**

METHODOLOGY

DATA COLLECTION

- **COLLECTION OF PRIMARY DATA:**

Primary data is that type of data which includes the first hand information which is being collected from the respondent in one from one or another from the survey or interviews to get my primary data.

The primary data for this research collected from:

- Direct interaction.
- Observation.

- **COLLECTION OF SECONDARY DATA:**

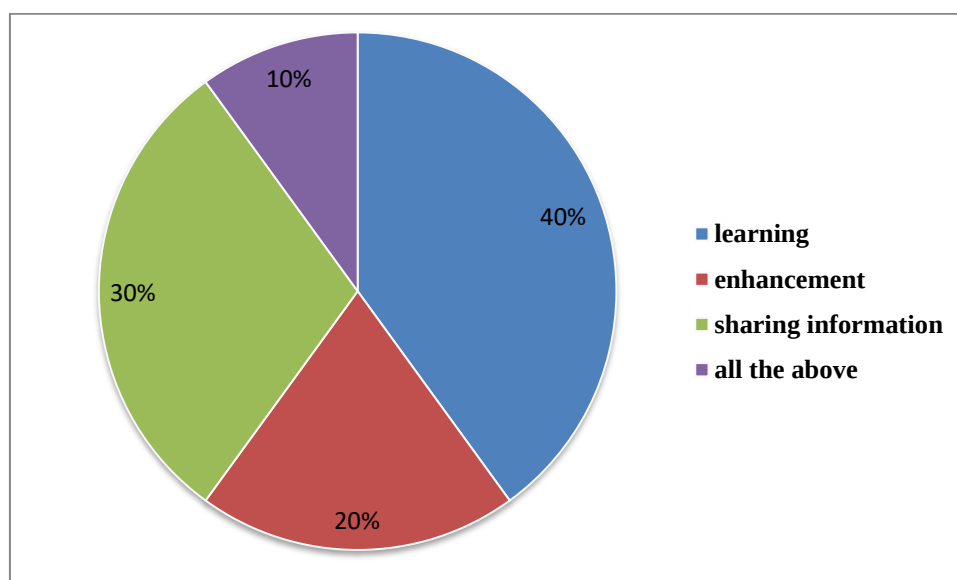
Secondary data means data that already available i.e., they refer to the data which have already been collected and analyzed by someone else. When the researcher utilizes the secondary data. Then he has to look in to various sources from where he can obtain them. In this case he is certainly not confronted with from the problems that are usually associated with the collection of original data. Secondary data may either be published data or unpublished data.

- HRD test book
- Company official website
- Other project report.

PART - C

ANALYSIS & INTERPRETATION**1. What do you understand by training?**

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Learning	20	40%
Enhancement	10	20%
Sharing information	15	30%
All the above	5	10%
Total	50	100%

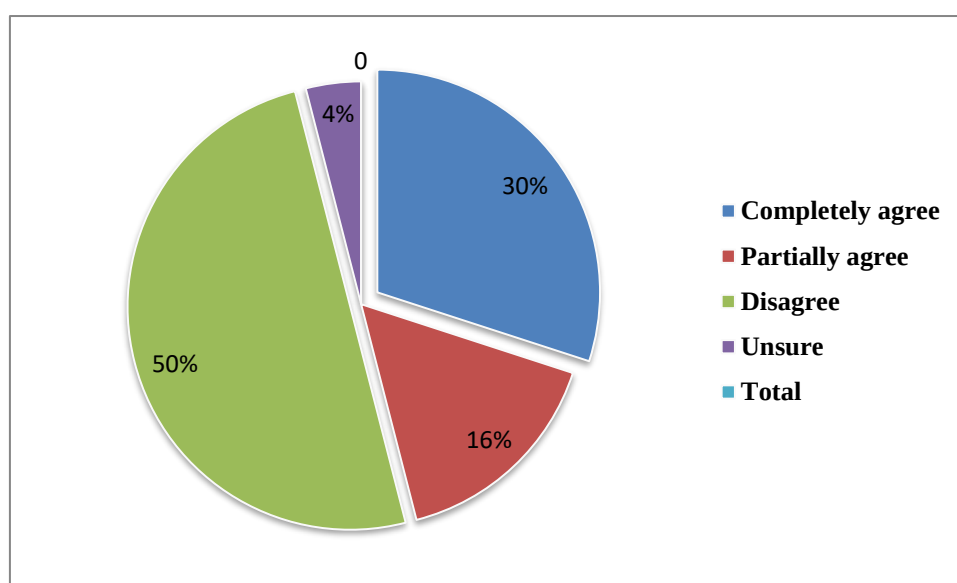
Graph :**INTERPRITATION:**

According to the above analysis maximum employees have only learnt something from training i.e. 40% and 20% of them have enhance their skills and 30% of employees were benefited by sharing information and only 10% employees understood all the aspects of the training.

2. Training is must for enhancement productivity and development?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Completely agree	15	30%
Partially agree	8	16%
Disagree	25	50%
Unsure	2	4%
Total	50	100%

Graph :



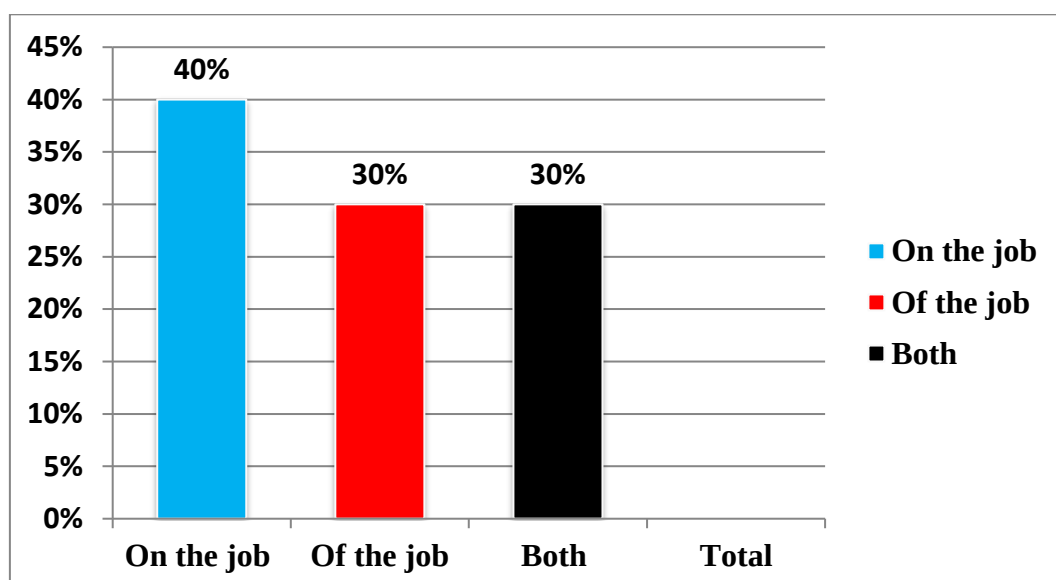
INTERPRITATION:

The above table shows that 50% of the total employees disagree that the training is must for enhancement productivity and development. 30% of the employees completely agree with the concept and employees partially agreeing with the concept are 16% and some of them are unsure i.e. 4%.

3. From the following training methods under which training method you have trained?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
On the job	20	40%
Off the job	15	30%
Both	15	30%
Total	50	100%

Graph:



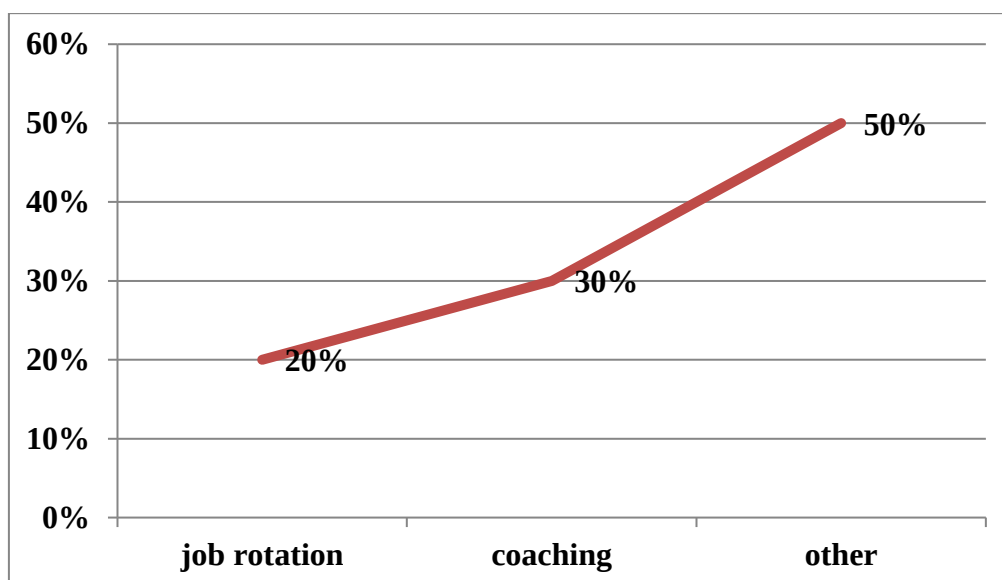
INTERPRITATION:

According to the above chart 40% of the employees are trained under on the job training method. 30% of the employees are trained under off the job training method. And 30% of the employees are trained under both the training methods.

4. If you trained under on the job training method then from the following method which method you had undergone?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Job rotation	10	20%
Coaching	15	30%
Other	25	50%
Total	50	100%

Graph :



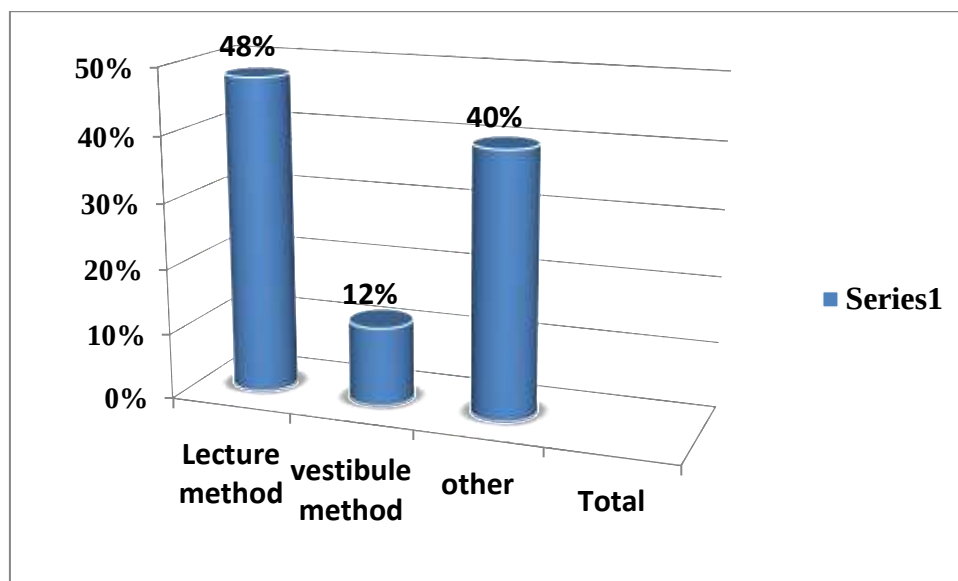
INTERPRITATION:

The above chart indicates that 20% of the employees are have undergone job rotation method. 30% of the employees are have undergone coaching method and 50% of them have undergone other methods of on the job training.

5. If you trained under off the job training method from the following method which method you had undergone?

RESPONDENTS	NO OF RESPONDENTS	PERCENATGE
Lecture method	24	48%
Vestibule method	6	12%
Other	20	40%
Total	50	100%

Graph :



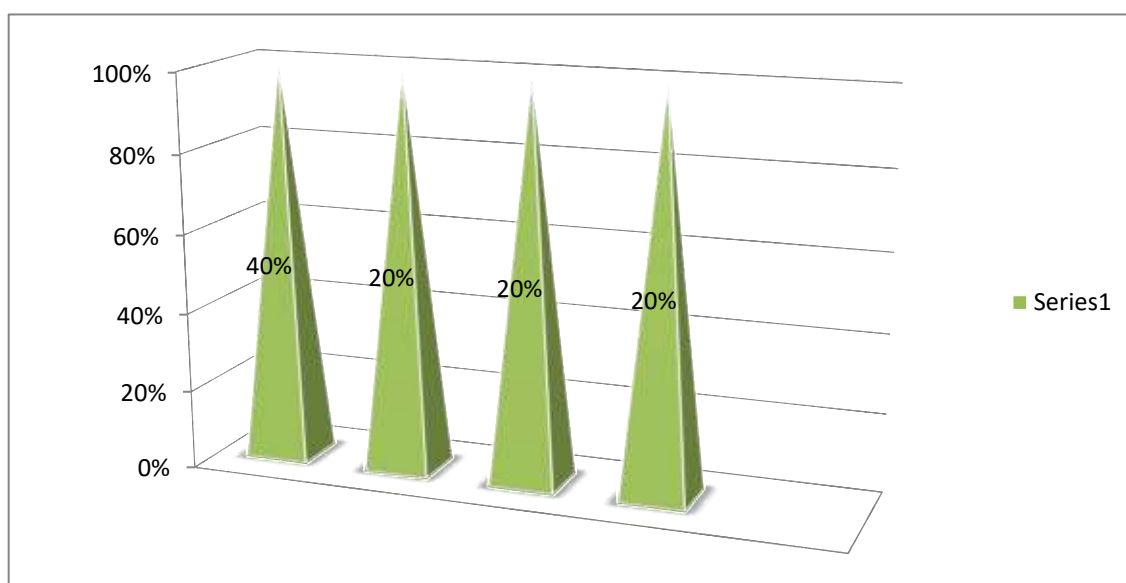
INTERPRITATION:

The above table indicates that 48% of the employees are have undergone lecture method. 12% of the employees are have undergone Vestibule method and 40% of them have undergone other methods of off the job training.

6. Are you satisfied with the effectiveness of training program?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Highly Satisfied	20	40%
Satisfied	10	20%
Neither satisfied nor Dis-satisfied	10	20%
Not Satisfied	10	20%
Total	50	100%

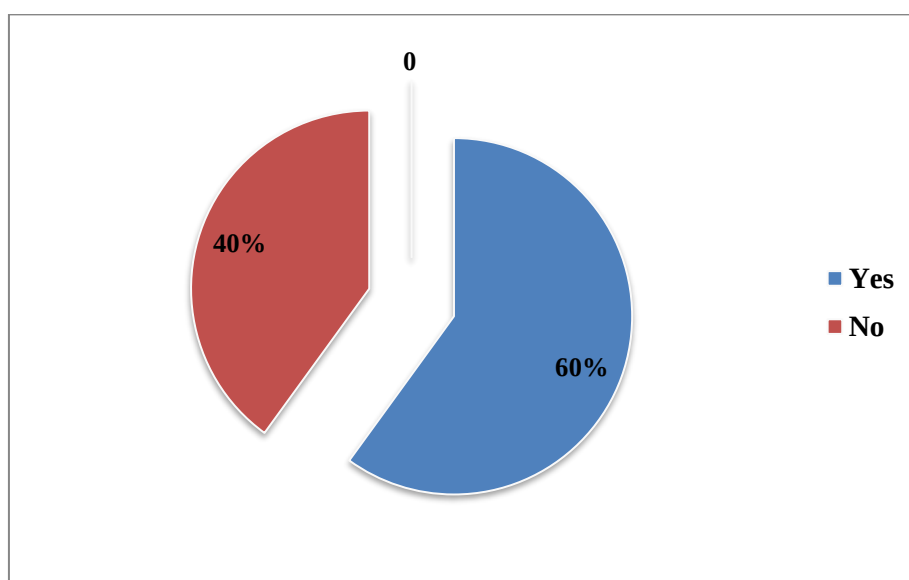
Graph :

**INTERPRITATION:**

As per analysis out of 50 employees 20 employees are excellently satisfied by the training. 10 employees have given very good response and 10 employees have average response from the training and 10 employees have got very poor satisfaction from the training.

7. Do you think that the feedback can evaluate the effectiveness of training program?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Yes	30	60%
No	20	40%
Total	50	100%

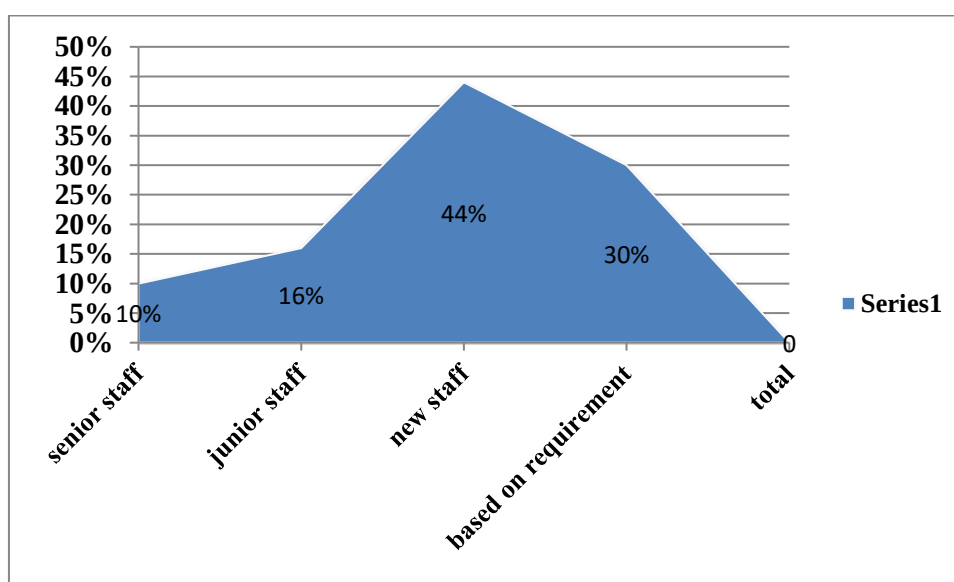
Graph:**INTERPRITATION:**

The above table shows that 60% of the employees agree that the feedback can evaluate the effectiveness of training program and 40% of the total employees don't agree.

8. To whom training is given more in your organization?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Senior staff	5	10%
Junior staff	8	16%
New staff	22	44%
Based on requirement	15	30%
Total	50	100%

Graph :



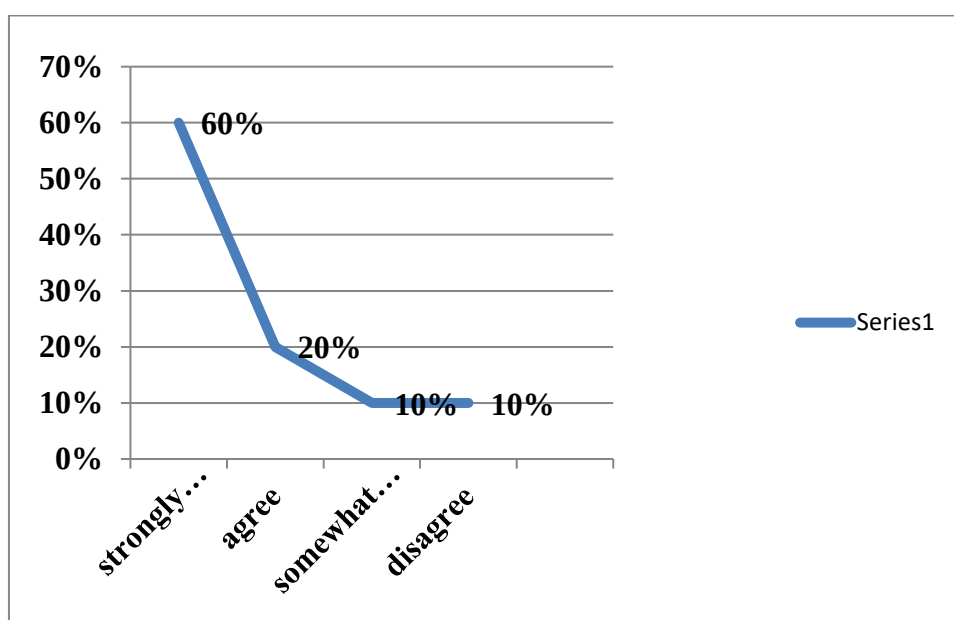
INTERPRITATION:

The above chart shows that the maximum training is given to new employees i.e. 44% of the total employees. 30% training is provided based on requirement 16% training is provided to the junior staff and 10% training is given to senior staff.

9. The training conducted in your organization is useful in your day to day work?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	30	60%
Agree	10	20%
Somewhat agree	5	10%
Disagree	5	10%
Total	50	100%

Graph :



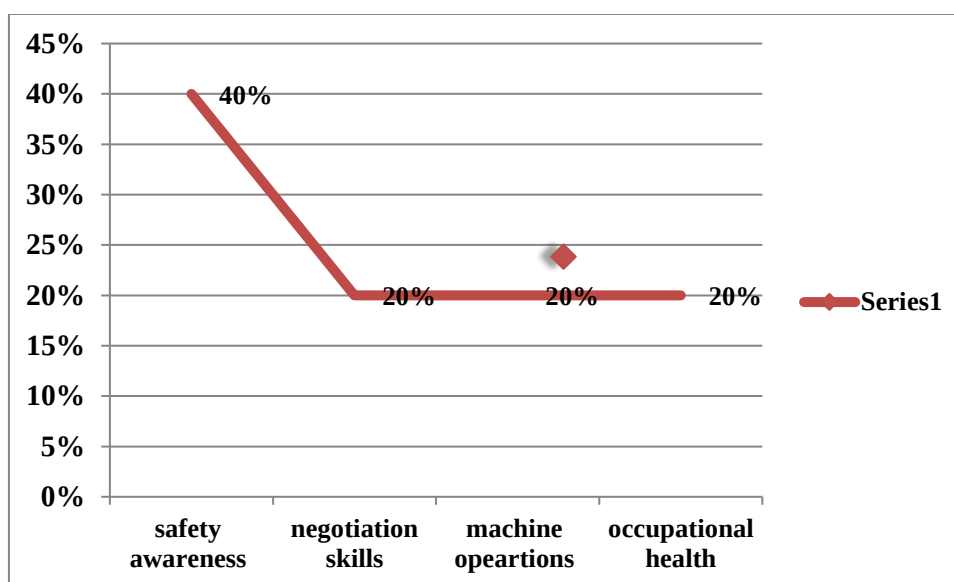
INTERPRITATION:

The above chart shows that out of 50 employees 30 employees strongly agree that the training conducted in the organization is use full in day to day work. 10 employees just agree with the same. 5 employees somewhat agree and 5 employees do not agree with the above concept.

10. To perform other jobs in your organization, what training or experience would you required?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Safety awareness	20	40%
Negotiation skills	10	20%
Machine operations	10	20%
Occupational health	10	20%
Total	50	100%

Graph :



INTERPRITATION:

The above chart shows that to perform other jobs in your organization 40% of the employees suggest for safety awareness training. 20% employees suggest for negotiation skills, 20% of the employees expect for machine operation training and 20% of them suggest for occupational health training.

FINDINGS

- **The maximum numbers of employees are middle aged and experienced.**
- **The organization provides maximum training to those employees who are newly joined.**
- **More number of workers are satisfied by the training in the company.**
- **All workers feel such training program is helpful in bringing out efficiency.**
- **Most of the employees agree that training is useful for enhancement productivity and development.**
- **Maximum employee responded that, on the job training is useful.**
- **Unity among the employee was found in the organization.**

SUGGESTIONS

- **70% of trainees are not aware that training enhances productivity. Company may enlighten this aspect in every training.**
- **40% of employees are not satisfied about training methods. Company may look into this and improve methods after studying feedback.**
- **Company may include safety awareness training programs.**

CONCLUSIONS

In the M/S Vinsavi Indotechs learning experience was good. in the plant training has provided me an opportunity to observe the day to day activity, this led to valuable practical experience of management aspects of the plant. It utilizes human, financial, raw material and technological resources to the fullest extent through sufficient planning, organizing, leading and controlling. The work environment is friendly. The production is a coordination of group effort. They show concern for subordinates and attempt to establish a friendly and supportive climate. And also I come to know that how they maintain their financial aspects and cost in the company.

BIBLIOGRAPHY

www.vinsaviindotechs.com

www.google.com

PART-D

ANNEXURE QUESTIONNAIRE

Name:

Department:

Age:

Address:

Education qualification:

1. What do you understand by training?

Learning

Enhancement

Sharing information

All the above

2. Training is must for enhancement productivity of and development?

Completely agree

Partially agree

Disagree

Unsure

3. From the following training methods, under which training method you have trained?

On the job

Off the job

Both

4. If you trained under on the job training method then which method you had undergone?

Job rotation

Coaching

Other

5. If you trained under off the job training method, then which method you had undergone?

Lecture method

Vestibule method

6. Are you satisfied with the effectiveness of training program?

Excellent

Very good

Average

Poor

7. Do you think that the feedback can evaluate the effectiveness of training program?

Yes

No

8. To whom the training is given more in your organization?

Senior staff

Junior staff

New staff

Based on requirement

9. Is training conducted in your organization is useful in your day to day work?

Strongly agree

Agree

Somewhat agree

Disagree

10. To perform other jobs in your organization, what training or experience would you required?

Safety awareness

Negotiation skills

Machine operations

Occupational health

11. Personal Information

Age

Qualification

Department

Designation

12. Have you undergone any training programme?

Yes

No

13. Which training methods were adopted by the organization?

On job

Off job

14. Whether you were aware about the objective of the training?

Yes

No

15. Do you feel the measures taken by the organization regarding development concept is right ?

Yes

No

16. Do you feel the accidents are reduced due to the impact of training, if yes to what extend?

100%

75%

50%

25%

**SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPARTMENT OF BBA-BELAGAVI**



A Project Report On
"EMPLOYEE SATISFACTION"

Undertaken at
"ADVANCE POLYMERS"

Submitted by:
Mr. RAHUL K. MANAVADKAR
Reg.No.B1811226
BBA 6th Sem.

Under the Guidance of

Organizational Guide
Mr. Vinod patil

Institute Guide
Prof. N. V. Hiremath

**S.K.E. SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPARTMENT OF BBA**

BELAGAVI-590006

Affiliated to Rani Channamma University, Belagavi.



Certificate of Approval of Project Report

Certificate

To certify that **Mr. Rahul K. Manavadkar** has satisfactorily completed the project at "**ADNANCE POLYMER**" In partial fulfillment of award of Bachelor's Degree in Business Administration by **Rani Channamma University, Belagavi** for the year **20-21**.

Guide

Prof. N. V. Hiremath

Director

Prof. S.S. Shimanagoudar

Estd. 1996



ADVANCE POLYMERS™

No.1, Survey No. 282/2, Behind Alma Motors,
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Mob. : +91 9035012543, +91 9845538663
E-mail : info@advancepoly.com
Website : www.advancepoly.com



Reg: B1811226

September 6, 2021

CERTIFICATE

This is to certify that, Mr Rahul K Manavadkar, studying in BBA 6th semester, from RPD College of Business Administration, Tilakwadi, Belagavi, has successfully completed EMPLOYEE SATISFACTION in our Organization from 27th June 2021 to 26th July 2021.
During the course of the above training his conducts and work was found satisfactory,



DECLARATION

I Mr. Rahul K. Manvadkar bearing the register No-B1811226 hereby declare that the project report entitled "**A Study on Employee Satisfaction at "ADVANCE POLYMERS"**."

Submitted to Rani Parvati Devi College of business administration Belagavi, in partial fulfillment of the requirement for the award of bachelor's degree of business administration during the year 2020-21, is a record of Bonafide report carried out by me under the guidance of Prof. N. V. Hiremath. Rani Parvati Devi College of business administration.

Date 07/07/21

Place Belagavi


Rahul K. Manavadkar

ACKNOWLEDGEMENT

I would like to acknowledge my profound sense of gratitude

I heartily thanks to the **ADVANCE POLYMERS**. For giving me an opportunity to undertake project work in their esteemed organization.

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I sincerely thank the organization guide, **Mr. Vinod patil** under his guidance this project was completed. I remain obliged to him for taking off time from his busy schedules to guide me in this project as well as for providing necessary information regarding the project & also their support in completion of project.

I would also like to thank the employees of the organization who have helped me directly and indirectly in the accomplishment of this project.

My thanks and appreciation also goes to my internal guide **Prof. N. V. Hiremath** in developing the project. I also feel great pleasure to take this opportunity to my humble and deep sense of gratitude to our esteemed Director **Prof. S. S. Shimangoudar** for his support throughout the curriculum.



Rahul k. manavadkar

EXECUTIVE SUMMARY

The project work is requirement of the partial fulfillment of the award of bachelor's degree of business administration. This report is the result of the project work under taken at ADVANCE POLYMERS. A great amount of care has been taken to complete this project with accurate data. For every organization whether big or small should have equal balance of current assets & current liabilities, it should manage its payment of day to day expenses like salaries, wages etc. I have made a project on the Consumer perception, to procure the complete information about the industry. The purpose of the study is to analyze the products of the company, in needs and quality which will lead to effective decision making. The study is highly upon the ratio analysis where the relationship between various assets and liabilities are analyzed and plans and policies are executed. The data required for the study was collected through published annual reports, company's website and from other sources.

RAHUL K. MANAVADKAR

CONTENT

CHAPTER	PAGE
Chapter: 1 INTRODUCTION	1
Chapter: 2 COMPANY PROFILE • Profile • Products • Organizational chart • Organizational structure • H.R. Department	2 to 22
Chapter: 3 EMPLOYEE SATISFACTION • Definition • Import ants • Factor affecting on Employee satisfaction	23 to 25
Chapter: 4 RESEARCH METHODOLOGY & RESEARCH DESING	26 to 28
Chapter: 5 RESEARCH ANALYSIS RESEARCH FINDING	29 to 30
Chapter: 6 LIMITATIONS OF STUDY SUGGESTIONS CONCLUSION	31 to 50
Chapter: 7 BIBLOGRAPHY	51 to 52

INTRODUCTION

Employee satisfaction is essential to the success of any business. A high rate of employee contentedness is directly related to a minimum turnover rate. Thus, keeping employees' satisfied with their careers should be a major priority for every employer. While this is a well known fact in management practices, economic down turns like the current one seem to cause employers to ignore it.

Employee satisfaction is a measure of how happy workers are with their jobs and working environment.

It is sure that there may be many factors affecting the organizational effectiveness and one of them is employee satisfaction.

Satisfaction refers to a person's feeling of satisfaction on the job, which act as a motivation to work.

COMPANY PROFILE

An advance polymer is headed by shri.Dhanesh Metrani as the CEO. Offering with the service with more than 15 years of proven capability in manufacturing of adhesives . The company was establishing in 1995 with high-tech machineries and computerized data control system to apply the expertise that we have gained in all aspects to commensurate customer satisfaction with quantitative supplies to quality product. The company has a stable and progressive growth with dedicated hard work on achieving customer satisfaction by ensuring quality product.

Advance Polymers is one of the dominant manufacturers of Speciality Solvent Based Pressure Sensitive Adhesives (PSA's) in the ever expanding conversion sector. Its products find wide applications in the manufacture of adhesives. The range of PSA's the company manufactures at present includes Rubber and Acrylic Solvent Based, all specially formulated to the individual requirements of the converting industry.

Today we are widely recognized as a reliable MANUFACTURER with consistent quality, competitive prices and quick deliveries. The company is [ISO 9001:2008](#) certified, Working together, setting goals and solving problems; that's the definition of a partner. It's a formula that's worked well from the beginning, works well now, and we are sticking to it.

Our Team

We owe our success to dedicated team who work in harmony to provide Customer satisfaction. Our team of engineers is well versed with latest technology and can successfully handle advanced machines to manufacture wide range of qualitative Tapes. They are ably supported by technicians who have the requisite knowledge of various production processes.

Our quality inspectors ensure that only flawless tapes having excellent binding capacity and durability leaves the factory premises. We also have packaging professionals who pack the finished goods in qualitative packaging materials as specified by clients.

We have a sales and marketing professionals who are well versed with market dynamics. They cater to the product related queries of clients and promote our brand name.

BOARD OF DIRECTORS

Chairman and managing director : Mr. Dhanesh Metrani

Marketing manager : F. D Bagewadhi

Purchase manager : Usha Jawalkar

Quality assurer : Vinod Patil

Production manager : Govind Divekar



VISION, MISSION AND QUALITY POLICY

VISION:

To achieve national prominence and to be recognized by our customer as the global leader and most professional provider of adhesive industry .we will be our customers, exclusive supplier, continuously improving customer service, quality, product offering and productivity.

MISSION:

“Advance polymers manufacture Adhesive in Accordance with the precision of specifications. We will strive to hold on to these values and deliver the best consistently and continue to improve in the contributions of helping all shares in the prosperity of long-term growth.”

QUALITY POLICY:

Advance Polymers' quality is amongst the best in the world. It uses the best raw materials to produce adhesives that are subjected to stringent quality standards. Every batch of finished product undergoes strict down the line process control & monitoring including actual coating trials on polyester film.

Advance Polymers commits itself to achieve Total Customer Satisfaction, Developing, Manufacturing and Supplying Adhesives, meeting customer requirements of Quality, Delivery and Consistency.

Advance Polymers shall focus on providing customized solutions to our customers, through Innovative Formulations and Processes, Capacity Expansions, Training of Human Resources to develop into an Organization known for ' Reliability ' in the field of Adhesives Manufacturing.

At Advance Polymers, every effort is made to satisfy clients - before, during and after sales. Its commitment to quality service transforms its relationship with people into an uncommon bond which is the fulcrum of its every success

Quality Objective:

- Enhance customer satisfaction
- Safe working environment
- Upgrade employees skills
- Efficient utilization of resources
- Continual improvement in all processes

ENVIRONMENT POLICY

Respect for the environment is central to our approach to sustainable development. We take our environmental responsibilities very seriously. We believe that a demonstrable and continually evolving environmental policy is an important part of our business.

We have a number of initiatives in operation to ensure that both the firm as a whole, and individual employees strive to reduce the environmental impact of our business activity. Our dedicated green team promotes and maintains the green surrounding on an ongoing basis. The Management Board is involved in all of the team's activities.

A few examples of our many initiatives regarding **Environmental Consideration** are summarized below.

LABOUR POLICY:

An advance polymer is committed to provide the best working conditions to labors. They provide safety to manpower & equipments & other aspects within the scope of work. They develop safety consciousness among workers through proper orientation, induction and training programs. They provide team spirit in them and provide leadership qualities to grab out the hidden talents among workforce. The company recognizes its workforce and compensates them by providing fair wages and incentives.

PRODUCT



TYPES OF ADHESIVE :

ADCRYL™AP 505

This PSA has an aggressive peel, tack and good holding power. It suits all high quality self adhesive tapes such as Foil tapes, Double Sided film, tissue & foam tapes and many other applications such as labels, holograms, laminations, etc.

ADCRYL™AP 505C

Same as above, but with higher peel and "good stick" property and lower viscosity.

ADCRYL™AP 5055

This PSA is an extension of ADCRYL™AP 505, with a little higher viscosity. It has excellent peel, tack and high shear. Typical applications include Foil tapes, Double sided tapes and many other applications like holograms, labels, etc.

ADCRYL™AP 505 HV

This PSA is again an extension of ADCRYL™ AP 505, with a highest viscosity. It suits all adhesive tapes detailed above and is more particularly formulated for Foam adhesive tapes. This product is suitable for all types of high performance tapes.

ADCRYL AP 5088

This PSA is a variant of Adcyl™AP 505, with medium strength for low cost adhesive tapes.

ADCRYL™AP 1062

This PSA is used to make film based adhesive tapes with self release properties. No release liner or release coating or primer will be required. On account of its high cohesive strength, the properly cured adhesive does not transfer on the backing when the finished tape is unrolled. The adhesive is also pigment compatible, Titanium di oxide and other coloured pigments can be easily mixed & will have stability. This PSA can also substitute Rubber based PSA for heat curable polyester electrical insulating tape. This adhesive can be used to make polyester / PVC coated films for permanent lamination over PVC labels and does not react with the sensitive inks. Preferably polyester or BOPP release film is to be used to maintain the clean finish on the coated side. Though the physical appearance of the PSA is hazy, on curing absolute clear films are obtained.

ADCRYL™AP 104

This PSA is of pure type, without any Vinyl Acetate Monomer. It has medium peel and excellent UV and outdoor stability. Main applications are for high quality graphics / decals and sun control films. The adhesive is partly thermosetting.

ADCRYL™AP 104L

Same as above, but with higher peel.

MEDCRYL™105

As the name suggests, this PSA finds applications for medical tapes and personal hygiene products. It is formulated to cleanly peel off from human skin without leaving residue. It also finds applications in certain types of industrial adhesive tapes where no acid property is desirable; viz in PCB applications. It also finds applications for film tapes where self release property is desirable.

Also pigment compatible and most of the applications like ADCRYL™AP 1062.

MEDCRYL™1050

This PSA is used for medical adhesive products. The product has good tack and clean removability from skin.

ADCRYL™AP PC

This PSA is of a low odor , high peel type. It is formulated with Maleic Anhydride as one of the component. It is of a chemically cross linkable type and finds applications in super high specialty adhesive tapes. When cross linked, it develops solvent & temperature resistance.

ABOUT ADVANCE POLYMERS:

Name	:	ADVANCE POLYMERS
C.E.O.	:	Mr. Dhanesh Metrani
Address	:	Survey no. 282/2 Behind Alma Motors Khanapur Road, Desur Belgaum-5900014
Phone number	:	+91 831 6512543
Website	:	www.advancepoly.com
E-mail	:	info@advancepoly.com advancepoly@sanchamet.in
Type of Industry	:	Manufacturing/ Exporter
Year of establishment	:	1995
Standard Certification	:	ISO 9001:2008
Total employee	:	250

MAJOUR COMPITITORS

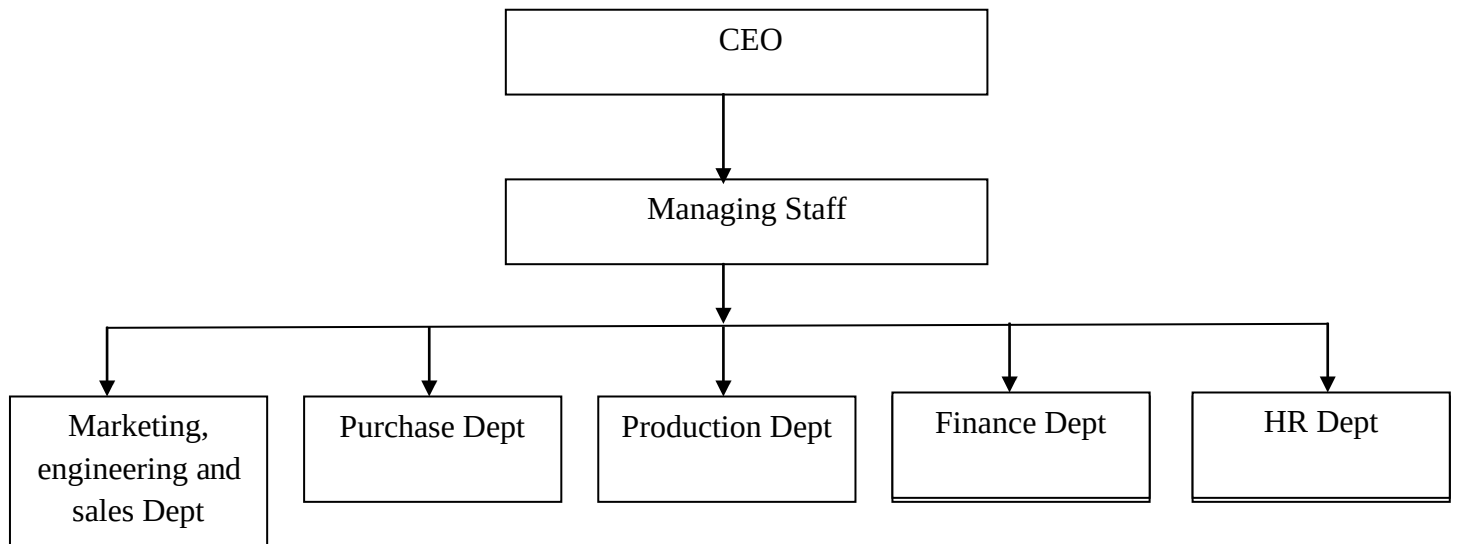
- Jostik Adhesive Pvt ltd, Nashik
- Elcon Products, Thane
- Jay Adhesive Co, Mumbai

ADVANCE POLYMERS PRODUCTS ARE EXPORTED TO

- Dubai
- Turkey
- Saudi Arabia

ORGANIZATIONAL CHART

BOARD OF DIRECTOR



PRODUCTION DEPARTMENT

Heavy machine shop

- Production planning control
- Adhesive making

PRODUCTION PLANNING CONTROL (PPC)

This department plays a major role in planning coordinating and controlling of the production related activities. They undertake the estimation of the materials and equipments that will be required in producing a particular product and also scheduling of production process. They also estimate the time required to produce each of the products of particular.

The PPC department receives the drawings designs of the product from the engineering design department. After making analyze on such drawing of the product, they decides on the particular kind and quality of materials required to undertake the production. And based on the list of materials required, they place the order to the purchase department to product the material.

The design is also sent to the assembly dispatch, and the fabrication department to assess the requirement the PPC department in it overall aspects regarding the production of the product procurement of raw materials to assembling and till the product is dispatched.

Adhesive making

In this section we makes rubber based adhesive with in-house built formulation of adhesive making.

H.R. DEPARTMENT

Responsibility

This department collects particulars of manpower required at the commencement of each accounting year consultation with the other departments.

Normally the H.R. dept has the function like recruitment, screening, selection and training. It looks for skilled personnel & places them on suitable positions. In addition it works for improving jobs levels, role analyze and counseling, giving, warning, terminating the employees who do not improve their behavior.

To facilitate collections of particular personnel department sends to each department in the week of march manpower planning format requiring department is to indicate the exact number of staff workman needed next 12 month.

After assessment of manpower requirements send by the departmental heads the final list of employees required each department will be submitted to the president for their approval.

Requirements of employees by way of replacements against retirement should be send at least 4 months in advance of the retirement. Requirement for replacement against resignation, termination should be sent to personnel department within a week of registration or termination of service. Requirement of additional employees should be fully justified by the department heads before advising the personnel to recruit.

Any changes from the sanctioned strength of employees are made only with specific approval of the president or vice-president.

Recruitment

It is the process of attracting individuals on timely bases on sufficient numbers and with appropriate qualification to work in the origination. Recruitment to all categories of employee in the company is based purely on qualification, merit and experience.

Sources of recruitment:

- Recruitment is normally been made through application received from the candidates through
- Advertisement, employment agencies, engineering college, polytechnics, performance appraisal.
- Appraisal forms are sent to concerned department authorities periodically in respect of employees whose performance is to be assessed .The performance of the employees is rated on trait wise point system.



FINANCE DEPARTMENT

This department is concerned with the maintenance of account of the company. The department helps in the development of company. It plays the role of auditor. The main work of this department is not only to provide the monetary supply but also to cut the expenses though cost of cutting as this department controls the expenses.

Functions of finance department:

- Arranging of funds
- Proper allocation of funds
- Preparation of cash budget
- Administration responsibility such as monthly P & L a/c, cash flow statement, operating performance report.
- Maintaining and controlling expenditure
- Valuation of inventories, scrutinizing ledgers

Finance department prepares pay role, the fund would be released by the finance department for the salary and wages to the respective department. The management would decide the payment date, which be by end of the first week of the month.

MARKETING DEPARTMENT:

Quality system policy for marketing & servicing

Scope : Receiving of enquiry, preparation and submission, reviewing the order from the customers, handling the amendments to the contracts. The procedure also covers the execution and after sales services.

Functions:

- Deputy general manager shall review the specification received from the customers for completeness and technical feasibility.
- GM/Deputy shall nominate a sales engineer for each enquiry
- Price to be quoted shall be indicate in the cost estimation sheet by GM/Deputy in consultation with joint managing director
- The sales manage based on the cost estimation sheet shall prepare proposal.
- Proposal contains the complete details product provided, ie. The specification of the product, commercial aspects, delivery schedules & details of any other contractual requirements if necessary.
- Follow up with customers for the order, shall be done by sales engineers/ general manager/ deputy manager, concerned branch officers.



PURCHASE DEPARTMENT:

After the blueprint is prepared and approved by customer then a copy of that is sent to purchase department.

Function:

- Here standard items are quoted for enquiry, which is the lowest quotation it goes for supply.
- Procurement of materials takes place.
- Negotiation for purchase of materials takes place.
- For material's default this department will be held responsible.



PLANNING DEPARTMENT:

Functions:

- ❖ Specification list is prepared i.e., raw materials required for manufacturing a product.
- ❖ Date of scheduling the product to engineering customer is finalized and sent to engineering department which acts as for designing a product.
- ❖ This department actually feeds the assembly.
- ❖ If any order is received in between than that order will be subcontracted.
- ❖ Minutes of meeting takes place through planning department, customer is called for in section of product and inspection takes place between service engineer sent by customer and inspection officer.
- ❖ After all the clearances the product is ready for respective customer.



STORE DEPARTMENTS:

- This department looks after the packing respects and assembly of finished goods.
- Keeping record of finished goods in respective bins.
- As and when customer requirement comes dispatching product.
- Store can even reject the material when the goods are not to accordance.
- Issues are of three types-
 - Inward – material come from outside for pricing within its office hours.
 - Outside – rejection dispatch and issues.
 - Stock – left out materials is store.



DISPATCHING AND PACKING DEPARTMENT:

Functions :

- Materials are been packed as per instruction.
- This department takes care of central excise duty to be paid if goods are transported outside karnataka state,duty to be paid if goods are transported within karnataka.

Infrastructure facilities:

Power : the peak hour requirement of power to the company is 250 KVA.The company presently has arrangement with HESCOM for supply of 250KVA or more if required. The company also has three DG sets with the capacity 125KVA each as stand by arrangement.

EMPLOYEE SATISFACTION:

Definition:

Employee satisfaction is the term used to describe a situation when employees are satisfied and contented with his job and the office environment.

Importance of employee satisfaction:

Employee satisfaction is of utmost importance in any organization be it small or large. Thinking that employee satisfaction is important only for the employee than it is not right. It is equally important for the organization for which the employee is working as well.

The following points will show the importance of employee satisfaction easily:

In light of the organization

1. It enhances employee retention and the company does not need to train employees repeatedly.
2. The overall productivity of the company is increased and it assists in archiving the goals of the company.
3. When employees are satisfied with their job they deal with customers in a better manner and thus customer satisfaction is achieved to great extent.
4. It helps the company in getting better services and products from its employees.
5. Money spent on training new candidates and recruitment of new candidates can be saved extensively.

In lights of the employees:

1. When the employee gets satisfactory services from the company initially, he tends to believe that same treatment would be offered in long run.
2. Employee would start taking interest in his work instead of worrying about other issues.
3. The employee starts feeling a sense of responsibility towards the organization.

4. He deals with customers in a better way and builds strong relations with them.
5. They would try to produce better results in order to get appreciation from the company.

Factors Influencing Employee Satisfaction:

Various factors exist in an organization that contributes to area of employee satisfaction.

Following are listed factors affecting employee satisfaction. They are:-

- The brand name of the organization is of utmost importance to the employees and it is considered when employee satisfaction is considered.
- The aims and objectives of the organization where an employee works are likely to affect employee satisfaction.
- Salary and wage is one of the most important factors behind employee satisfaction. The salary should always be in accordance to the position of the employee in the company.
- Rewards and penalties are other important things that affect level of satisfaction of an employee in his job.
- The kind of treatment given by the supervisor to the employee largely determines his satisfaction level. It is always desired to treat employees in a good manner.
- Working methods of the organization determines the satisfactory level of an employee. It is true that every organization has its own working methods but some freedom should also be given to the employees.
- It is essential to check that the personality of the employee matches the type of job being allotted to him.
- Expectations of the employee should also be in accordance to the level of organization in which he or she is working.

Benefits of employee satisfaction:

1. It can increase productivity.
2. It saves time and money.
3. It can uncover issues not readily apparent.
4. It leads to employee commitment to industrial peace by avoiding the occurrence of industrial disputes.

Improving Employee Satisfaction:

If some organization does not see employee satisfaction amongst its employees then there is nothing to be worried about. By following some steps, the organization can improve employee satisfaction. One of the best possible ways is to conduct a feedback program. During this program, the organization should take feedback from the employees so that they can know what the requirements of the employees are and what exactly they are getting in the organization.

SECTION-B

RESEARCH METHODOLOGY

RESEARCH DESIGN

RESEARCH METHODOLOGY

This report is based on the study performed in ADVANCE POLYMER. for a period of one month. The information provided in the report is taken from certain sources. The sampling was taken of 50 workers.

DATA COLLECTION SOURCES

Sources of data: To produce a reliable questionnaire both primary and secondary information was used. Beside the demographic profile items the questionnaire comprised 10-20 questions which cover almost all areas of employee satisfaction.

PRIMARY SOURCES:

Data that has been collected from first-hand experience is known as primary data. In this source the information is gathered with the help of discussion, personal interview & interaction and carried on with officials of different departments.

Following are some of the sources of primary data.

- Experiments
- Questionnaire
- Interview
- Observation

SECONDARY SOURCES:

Data collected from a source that has been published in any form is called as secondary data.

A part of the information provided in the report is collected from the following sources:

- advancepoly.com
- Quotations & brochures provided by the company.
- info@advancepoly.com

Scope of the Study

- The study focuses on overall organization structure of the company.
- The study analyses worker's overall satisfaction towards their wages.
- The study puts light upon the vision, mission, & quality policy of the company.
- The study also gives information on the processes of various departments.

RESEARCH DESIGN

A sample design is a definite plan for obtaining a sample from a given population. It refers to the employee or the procedure and the researcher would adopt a in selecting item of sample i.e. the size of the sample. Sample design is determined before data are collected before going through sampling design.

Sample design

A sample design is a finite plan for obtaining a sample from a given population. Simple random sampling is used for this study. The respondents are the employees of ADVANCE POLYMER. The sampling unit is an individual of all the departments of ADVANCE POLYMER.

Sample size

The number of the sample units selected from the population is called the size of the sample. Sample of 50 respondents were obtained from the population.

SECTION-C

RESEARCH ANALYSIS

RESEARCH FINDINGS

LIMITATION OF STUDY

SUGGESTIONS

CONCLUSION

RESEARCH ANALYSIS

The analysis of this report begins with analysis of each question.

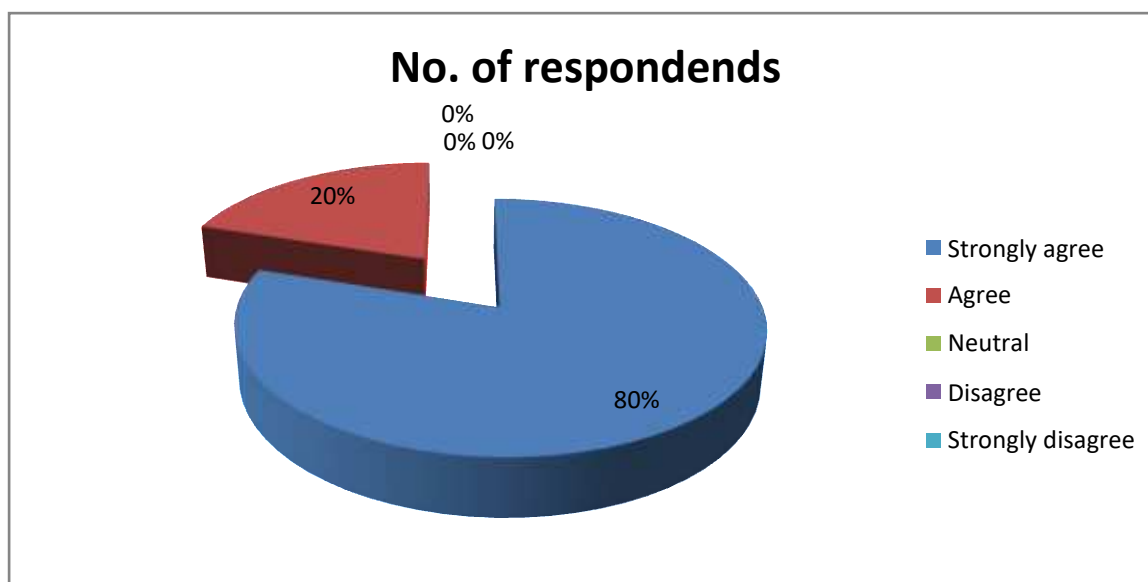
Research helps in generating information by analyzing data after its collection. Data analysis usually involves reducing accumulated data to a manageable size, developing summaries, looking for patterns and applying statistical techniques. Scaled responses on questionnaires and experimental instruments often require the analyst to derive various functions, as well as to explore relationships among variables.

In various cases when we deal with statistics are related to each other or we can also say two variables seems to move in the same direction such as both are increasing or decreasing or even some factors tend to move in the opposite direction also means one is increasing and other is decreasing analysis has been done by applying various statistical tools to study the basic factor that lead to job satisfaction among job work assignees.

RESEARCH ANALYSIS

1. Are you satisfied with canteen facility provided by the company?

Sl.no	Response	No. of respondents	Percentage
1	Strongly agree	40	80%
2	Agree	10	20%
3	Neutral	0	0%
4	Disagree	0	0%
5	Strongly disagree	0	0%
6	Total	50	100%



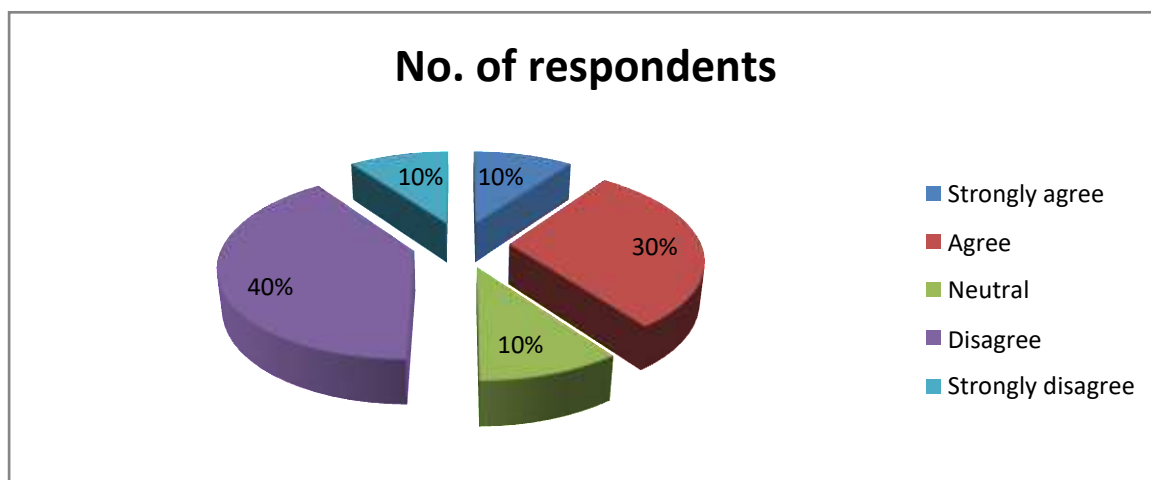
ANALYSES & INTERPRETATION:

Out of 50 respondents, 80% responded strongly agree with canteen facility of the company, 10% respondents agree with canteen facility of the company.

According to the analyses shown above all of the employees are fully satisfied.

2. Does your company provide medical facility

SL NO.	Response	No. of respondents.	percentage
1	Strongly agree	05	10%
2	Agree	15	30%
3	Neutral	05	10%
4	Disagree	20	40%
5	Strongly disagree	05	10%
6	Total	50	100%



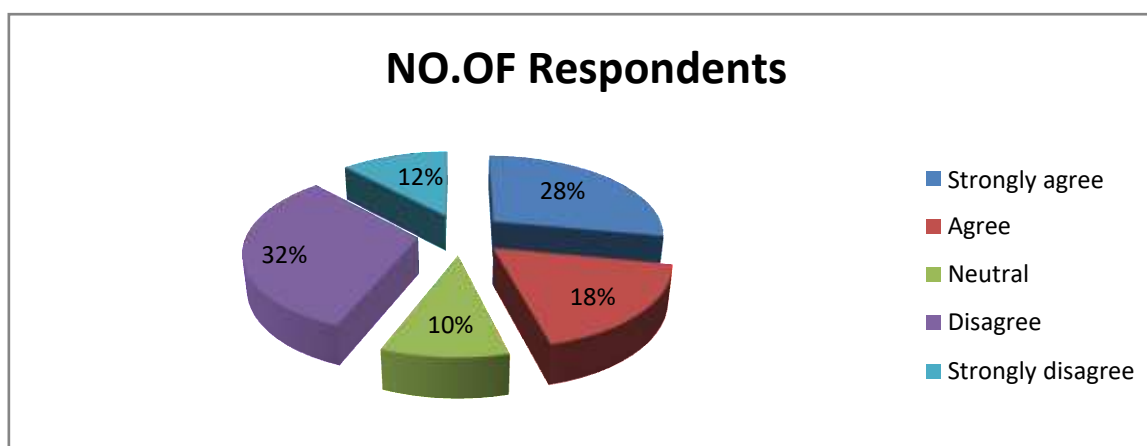
ANALYSES & INTERPRETATION:

out of 50 respondents, 10% responded strongly agree with medical facility of the company, 30% respondents agree with medical facility of the company, 10% responded neutral, & 40% responded disagree & 10% respondents strongly disagree with medical facility of the company.

According to the medical facilities most of the employees are dissatisfied.

3. The salary provided to you satisfy your needs

Sl no	RESPONSE	NO.OF Respondents	Percentage
1	Strongly agree	14	28%
2	Agree	09	18%
3	Neutral	5	10%
4	Disagree	16	32%
5	Strongly disagree	6	12%
6	total	50	100%



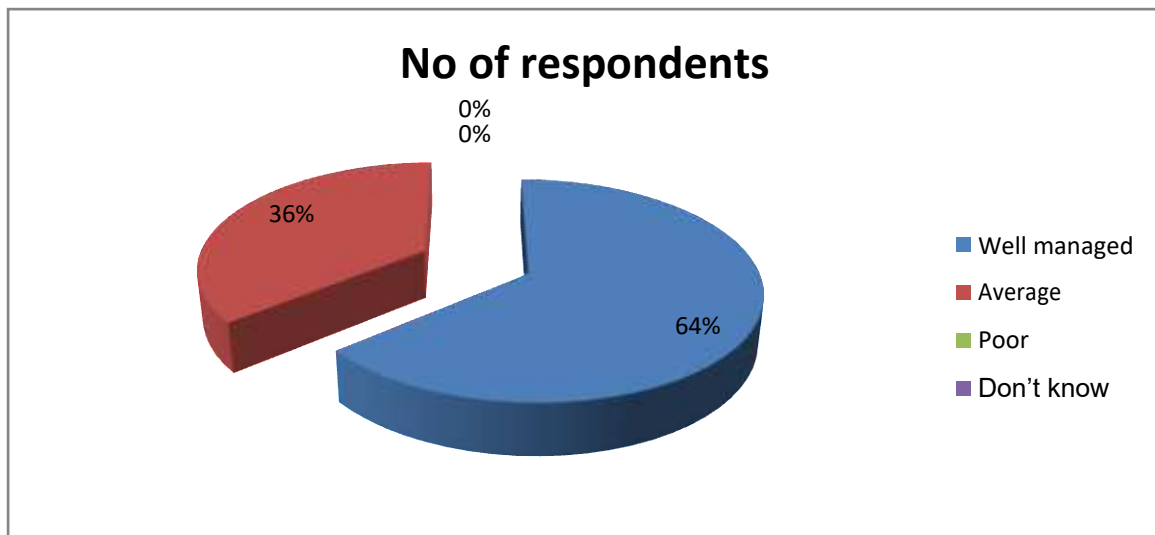
Analysis & interpretation

Out of 50 respondents, 28% responded strongly agree, 18% respondents agree & 10% respondents neutral with the salary provided by the company, and 32% respondents disagree, 12% respondents strongly disagree with salary provided by the company for their daily needs.

Most of the employees are not satisfied with salary provided by company.

4. What is your opinion about the working of the company

Sl no	Responses	No. of respondents	Percentage
1	Well managed	32	64%
2	Average	18	36%
3	Poor	0	0%
4	Don't know	0	0%
5	total	50	100%

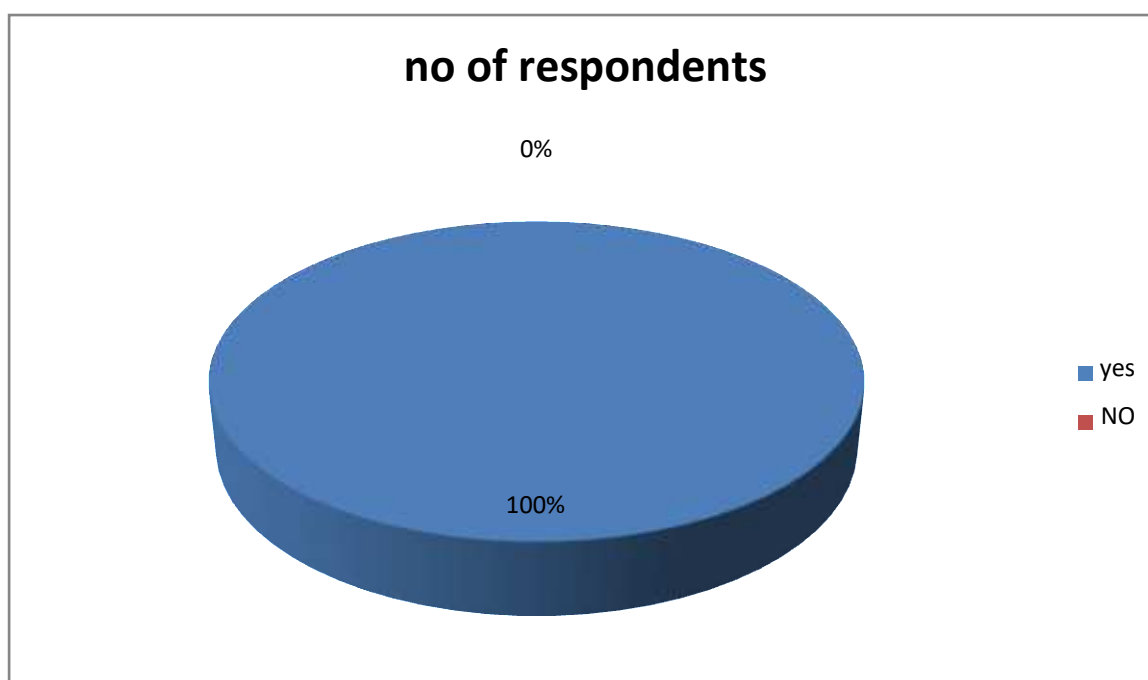
**Analysis & Interpretation:**

Out of 50 respondents, 64% respondents are managed there work & 18% respondents are satisfied with the average there working of the company.

Maximize employees are satisfied with working performance of the company.

5. Whether your company provide any other benefits.[Bonus,HRD,DA Ect]

No. of respondents	yes	No
50	100%	0%

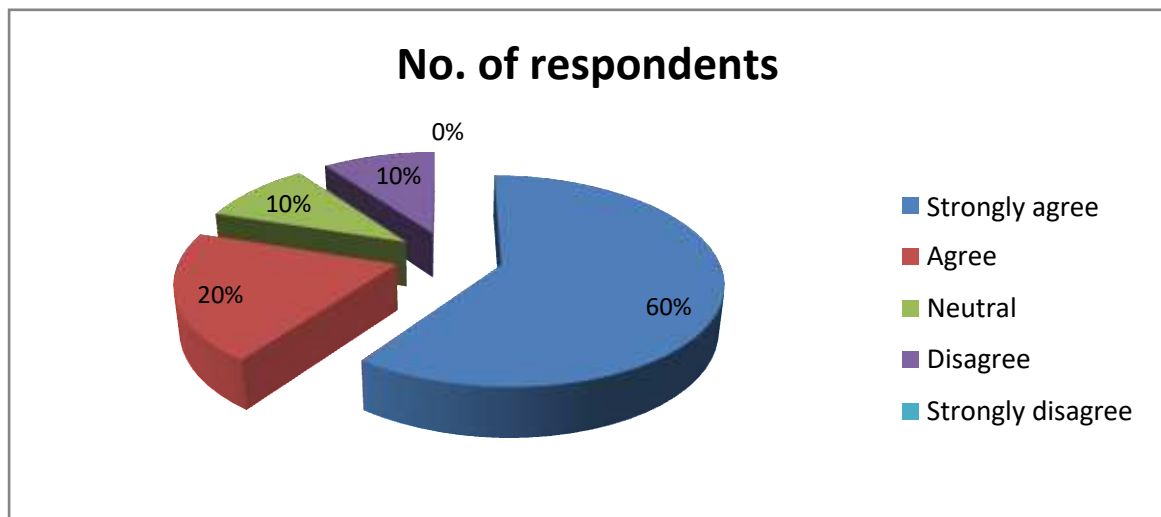
**Analysis & Interpretation:**

100% employees get bonus every year.

Whole employees are satisfied with the other benefits provided by company.

6. Are you satisfied with the shift allowance given by the company?

Sl. No.	Response	No. of respondents	percentage
1.	Strongly agree	30	60%
2.	Agree	10	20%
3.	Neutral	5	10%
4.	Disagree	5	10%
5.	Strongly disagree	0	0%
6	total	50	100%



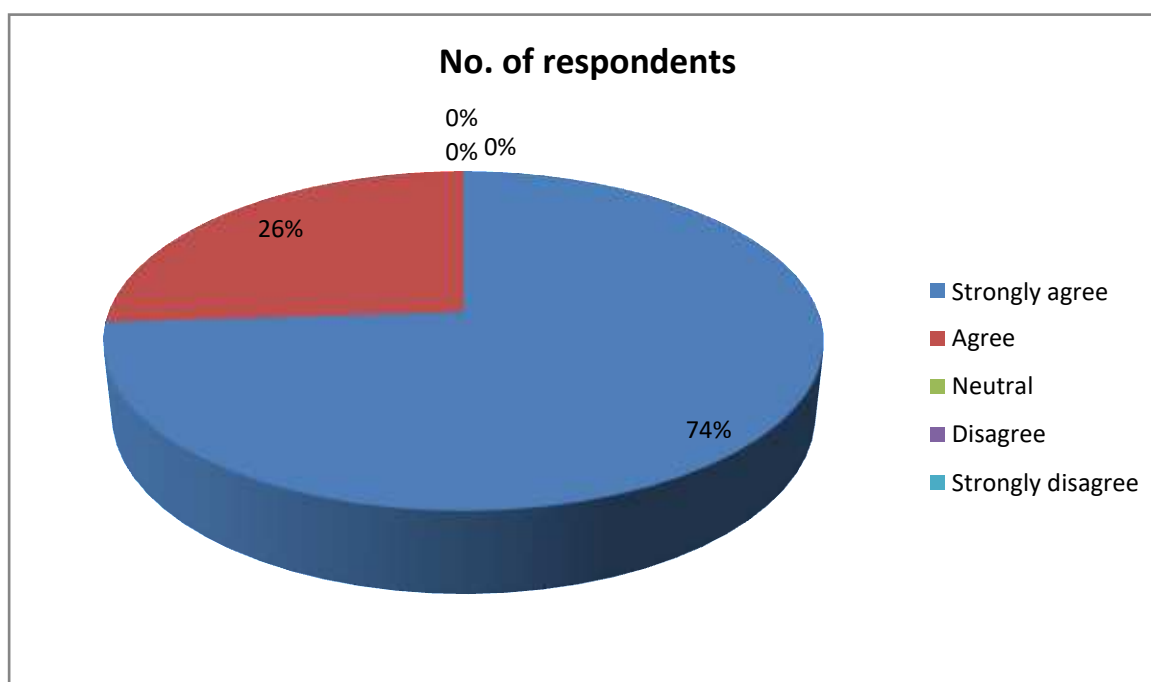
Analysis& Interpretation

Out of 50 respondents, 60% respondent strongly agrees, 20% respondents agree, & 10% respondents neutral are satisfied with the shift allowance given by the company to the employees, and only 10% respondents simply disagree with the facts.

This shows overall employees are satisfied with their shift allowance given to them.

7. Your work is according to your qualification and skills?

Sl. No.	Response	No. of respondent	percentage
1.	Strongly agree	37	74%
2.	Agree	13	26%
3.	Neutral	0	0%
4.	Disagree	0	0%
5.	Strongly disagree	0	0%
6	total	50	100%



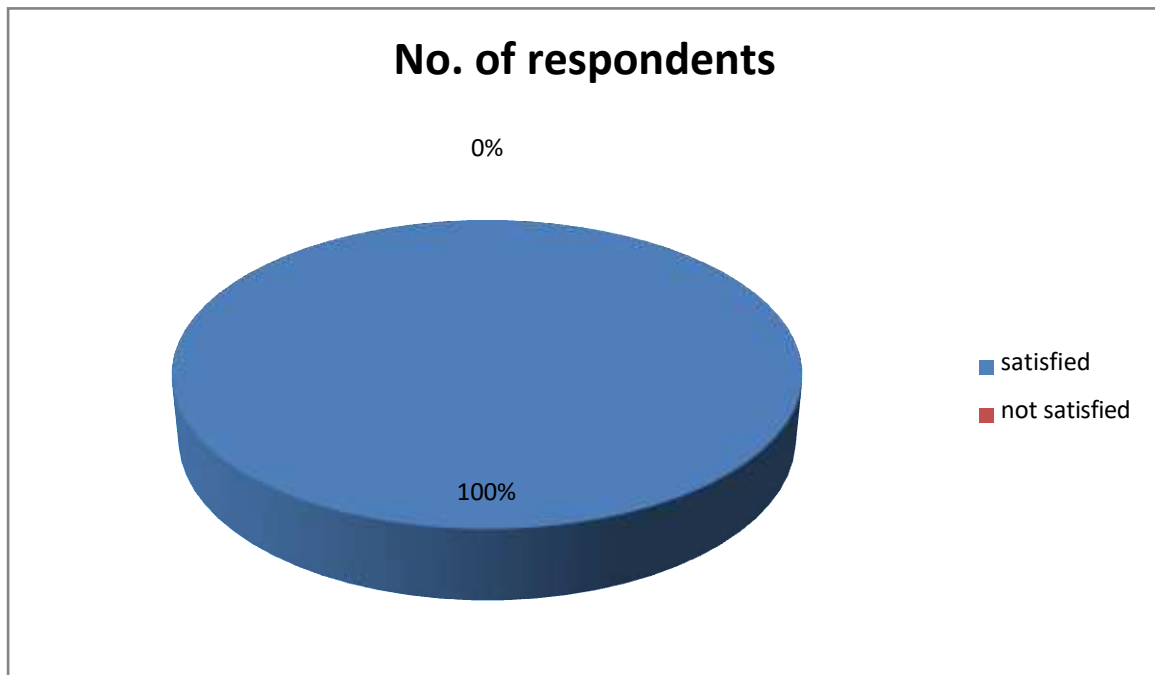
Analysis & Interpretation:

Out of 50 respondents, 74% respondents strongly agree that they are satisfied according to their qualification and skill of work, 26% respondents simply agree with this fact.

This shows that ADVANCE POLYMERS have improved in its qualification and skill of the work

8. Are you satisfied with the safety measures provided to you

Sl no	Response	No. of respondents	percentage
1	satisfied	50	100%
2	Not satisfied	0	0%
3	total	50	100%

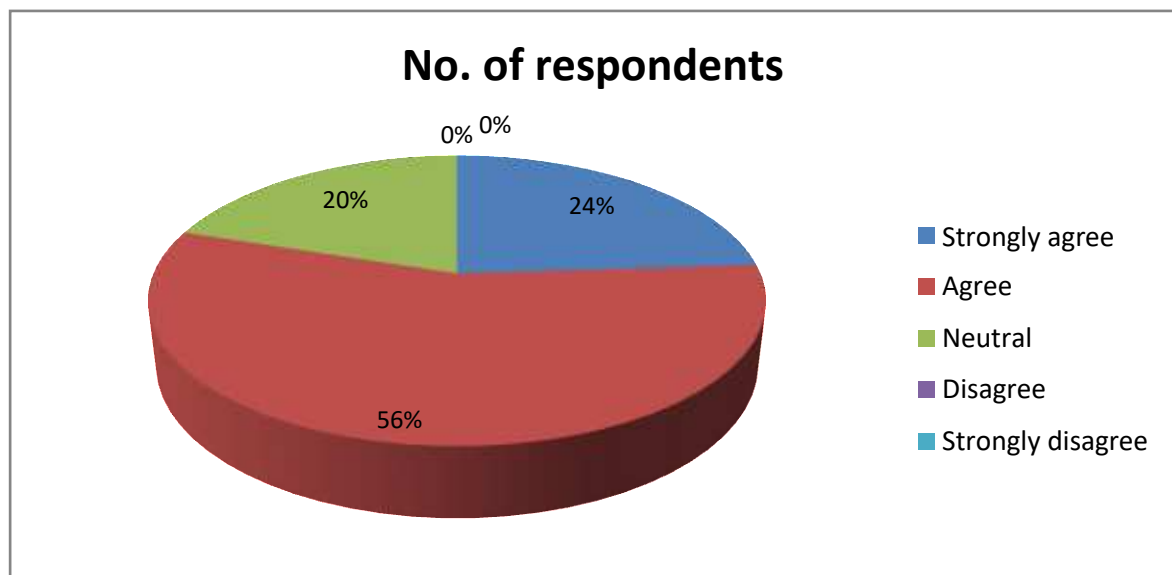
**Analysis & Interpretation:**

100% employees are satisfied by safety measures provided by the industry.

All of the employees are satisfied with the safety measures provided by company.

9. Working hours at advance polymers Company is satisfactory?

Sl. No.	Response	No. of respondents	Percentage
1.	Strongly agree	12	24%
2.	Agree	28	56%
3.	Neutral	10	20%
4.	Disagree	0	0%
5.	Strongly disagree	0	0%
6	total	50	100%



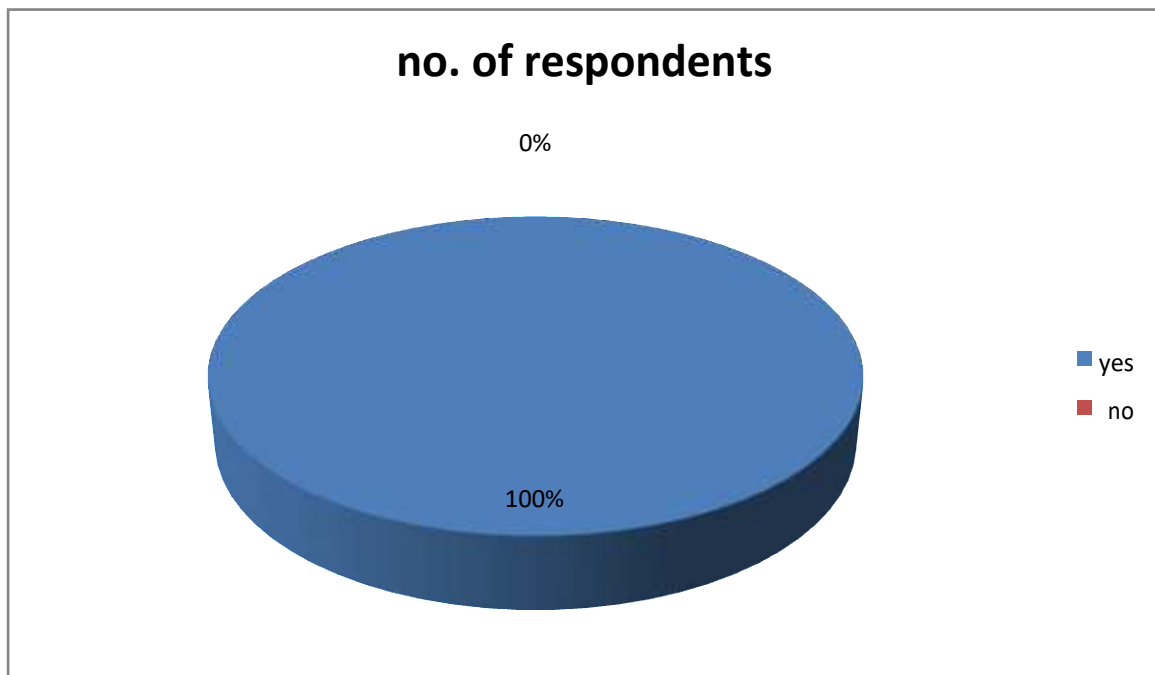
Analysis & Interpretation

Out of 50 respondents, 24% respondents strongly agree with working hours of the company, 56% respondents agree and 20% respondent neutral with working hours of the company.

This shows all the employees are overall satisfied with their working hours of the company.

10. Does the company provide you any awards like best employee, or best performance etc.

NO. of respondents	yes	No
50	100%	0%



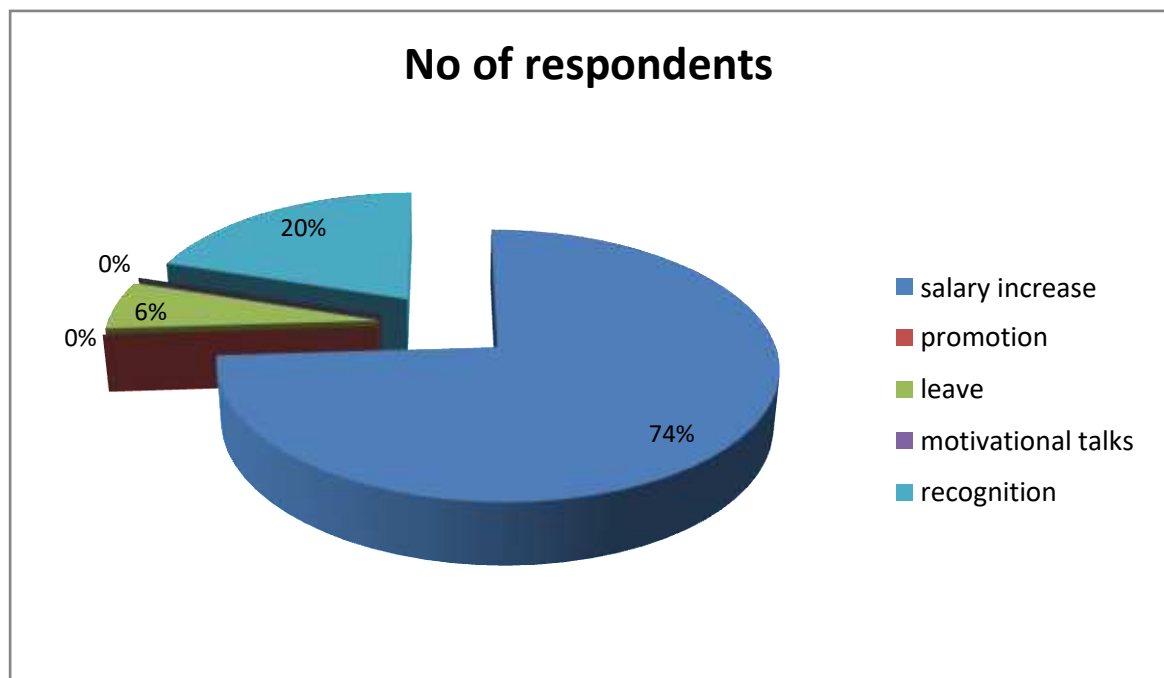
Analysis & Interpretation:

100% employees are satisfied by this facility.

All of the employees are satisfied with the awards and best performance.

11. Which of the following factors which motivates you most?

Sl. No.	Response	No. of respondents	Percentage
1.	Salary increase	37	74%
2.	Promotion	0	0%
3.	Leave	3	6%
4.	Motivational talks	0	0%
5.	Recognition	10	20%
6.	total	50	100%



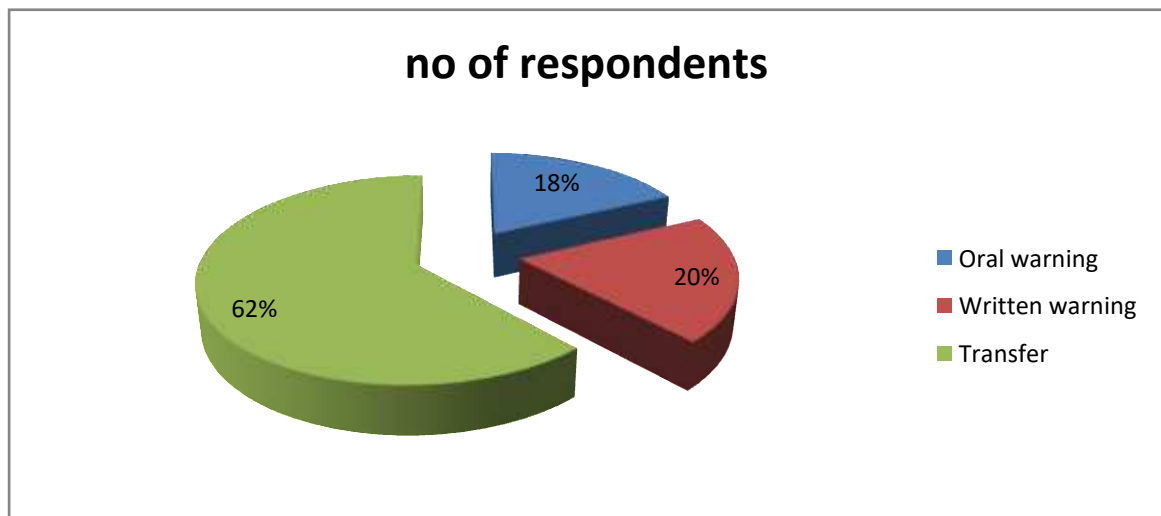
Analysis & Interpretation

Out of 50 respondents, 74% respondents are satisfied with the salary increase factor of the company, 6% respondents are satisfied with the leave and 20% respondent is satisfied with the recognition of the company.

This shows that salary factor motivate more to the employee.

12. Which types of action is taken by the company in case performance is not good?

Sl no	Response	Respondents	percentage
1	Oral warning	09	18%
2	Written warning	10	20%
3	Transfer	31	62%
4	total	50	100%

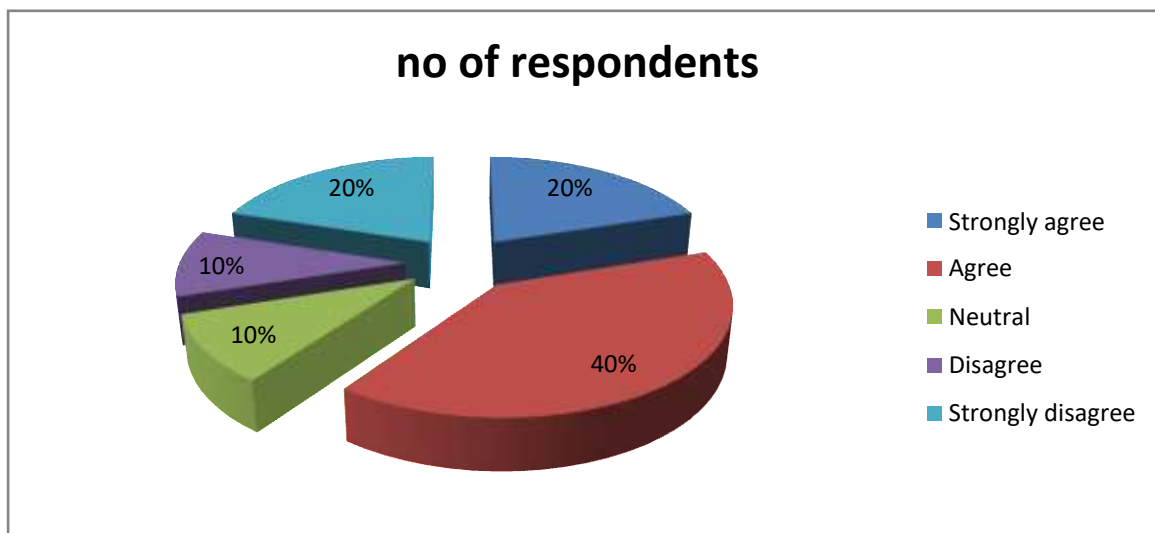


Analysis & Interpretation:

On the bad performance the industry will give transfer to the employee.

13. Top management involves employees in the management decision?

Sl no	response	No. of respondents	percentage
1	Strongly agree	10	20%
2	Agree	20	40%
3	Neutral	05	10%
4	Disagree	05	10%
5	Strongly disagree	10	20%
6	total	50	100%

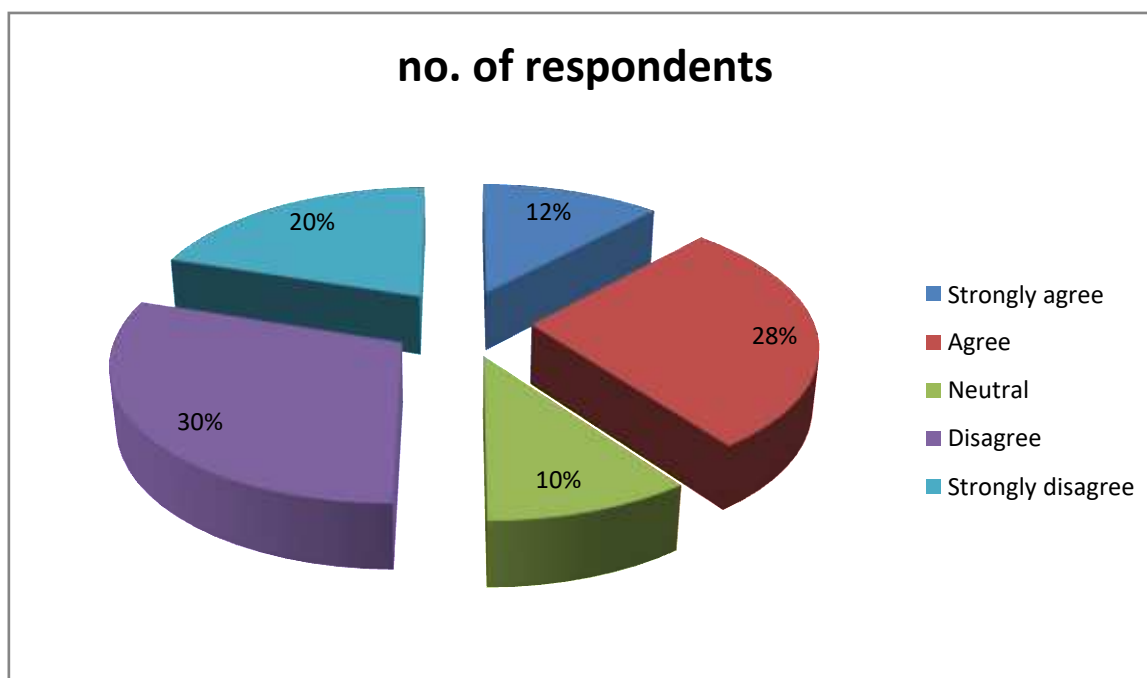
**Analyses & Interpretation:**

Out of 50 respondents, 20% respondents strongly agree, 40% respondents agree, and 10% respondents neutral with top management because they involve employee in the management decision, and 10% respondents disagree, 20% respondents strongly disagree that top management do not involve employees for their management decision.

Majority employees are satisfied with the management decisions.

14. Physical working condition in the company is satisfactorily.

Sr no	response	respondents	percentage
1	Strongly agree	6	12%
2	Agree	14	28%
3	Neutral	5	10%
4	Disagree	15	30%
5	Strongly disagree	10	20%
6	total	50	100%



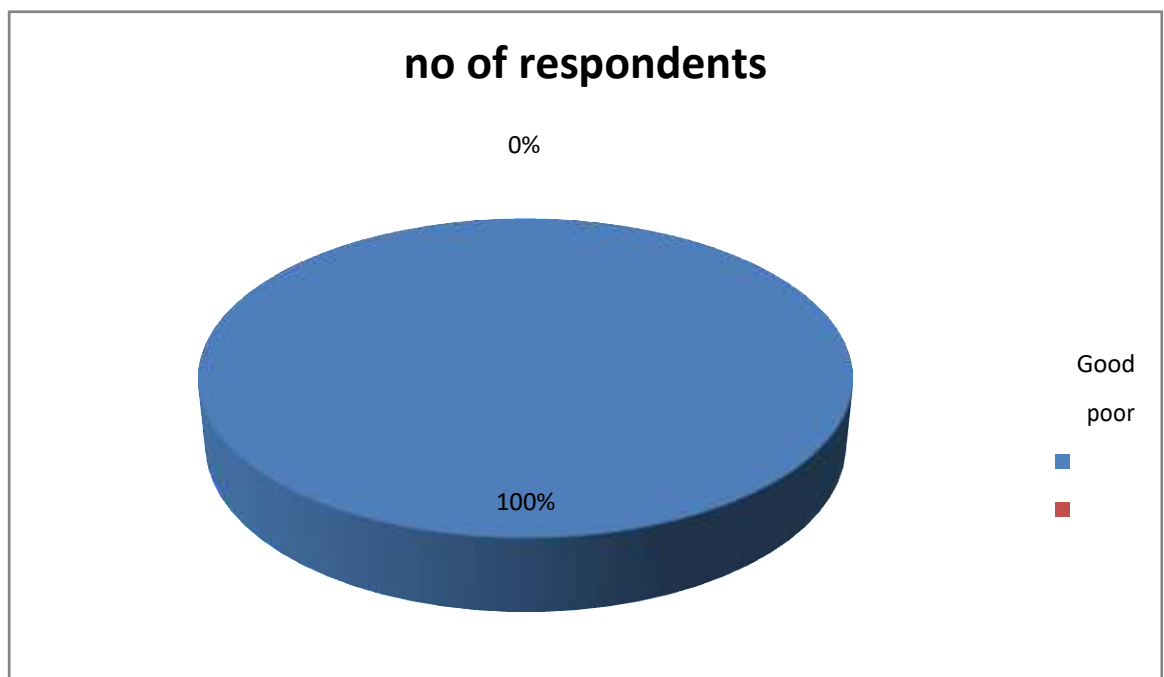
Analyses & Interpretation:

According to physical working condition 12% of employees are strongly agree, 28% are agree, 10% are neutral, 30% are disagree, 10% are strongly disagree.

According to above analyses maximum employees are disagree with physical working conditio

15. How is overall working atmosphere in the company .?

Sl.no	Atmosphee	No of respondents	percentage
1	Good	50	100%
2	poor	00	00%
3	Total	50	100%



Analyses & Interpretation:

According to the overall working atmosphere in the company 100% of the respondents are good.

According to the analyses all of the employees are highly satisfied.

RESEARCH FINDINGS:

- The employees are not happy with their physical working condition in the organization.
- All are happy with HRD & DA.
- All are happy with the safety measures provided by the ADVANCE POLYMERS.
- Most of them are happy with the company.

LIMITATIONS OF STUDY:

- α. Insufficiency of time
- β. Interaction with the employees was limited because of work schedule.
- γ. Faced bit difficulty in digging out answers from unsatisfied employees.

SUGGESTIONS:

- The company should improve physical working condition.
- Company should provide salary to the employee according to their job performance.
- The company should improving medical facility.
- Company should provide medical facility to all the employees.,
- For employees salary works as a motivator so the company should hike the salaries.
- Company should improve there working condition.

CONCLUSION:

It is been observed that –

- δ. The employees should be encouraged in doing job in alternative ways.
- ε. The employees are dissatisfied with the salary package and salary structure.
- φ. The employees are satisfied with the co-operation given by other departments as these departments recognize achievers.

So, overall the company is observed to be a fast growing company with growing opportunities and expertise in the field of corporate e-Learning.

SECTION-D

BIBLIOGRAPHY

ANNEXURE

BIBLIOGRAPHY

Books

Human resources management by K. Ashwathappa

Websites

www.advancepoly.com

www.google.com

ADVANCE POLYMERS

QUESTIONNAIRE FOR EMPLOYEE SATISFACTION

- 1) Are you satisfied with canteen facility provided by the company?
- 2) Does your company provide medical facility
- 3) The salary provided to you satisfies your daily needs?
- 4) What is your opinion about the working of the company?
- 5) Whether your company provide any other benefits.[Bonus,HRD,DA Ect]
- 6) Are you satisfied with the shift allowance given by the company?
- 7) Your work is according to your qualification and skills?
- 8) Are you satisfied with the safety measures provided to you?
- 9) Working hours at advance polymers Company is satisfactory?
- 10) Does the company provide you any awards like best employee, or best performance etc.
- 11) Which of the following factors which motivates you most?
- 12) Which types of action is taken by the company in case performance is not good?
- 13) Top management involves employees in the management decision?

- 14) Physical working condition in the company is satisfactorily.
- 15) Is your work is according to your qualification and skills?
- 16) Do you get feedback from the company according to your sincere work?
- 17) Are you satisfied with the training provided by the company for your current job?
- 18) How is overall working atmosphere in the company?
- 19) What do you feel about training facilities in company?
- 20) How your relation with your superiors & worker

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RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
Department of BBA- Belagavi
(Affiliated To Rani Channamma University, Belagavi)
RANI CHANNAMMA UNIVERSITY, BELAGAVI



A Project report on
“EMPLOYEE SATISFACTION”

Undertaken At
“VEGA AUTO ACCESSORIES PVT LTD, BELAGAVI”

Submitted By
Mr. RAJ B. NESARIKAR
Reg. No. B1811227

Submitted to
RANI CHANNAMMA UNIVERSITY, BELAGAVI
In the Partial Fulfilment of the Award of
BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION

2020-2021

SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

Department of Business Administration - Belagavi



A project report on
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Submitted By
Mr. RAJ B. NESARIKAR
REG. NO. B1811227
BBA 6th Sem.

Under the Guidance of

Organizational Guide
Mr. Zuber mulla

Institute Guide
Prof. N. V. Hiremath

S.K.E. SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
BELAGAVI-590006

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that **Mr. Raj B. Nesarikar** has satisfactorily completed the project at “**VEGA AUTO ACCESSORIES PVT LTD**” **Belagavi**. In partial fulfillment of award of Bachelor's Degree in Business Administration by **Rani Channamma University, Belagavi** for the year 2020-21.

Institution Guide
Prof. N. V. Hiremath

Director
Prof. S. S. Shimangoudar

DECLARATION

I **MR. RAJ B. NESARIKAR** bearing the register **No. B1811227** hereby declare that the project report entitled “A Study on EMPLOYEE SATISFACTION” at VEGA AUTO ACCESSORIES PVT LTD. BELGAUM is genuine and original work of study prepared by me independently and carried out by me as part of BBA Degree under the guidance of **Prof. N. V. HIREMATH** for partial fulfillment required for the award.

Date:

Place: Belgaum

Mr. RAJ NESARIKAR

ACKNOWLEDGEMENT

I have take this opportunity to express my deep sense of gratitude to the “**VEGA AUTO ACCESSORIES PVT LTD**” **BELGAUM**. for their kind permission to undertake this in plant training in their organization.

I am highly indebted to **Mr. Zuber Mulla** (HR Manager) for permitting me to do project in his organization and I am thankful to him for providing necessary information regarding the project subject, to teach me various aspects of employee satisfaction and to make me experience the practical process and real reactions of employees and workers by allowing me to go for field work and to interact with workers.

I would also like to thank all the employees for spending their precious time for me to explain the things and clarifying my doubts with their kind support.

I would like to thank **Prof. S. S. SHIMANGOUDAR (Director)** and **Prof. N. V. HIREMATH** for their guidance and correction of my project with immense care and attention.

Mr. RAJ NESARIKAR

TABLE OF CONTENTS

SL NO.	CONTENT	PAGE NO.
1	Industry Introduction	1
2	Company profile	2
3	Vision and Mission	6
4	Organization chart	7
5	Departments	8
6	Products	12
7	SWOT Analysis	13
8	Introduction to the project	14
9	Research methodology	17
10	Data analysis and interpretation	19
11	Finding	38
12	Suggestions	39
13	Conclusion	40
14	Bibliography	41
15	Questionnaire	42

EXECUTIVE SUMMARY

Employee's satisfaction survey provides a channel for employees to communicate their view on a wide range of issues in total confidence.

Employee's satisfaction survey was conducted to find out the satisfaction level of the employees at “**VEGA AUTO ACCESSORIES PVT LTD**”. The other objective was to find out the areas of low satisfaction where corrective measures can be taken.

The employee's satisfaction survey helps to companies to determine how their employees think and to identify employees needs and concerns so that improvements can be made and stronger teams can be formed. Business performance is expected to increase as more satisfied employees will increase a company's competitiveness, and they are better able to recognize opportunities and threats, and better leverage limited resources to maximize the company's profits. Others intangible benefits include the reinforcement of company goals and values, better internal and external communication, a positive working and social environment, an improved company image and increased employee loyalty.

For this purpose a sample was selected by random sampling and survey was done with the help of questionnaire the result were analyzed for all the employees.

INDUSTRY INTRODUCTION

Employee satisfaction survey provides a channel for employees to communicate their view on a wide range of issues in total confidence.

Employee satisfaction survey was conducted to find out the satisfaction level of the employees at “**VEGA AUTO ACCESSORIES PVT.LTD**”. The other objective was to find out the areas of low satisfaction, where corrective measures can be taken.

The Employee Satisfaction Survey helps companies to determine how their employees think, and to identify employees' needs and concerns so that improvements can be made and stronger teams can be formed. Business performance is expected to increase as more satisfied employees will increase a company's competitiveness, and they are better able to recognize opportunities and threats, and better leverage limited resources to maximize the company's profits. Other intangible benefits include the reinforcement of company goals and values, better internal and external communication, a positive working and social environment, an improved company image and increased employee loyalty.

For this purpose a sample was selected by stratified sampling and survey was done with the help of questionnaire the result were analyzed for all the employees.

COMPANY PROFILE

VEGA AUTO is one of the leading HELMET manufacturing organizations in India. It is one among the very few organized sector of the trade. VEGA is based in Belgaum and under the management of “CHANDAK” has seen growing at a very steady pace since its inception in 1981. All their products are in compliance with ISI quality mark. VEGA has a dealership network of around 320 across the country.

VEGA is spearheaded by Mr. Dilippremachand chandak, Managing director & Chief executive officer of the company, who has been the driving force behind Vega. He is self-motivated, and has been an inspiration to the organization. His younger brother Mr. Giridhari chandak, Mr. Suhas Chandak& Uttam Chandak ably support him.

VEGA since 1981 has committed itself to the moral responsibility of incorporating safety norms in each aspect of the helmets that it manufactures. Quality and not the quantity has been the motto in every stage of production. This quality aspect has boosted the sales of the company to a greater platform in these two decades.

The Bureau of Indian standard (ISI) approves the products manufactured by VEGA AUTO. VEGA HAS also made its mark in the international market level also. VEGA AUTO has production center at Udyambag, the industrial area of Belgaum. The helmets & other safety equipment manufactured at VEGA have almost become a household name in the state. VEGA industries also have one of its units located at Shahapur. Topnotch quality helmets are the result of constant R&D innovation in design, hard work employees and emphases on the current trends in this industry in a span of two decades. VEGA has carved a niche for itself 7 has thus glorified the name of Belgaum in the international market.

COMPANY PROFILE



Following information has given the details about the VEGA AUTO.

Business Type : Exporter, Manufacturer.

Capital in Rupee : Rs.25lakhs.

Export Percentage : 80 percent.

Export Markets : U.S.A., Germany, Israel, Italy, South Africa, UAE and others.

Monthly Production Capacity : 25,000helmets

Product Range :A wide range of helmets.

Location : Udyambag, Industrial Estate, Belgaum.

VEGA AUTO ACCESSORIES MANPOWER CONSIST OF THE FOLLOWING

Chairman	:	Premchand Z.Chandak
M.D &CEO	:	Dilip P. Chandak
Director	:	Giridhar P. Chandak
Director	:	Suhas P. Chandak
Director	:	Uttam P. Chandak
H.R Manager	:	Sangeeta D. Chandak
Accounts	:	Shalini G. Chandak
Staff	:	40 Members
Workers	:	1200 Persons

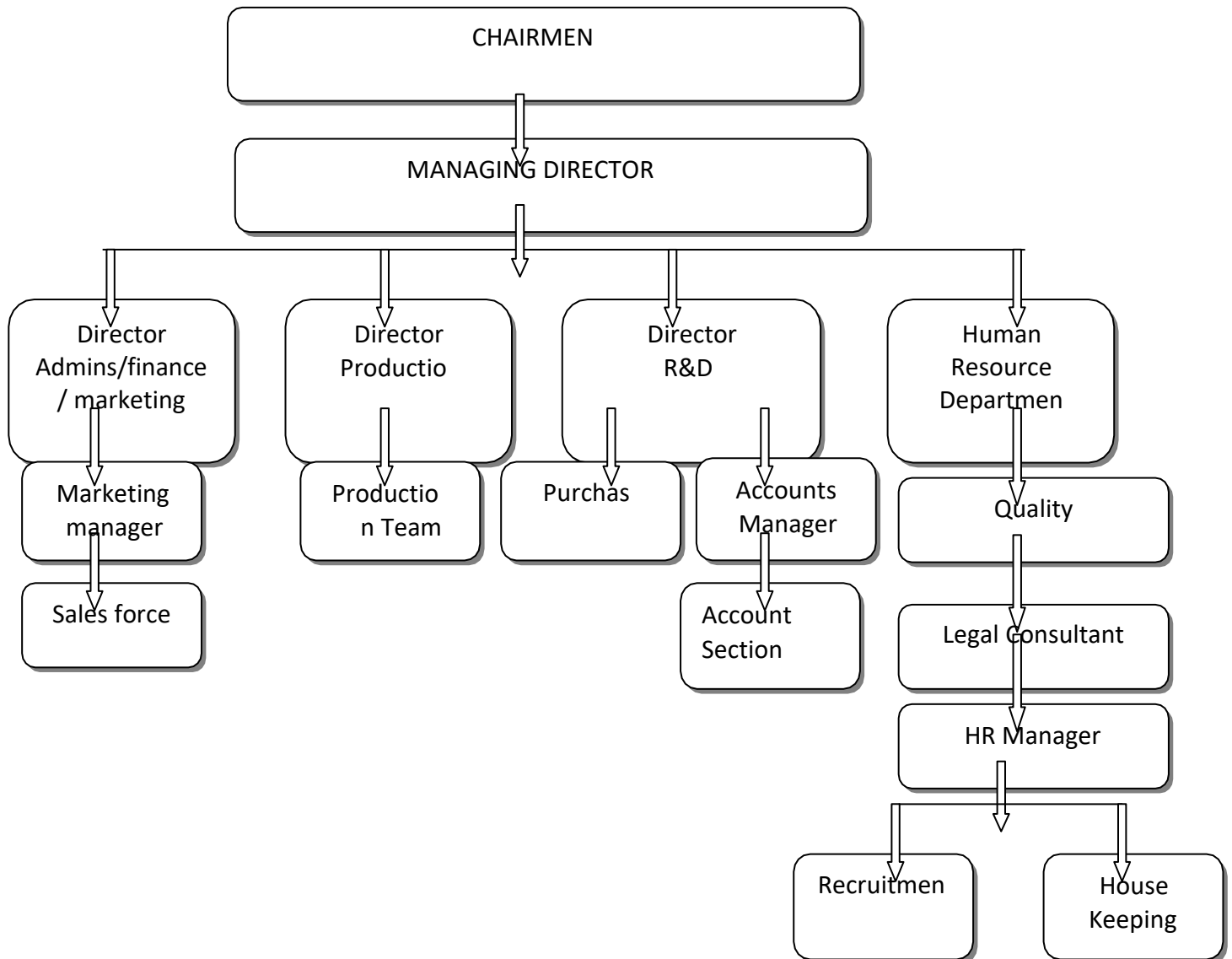
Vision:

Our vision is to blend futuristic design and technology to create premium quality helmets and provide excellent customer experiences while having a positive impact on the ecosystem and society.

MISSION:

Vega envisions empowering every biker with the best and safest riding gear. We aim to build products that serve the purpose and become the consumer's first choice. Our objective is to be the global leader and explore the new frontiers

ORGANIZATION CHART OF VEGA



DIFFERENT DEPARTMENTS AND ITS FUNCTIONS AT VEGA

1. PURCHASE DEPARTMENT:

Purchase department of the company looks after the purchase of the raw materials for the manufacture of helmets. It is headed by Mr. Giridhari Chandak is concerned with all the activities of the department.

The functions of the department are:

To keep the record of daily inventory of the raw materials till it is converted to finished goods.

To order the required materials if needed for production.

It is responsible of the purchase department to look after all the transactions between the vendors and the account department.

This department is linked with the tailoring department.

2. PRODUCTION DEPARTMENT

The work of the production department is to plan, observe, all the production activities concerned with manufacturing of the product. This department sees that the employees are regular to work and Carry out their job activity efficiently and effectively. Moreover this department takes care of the machinery by maintaining the machinery whenever necessary. This helps in improving the productivity of the machinery.

Production process is divided in to three units and they are as follows

- MOLDING UNIT
- TAILORING UNIT
- ASSEMBLY UNIT

3. RESERCH AND DEVELOPMENT DEPARTMENT

Another important unit under the production management cell is the Research and Development engineering & support & safety standards unit. This unit functions under Mr. Uttam P. Chandak. This unit holds a key position at Vega. A series of tasks from designing a helmet to visor cutting are taken care of by this unit. The following is the organized chart of this unit.

4. PACKING & DISPATCHING DEPARTMENT

After the manufacturing of the product is completed inspection is done of each unit. After final inspections done the product is sent for packing. The helmets are put in cotton bags and packed in cardboard boxes to prevent any damages to goods. Then the goods are dispatched through local transport and in case of export they are put in containers and sent to the shipping and then sent to the assigned customer.

5. MARKETING DEPARTMENT

Vega is engaged under the manufacturing and marketing of auto accessories and safety equipments. Their helmets brands have national as well as international recognition. All kinds of helmets and other safety equipments are marketed. The helmets with visor, without visors, half face and full-face helmets are manufactured and marketed. Mr. Giridhari P. Chandak is the director of the department.

FUNCTIONS

To know the market demand for the product

To market the product in local as well as international market

To increase the market share of the company

6. EXPORT PROMOTION DEPARTMENT:

This department helps the firm in exporting its products abroad and looks after the legal formalities, rules and regulations laid by the government. Mr. Dilip. P. Chandak manages the marketing activities in USA and Europe and Mr. Giridhari Chandak manages marketing activities in other countries. The department has a customer coordination centre in which it takes customers' queries and orders. It also looks after processing tasks relating to work.

Overseas clients of the firms are:

Compact Cosmos, Italy

Daytona Helmets, Germany

Cosmopolitan Motors Incorporation, USA

Margaon and Brothers, Bangkok.

7. FINANCE DEPARTMENT:

Mr. Dilip .P. Chandak, the managing director, heads the financial department. All financial affairs related to the company are dealt with through this department. The following is the organization chart of Vega's finance & account department

Function of the finance department:

- Maintaining the books of accounts
- Issuing cash to the required department
- Preparing the invoices and bills
- To look after the bank transaction

This department is completely computerized. They carry the cash transaction through the STATE BANK OF INDIA.

8. HUMAN RESOURCE DEPARTMENT

The human resources management at VEGA AUTO ACCESSORIES PVT.LTD is taken care by Human Resources Department. This department is under Sangeeta Chandak.

Human Resources Management

The human resource function as per the circular format is has been divided under the following heads. The information about the functioning of the HR department has been secured from Sangeeta Chandak; head of this department is as follows;

- Human resources planning
- Human Resources maintenance:
- Safety Procedures:
- Wages & Salary administration:
- Housekeeping & cleanliness
- Performance Appraisal:
- Training & development:
- Incentives

PRODUCT



SWOT ANALYSIS

Strength :

- Vega helmet has got good brand image in Indian as well as in foreign market.
- Vega products are high quality and follows latest unique styles .
- Effective participation of management.
- the company has good export capability for foreign market.
- Elegant marketing of products through auto shows, auto magazine, hoardings, internet.

Weakness:

- absence of skilled labor
- High labor turnover
- Less concentration on domestic market
- No definite selection and recruitment procedure.

Opportunities:

- Good tie up with motorcycles manufactures or dealers
- The domestic market is still untapped ; company can focus in improving market share here.
- Adapt E-marketing technique to increase the sale volume.

Threats:

- govt. repealing the order of compulsory helmet wearing.
- Foreign companies are trying to enter the Indian market.
- The measure threat for the company is from local manufactures, who sell the helmet at half rate when compared to Vega helmet

INTRODUCTION TO THE PROJECT

Title of the project: Employee job satisfaction survey at VEGA AUTO ACCESSORIES PVT. LTD.

Statement of the problem:

This particular topic is selected because Employee satisfaction is a very important element necessary for the smooth functioning of an organization .Employee surveys provide a channel for employee to communicate their views on a wide range of issues in total confidence .They help management to build up an accurate picture of how employees perceive the organization and highlight the causes of employee dissatisfaction.

Objectives of the study:

- To measure the employees satisfaction level at VEGAAUTO ACCESSORIES PVT. LTD.
- To study the employees perception towards organization.
- To know about the working conditions provided at VEGAAUTO ACCESSORIES PVT. LTD.
- To measure the relationship between the supervisor and the workers.
- To give suggestions for the growth & perspective of the company.

Scope of the study:

The survey was conducted on Employees Level of VEGA. The questionnaire for this survey was framed considering those factors where corrective action can be taken at VEGA. From the result of the survey the HR department can take the corrective action to increase employee satisfaction and thereby increase productivity.

ABOUT EMPLOYEE SATISFACTION:

THE THEORETICAL BACKGROUND

The topic selected for the project report is “EMPLOYEE SATISFACTION”. It is a survey or analysis to interpret the level of satisfaction of the employees with their respective jobs in the organization.

Employee satisfaction is the degree of happiness and involvement derived by an employee in doing the job he has been entrusted to do. Job satisfaction is more a function of the various attitudes possessed by an employee towards his job, related factors and life in general than the job itself. The attitudes related to job may be wages, supervision, steadiness, working conditions, advancement opportunities, recognitions, fair evaluation of work, social relations on job, prompt settlement of grievances etc. A person with a kind heart will find high level of job satisfaction in working with some agency involved in charitable work though the salary might be relatively less. An over ambitious person will never find the job satisfaction.

In short, job satisfaction is a general attitude towards the job, which is the result of many specific attitudes in three areas namely, job factors, individual characteristics and group relationships outside the job.

MEASURING EMPLOYEE SATISFACTION

There are many methods for measuring job satisfaction. By far, the most common method for collecting data regarding job satisfaction is the Likert scale (named after Rensis Likert). Other less common methods of gauging job satisfaction include: Yes/No questions, True/False questions, point systems, checklists, and forced choice answers. This data is typically collected using an Enterprise Feedback Management (EFM) system.

The Job Descriptive Index (JDI), created by Smith, Kendall, & Hulin (1969), is a specific questionnaire of job satisfaction that has been widely used. It measures one's satisfaction in five facets: pay, promotions and promotion opportunities, coworkers, supervision, and the work itself. The scale is simple, participants answer either yes, no, or can't decide (indicated by '?') in response to whether given statements accurately describe one's job.

The Job in General Index is an overall measurement of job satisfaction. It is an improvement to the Job Descriptive Index because the JDI focuses too much on individual facets and not enough on work satisfaction in general.

Other job satisfaction questionnaires include: the Satisfaction Questionnaire (MSQ), the Job Satisfaction Survey (JSS), and the Faces Scale. The MSQ measures job satisfaction in 20 facets and has a long form with 100 questions (five items from each facet) and a short form with 20 questions (one item from each facet). The JSS is a 36 item questionnaire that measures nine facets of job satisfaction. Finally, the Faces Scale of job satisfaction, one of the first scales used widely, measured overall job satisfaction with just one item which participants respond to by choosing a face.

THE IMPORTANCE OF EMPLOYEE SATISFACTION

When allowed to operate freely, employee satisfaction can contribute substantially to organizational effectiveness. It can contribute to productive output in the form of high quantity and quality of product or services, as well as to organizational maintenance objective as represented by low absenteeism and turnover. Yet in great many instances aspect of the individual, the organization, or the environment constrain the satisfaction productivity relationship to the point where its practical importance is minimal. A very dissatisfied employee may work hard, produce, be present every day, and stay with the company for many years if there is no place else to go, the person desperately needs a job and there is a real prospect of being fired should good performance not be maintained.

Ultimately, stress may catch up with such a person and signs of poor corporate citizenship may appear, but such denials of natural satisfaction-output patterns can maintain themselves for long periods. Hence job satisfaction may well be more important to the individual than to the employing organization. In American society, responsibility for attaining job satisfaction is usually assigned to the individual rather than to the organization. Individuals can change jobs, thereby obtaining more satisfying work.

RESEARCH DESIGN SAMPLING:

Sampling is the one techniques which allows us to concentrate and give attention upon relativity.(I.e. Employees of Vega auto accessoriespvt.ltd).

For conducting this survey it is required to concentrate on employees of Vega auto accessories Pvt. ltd. within the organization. For this purpose the questionnaire was incorporated and the employees were selected and the size was 40.

RESEARCH METHODOLOGY:

Data Source	: Primary Data (From questionnaire and personal interaction)
Secondary data	:Internet, company brochures, company reports and manuals.
Research approach	: Survey method.
Research Instrument	: Questionnaire.
Population size	: 1240 employees (1200 workers & 40 staff)

Sample frameList of employees working in departments of Vega

1. Production department
 - Molding
 - Tailoring
 - Assembling

2. Purchase department
3. Marketing department
4. H.R department
5. Packing and dispatching department
6. Finance department

Sample unit : An Employee of VEGA.

Sampling method : Stratified random sampling

Sample Size : 40employees

Research problem: Employee job satisfaction at Vega auto accessories.

Method of analysis: Using SPSS software

MEASUREMENT TECHNIQUES

Questionnaire:

This is most easy techniques that is sought after and one of the easy method to gather primary information and is a core source for primary data and this type of data collection techniques is being incorporated by me through the questionnaire.

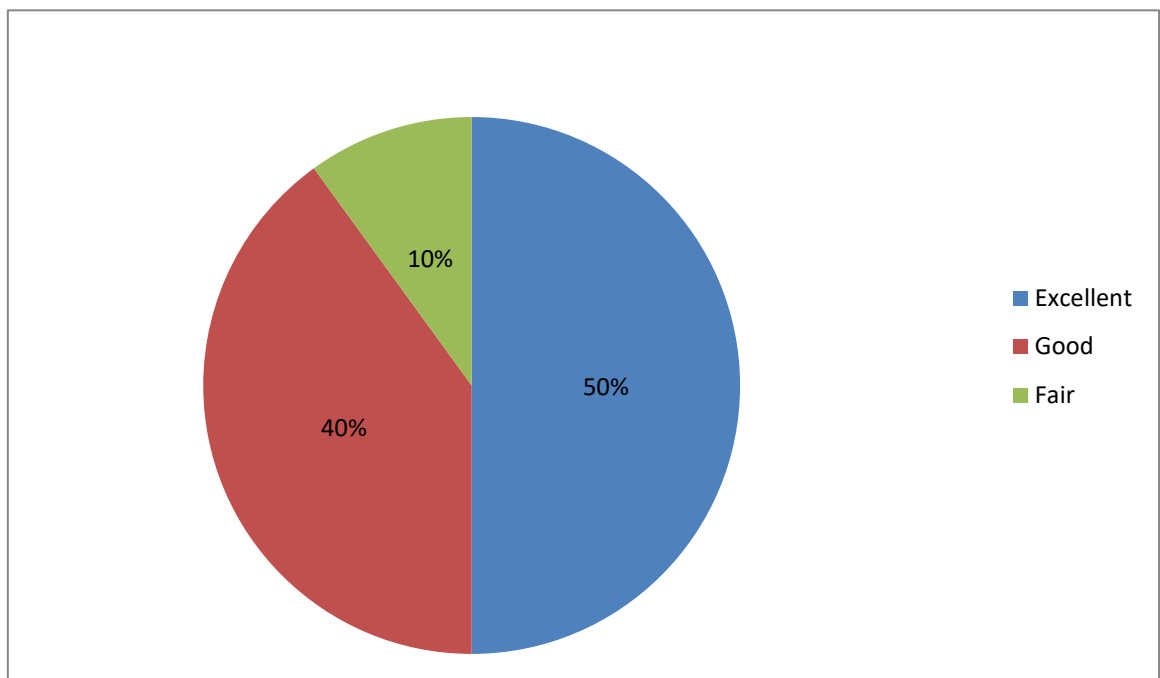
Graphical method: using bar graph and pie charts with total respondents and converting them into their cumulative percentage.

DATA ANALYSIS AND INTERPRETATION

1. What is your opinion about the working conditions provided to you by the organization?

A. Lighting:

Particular	Frequency	percentage
Excellent	20	50%
Good	16	40%
Fair	4	10%
Total	40	100%



ANALYSIS

50% of the employees say that the lighting conditions provided by the organization are excellent, 40 % of the employees say good to the same, 10% of the employees say that it is fair.

INTERPRETATION:

The graph shows that the lighting conditions provided by the organization are excellent. The organization should continue to maintain the same conditions in future also.

B. Sanitation:

Particular	Frequency	percentage
Excellent	4	10%
Good	26	65%
Fair	10	25%
Total	40	100%

**ANALYSIS**

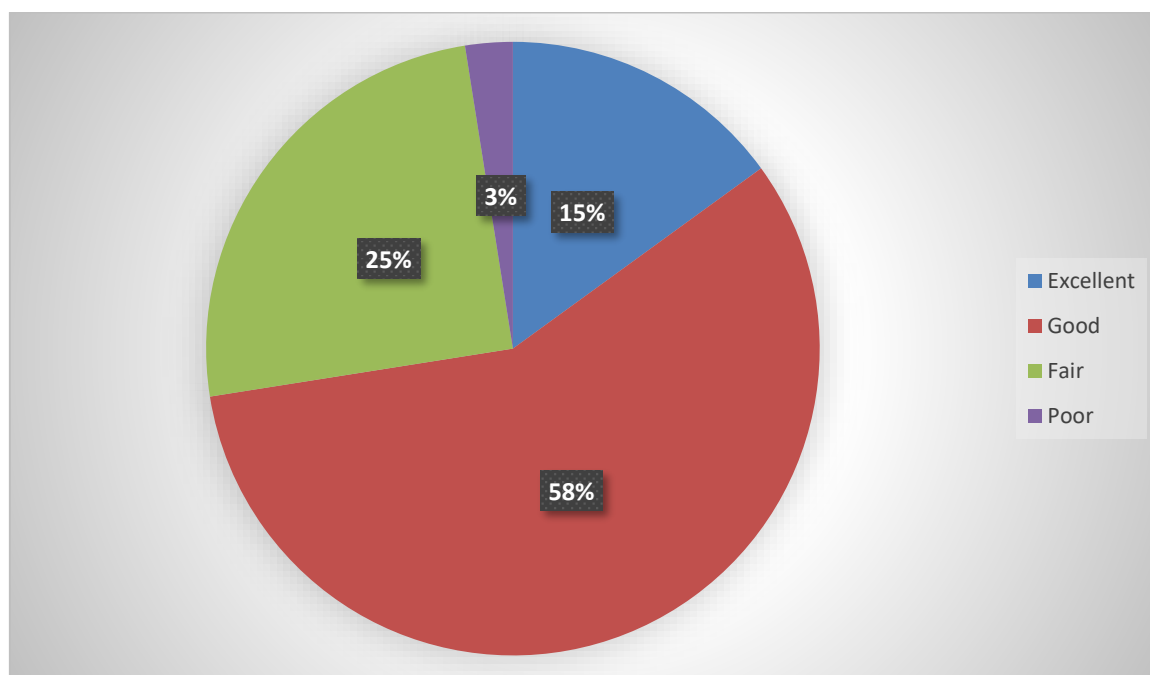
65 % of the employee's say good, 25% of the employees say fair. 10 % of the employees say Excellent.

INTERPRETATION:

The graph shows that the sanitation in the organization is well maintained. The organization should continue to maintain the same in future also

C. Cleanliness:

Particular	Frequency	percentage
Excellent	6	15%
Good	23	57.5%
Fair	10	25%
Poor	1	2.5%
Total	40	100%

**ANALYSIS**

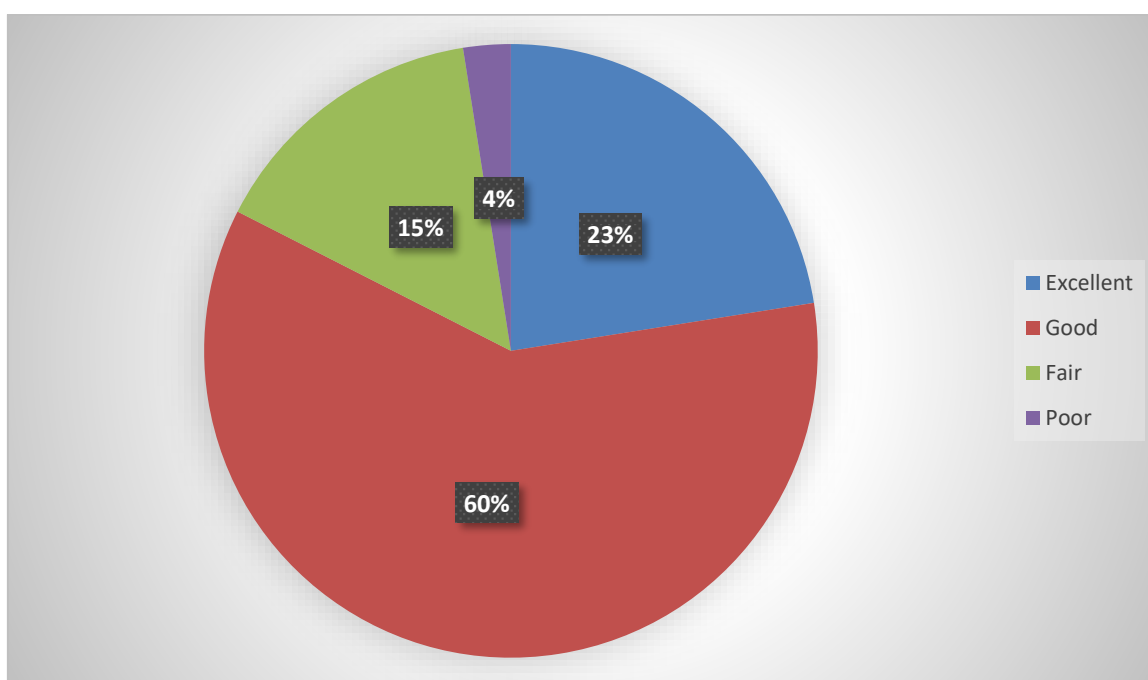
15% of the employees say that the cleanliness maintained in the organization is excellent, 57.50 % of the employee's say good, 25% of the employees say fair.

INTERPRETATION

The graph shows that cleanliness is maintained in the organization. The organization should continue to maintain the same conditions in future also.

D. Ventilation:

Particular	Frequency	percentage
Excellent	9	22.5%
Good	24	60%
Fair	6	15%
Poor	1	2.5%
Total	40	100%



ANALYSIS

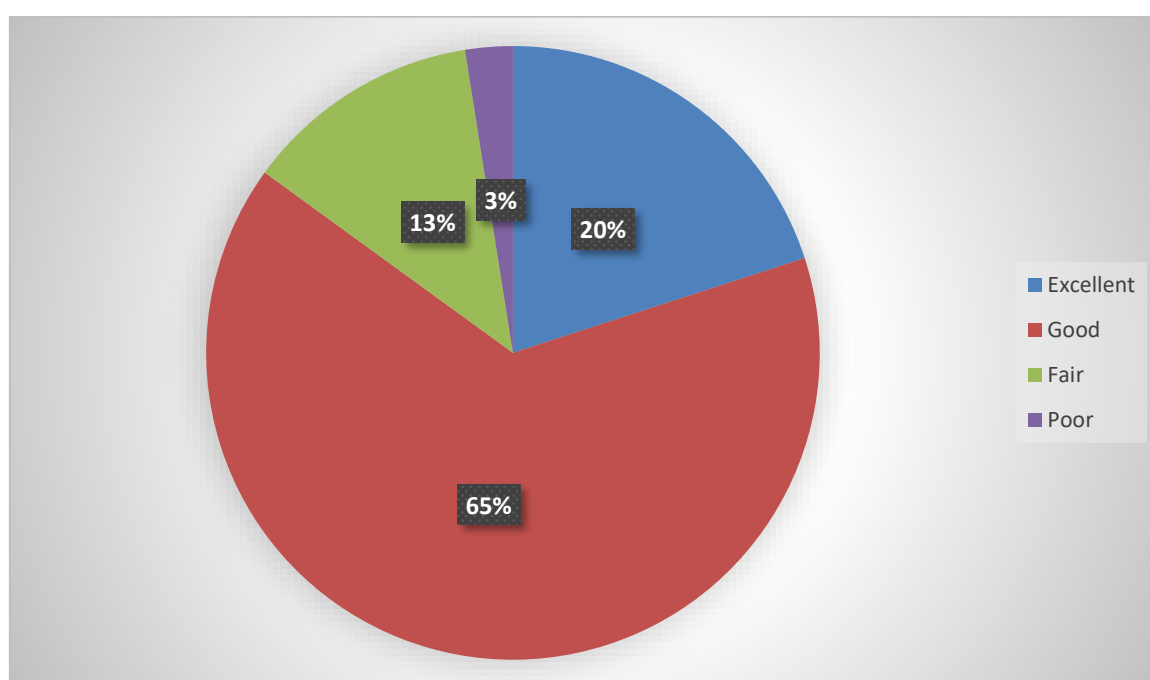
22% of the employees say that the ventilation in the organization is excellent, 60% of the employees say good, 15% of the employees say fair, 2% of the employees say poor.

INTERPRETATION

The graph shows that ventilation in the organization is excellent.

E. Space:

Particular	Frequency	percentage
Excellent	8	20%
Good	26	65%
Fair	5	12.5%
Poor	1	2.5%
Total	40	100%



ANALYSIS

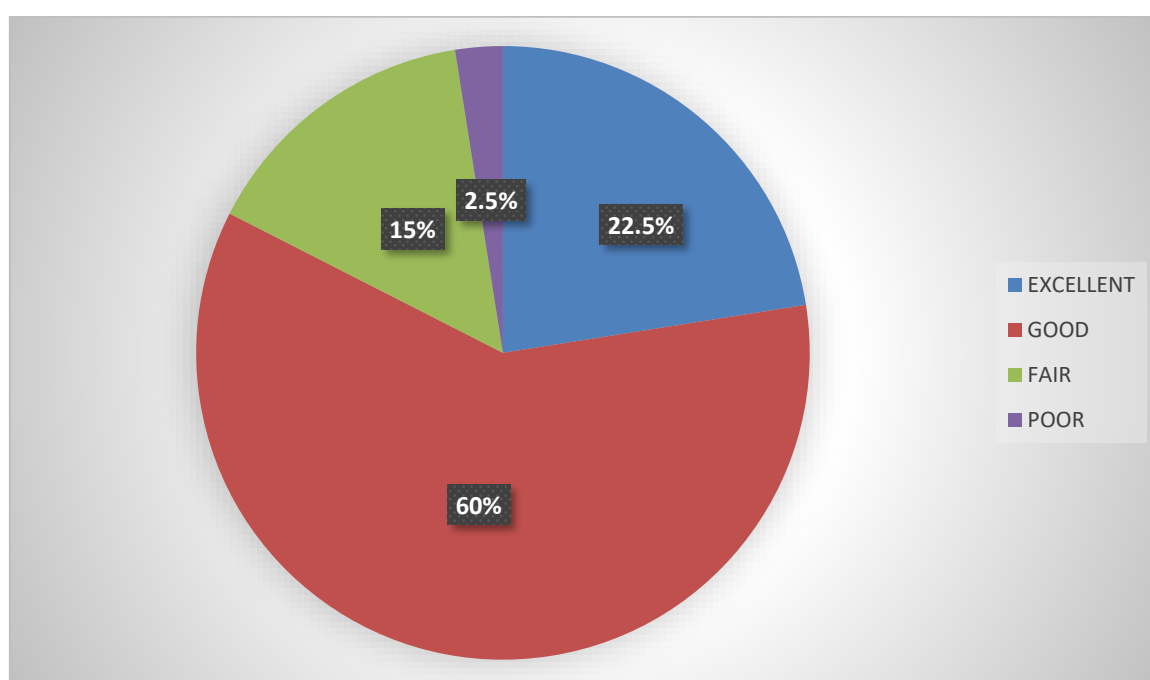
20% of the employees say that the space at work provided by the organization is excellent, 65% of the employees say good, 12% of the employees say fair, 2 % of the employees say poor.

INTERPRETATION

The graph shows that most of the employees are satisfied with the space provided by the organization to work.

F. Working culture:

Particular	Frequency	percentage
Excellent	9	22.5%
Good	24	60%
Fair	6	15%
Poor	1	2.5%
Total	40	100%

**ANALYSIS**

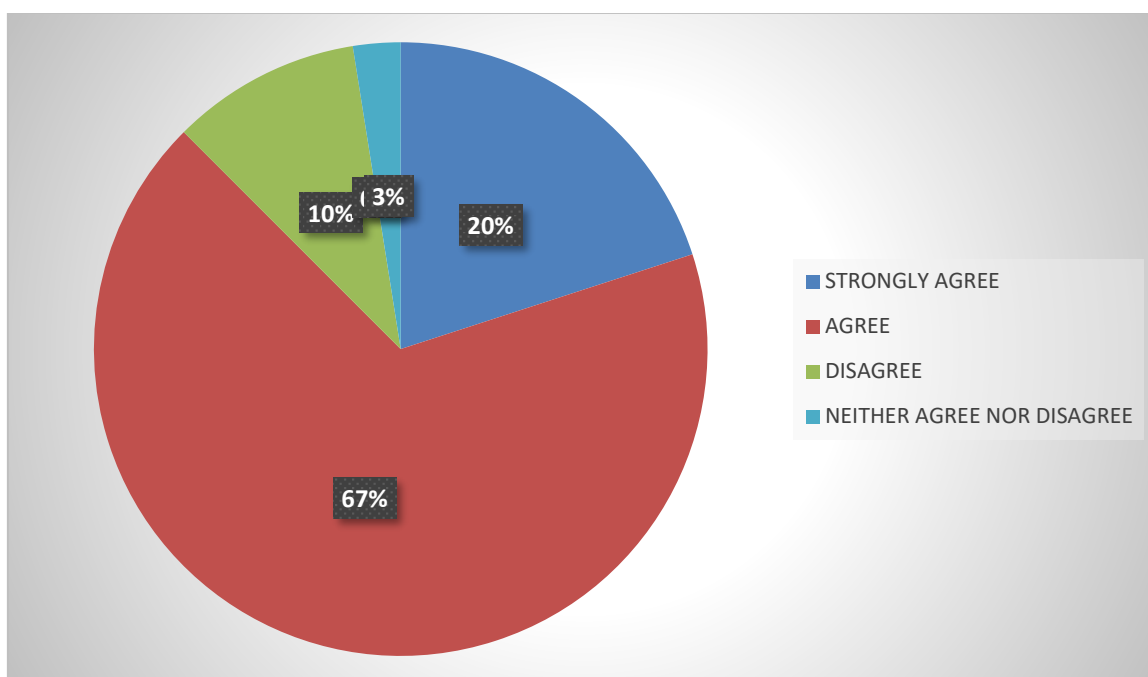
15% of the employees say that the working culture in the organization is excellent, 80% of the employees say good, 2% of the employees say fair, 2% of the employees say poor.

INTERPRETATION

From the graph we can see that most of the employees are happy with the working culture of the organization. Management should continue to maintain the same in future and should regularly enhance the working culture with innovativeness and also with good values and beliefs. This can be an influencing factor for the management to retain the employees in the long run.

2. Materials & equipments provided at the right time and at the right place

Particular	Frequency	percentage
Strongly Agree	8	20%
Agree	27	67.5%
Disagree	4	10%
Neither agree nor disagree	1	2.5%
Total	40	100%

**ANALYSIS:**

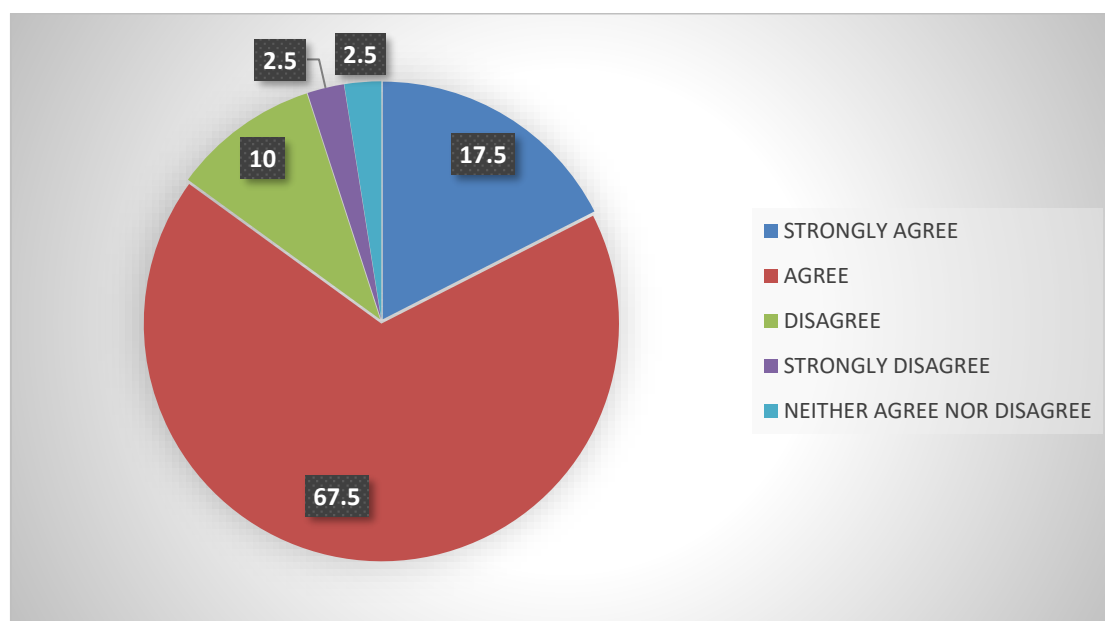
Strongly agree 20%, agree 67.5%, disagree 7.5%, strongly disagree 2.5%, neither agree nor disagree 2.5%

INTERPRETATION:

Employees at Vega auto accessories. pvt.ltd agree that the material sand equipments are timely provided, Some employees feel that materials and equipments get late, Some of them disagree for this because every time they have to approach their Supervisor.

3. The safety measures in department are good

Particular	Frequency	percentage
Strongly Agree	7	17.5%
Agree	27	67.5%
Disagree	4	10%
Strongly Disagree	1	2.5%
Neither agree nor disagree	1	2.5%
Total	40	100%



ANALYSIS

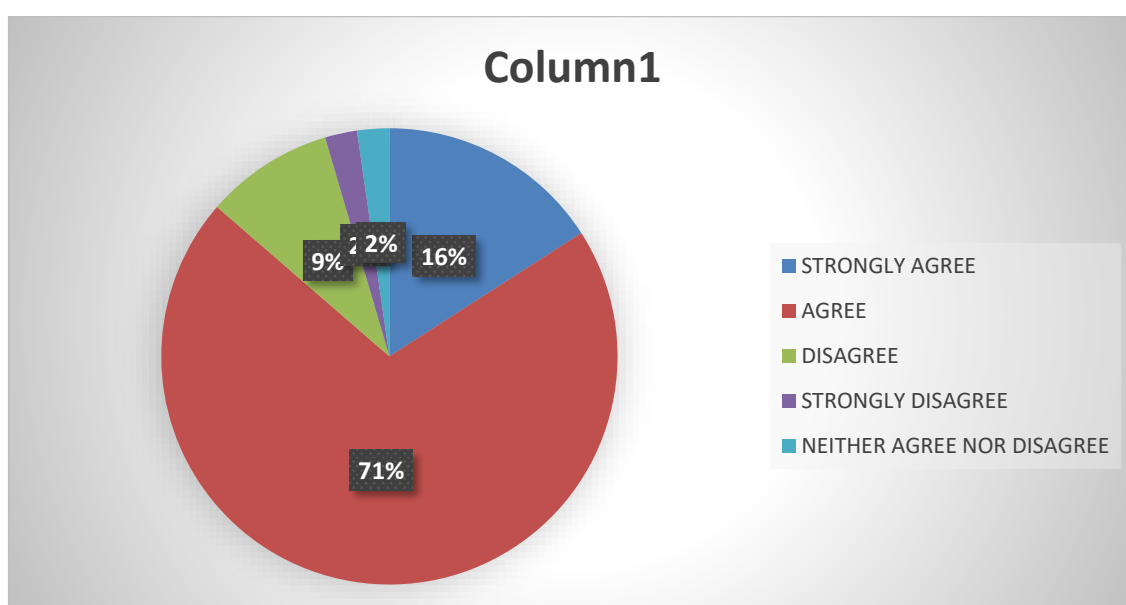
Strongly Agree 17.5%, Agree 67.5%, Disagree 10%, Strongly Disagree 2.5%, Neither agree nor disagree 2.5%.

INTERPRETATION:

The above observation reveals that Safety measures provided to the Employees Of Vega are good and is up to the satisfaction level, About 12 % of the total employees are not that satisfied with the safety measures provided ,Employees are provided with shoes, masks, Medical assistance.

4. The grievances & complaints are handled in time & satisfactorily.

Particular	Frequency	percentage
Strongly Agree	3	17.5%
Agree	31	77.5%
Disagree	4	10%
Strongly Disagree	1	2.5%
Neither agree nor disagree	1	2.5%
Total	40	100%



ANALYSIS

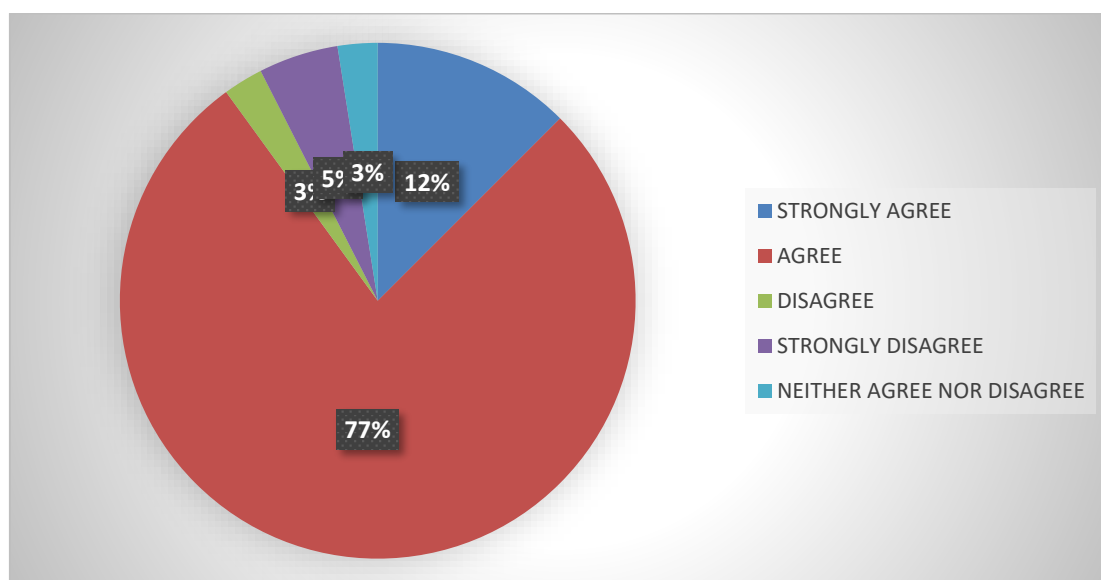
Strongly Agree 17.5%, Agree 77.5%, Disagree 10%, Strongly Disagree 2.5%, Neither agree nor disagree 2.5%.

INTERPRETATION

85 % of the employees strongly agree to the statement that their grievances and complaints are handled in time and to their satisfaction. This question was asked to know whether the employees problems are solved fairly or not by the management. From the graph we can infer that the employees are satisfied with the management's problem solving.

5. Supervisor keeps you well informed about what is going on in the department.

Particular	Frequency	percentage
Strongly Agree	5	12.5%
Agree	31	77.5%
Disagree	1	2.5%
Strongly Disagree	2	5%
Neither agree nor disagree	1	2.5%
Total	40	100%



Analysis

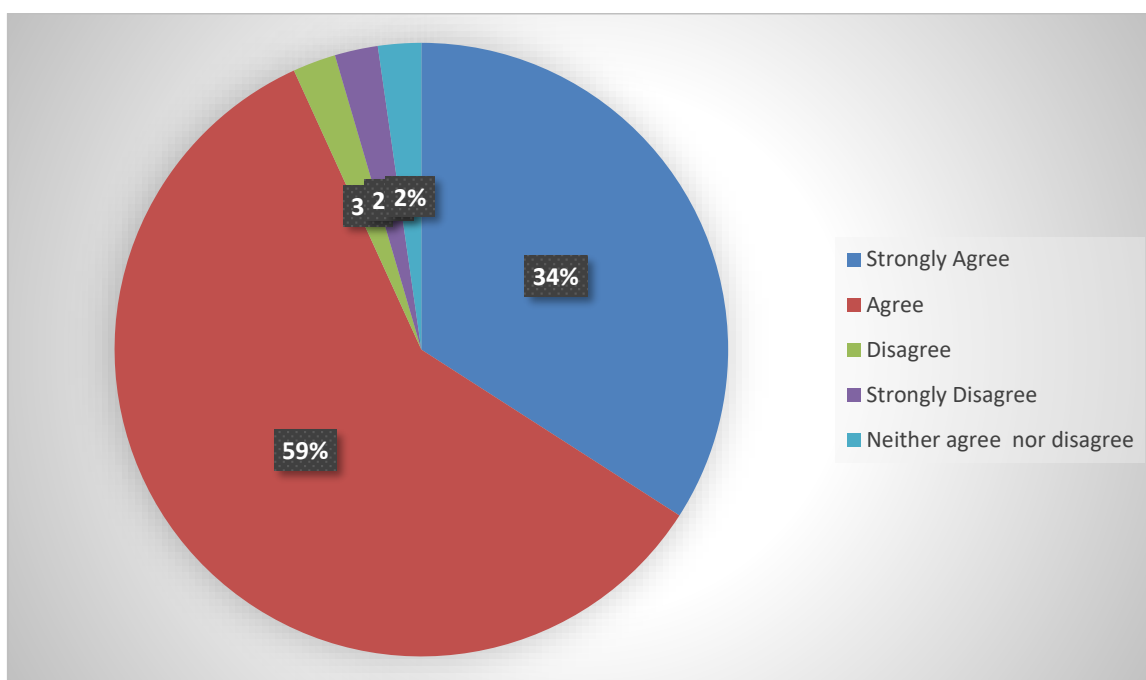
Strongly Agree 12.5%, Agree 77.5%, Disagree 2.5%, Strongly Disagree 5%, Neither agree nor disagree 2.5%.

Interpretation

The above tabular column reveals that 90 % of the total employees agree, that supervisor keeps informed about the work in the dept. The departmental meeting is conducted every day after 4'O clock and plan for the next day is been discussed. The departmental head discusses with his staff members the issues and give them information about what is going on in the other department

6. Supervisor encourages your talent/intelligence.

Particular	Frequency	percentage
Strongly Agree	11	37.5%
Agree	26	65%
Disagree	1	2.5%
Strongly Disagree	1	2.5%
Neither agree nor disagree	1	2.5%
Total	40	100%



Analysis

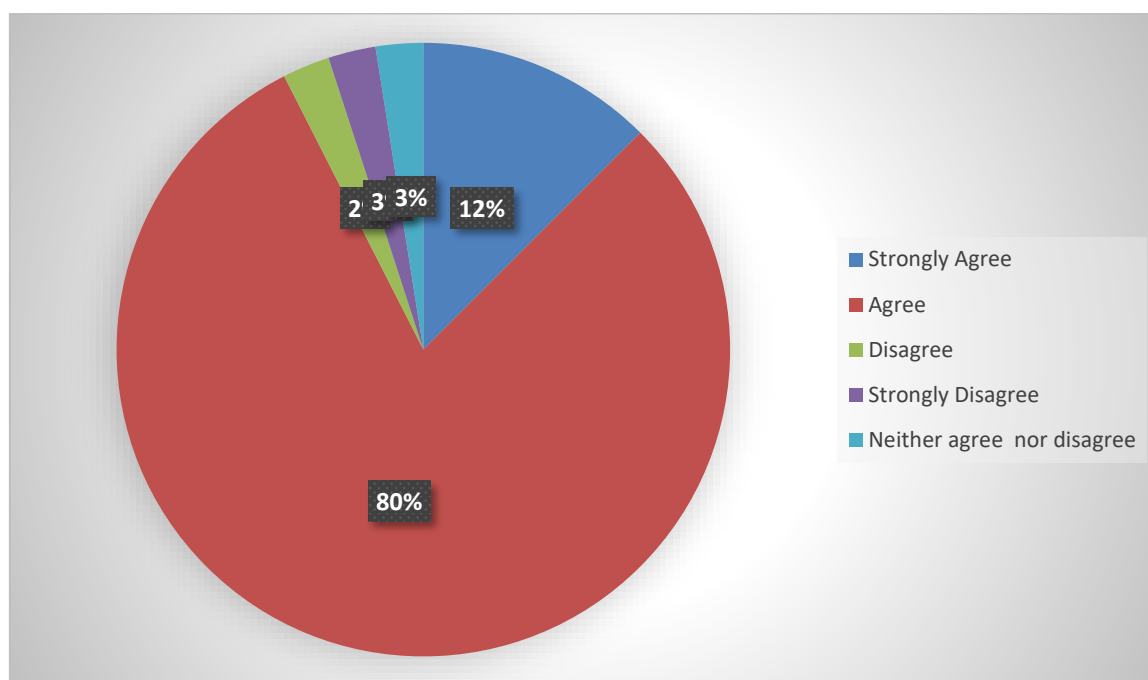
Strongly Agree 37.5%, Agree 65%, Disagree 2.5%, Strongly Disagree 2.5%, Neither agree nor disagree 2.5%.

Interpretation:

The above table reveals that employees agree that their supervisor encourages their talent and intelligence, about 5% of the total employees are dissatisfied with their supervisor.

7. Full co-operation is received from other departments.

Particular	Frequency	percentage
Strongly Agree	5	12.5%
Agree	32	80%
Disagree	1	2.5%
Strongly Disagree	1	2.5%
Neither agree nor disagree	1	2.5%
Total	40	100%



Analysis

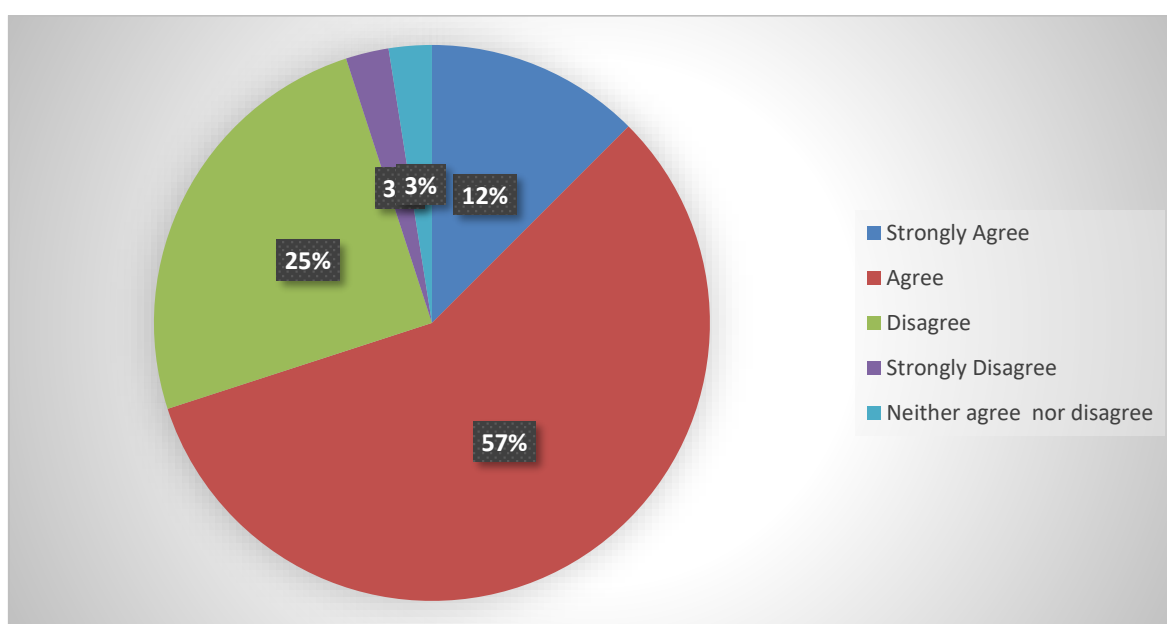
Strongly Agree 12.5%, Agree 80%, Disagree 2.5%, Strongly Disagree 2.5%, Neither agree nor disagree 2.5%.

Interpretation:

The above table reveals that 80% of the total employee agrees that they get full co-operation from the other dept, about 2.5% of the total employees disagree from the above statement.

8. State the level of satisfaction towards the wages/salary paid?

Particular	Frequency	percentage
Strongly Agree	5	12.5%
Agree	23	57.5%
Disagree	10	25%
Strongly Disagree	1	2.5%
Neither agree nor disagree	1	2.5%
Total	40	100%



Analysis

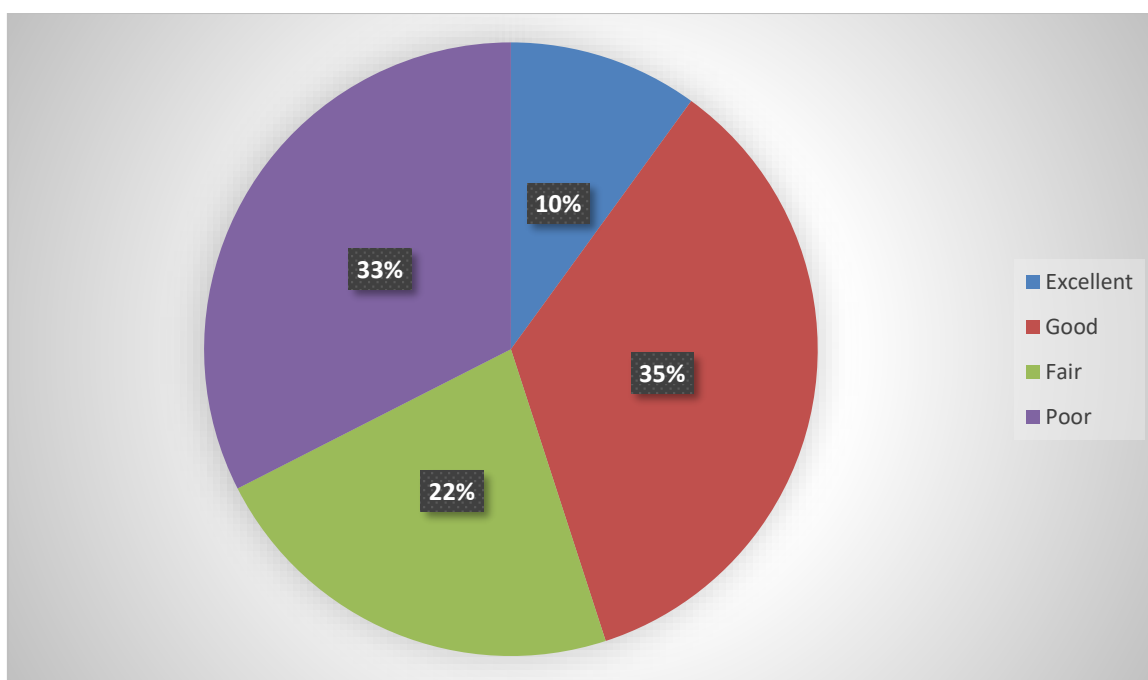
Strongly Agree 12.5%, Agree 57.5%, Disagree 25%, Strongly Disagree 2.5%, Neither agree nor disagree 2.5%.

Interpretation:

The above table reveals that, 57 % of the total employees are agree with the salary paid from the otherdept, About 25% of the total employees are disagree with the salary structure.

9. What is your opinion about the incentive scheme?

Particular	Frequency	percentage
Excellent	4	10%
Good	14	35%
Fair	9	22.5%
Poor	13	32.5%
Total	40	100%



Analysis

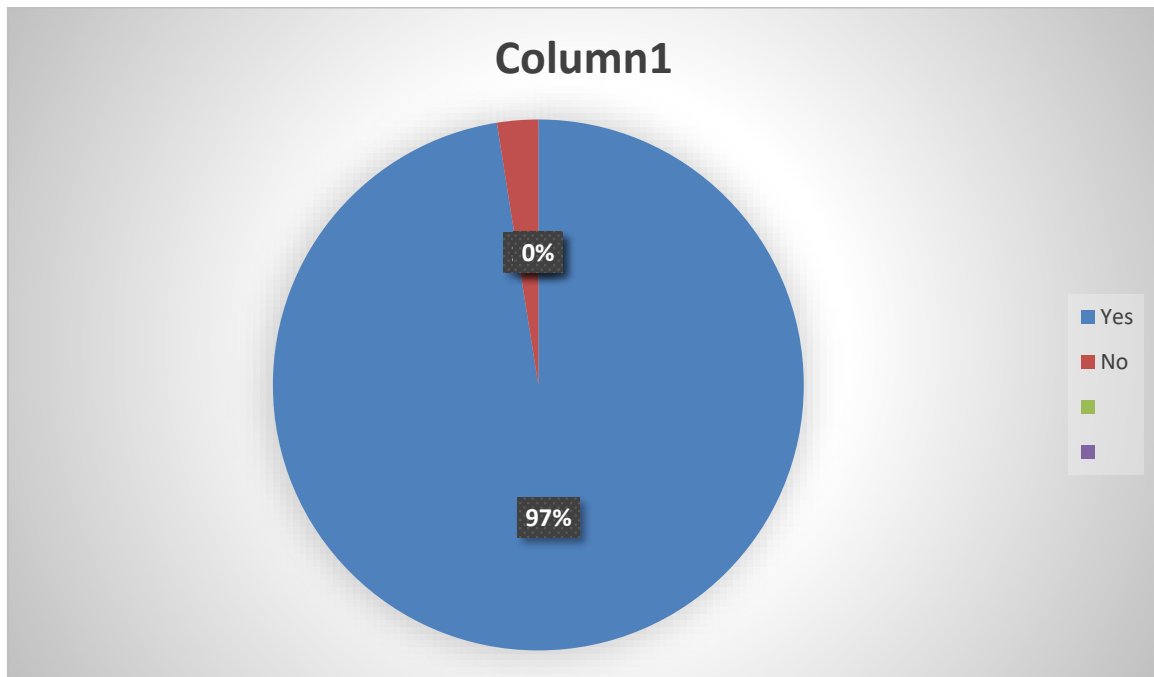
Excellent 10%, Good 35%, Fair 22.5%, Poor 32.5%

Interpretation:

The above table reveals that, 10% of the total employees agree that with the incentive scheme form the other dept. About 32.5% of the total employees do not agree for the above statement.

10. Are you satisfied with your Working Hours?

Particular	Frequency	percentage
Yes	39	97.5%
No	1	2.5%
Total	40	100%



Analysis

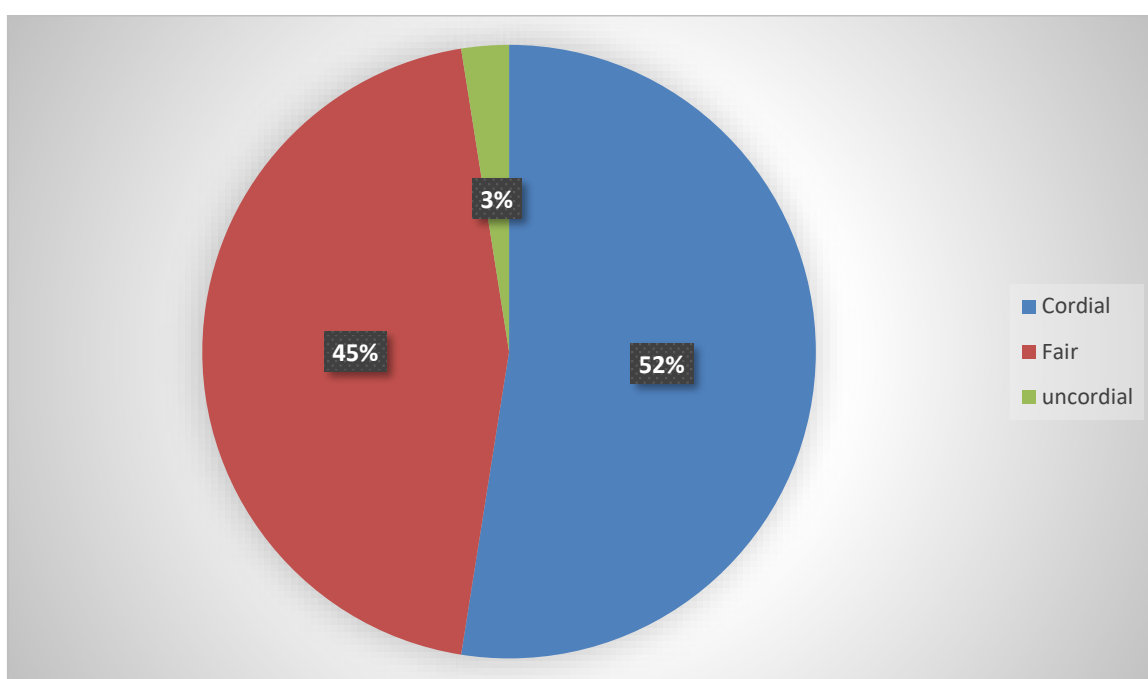
Yes 97.5%, No 2.5%

Interpretation:

Almost all respondents are satisfied with working Hours

11. How is the employee - employer relation in your organization?

Particular	Frequency	percentage
Cordial	21	52.5%
Fair	18	45%
Uncordial	1	2.5%
Total	40	100%

**Analysis**

52.5% of the employees say that their relations with the employer are cordial, 45 % of the employees say that the relations are fair.

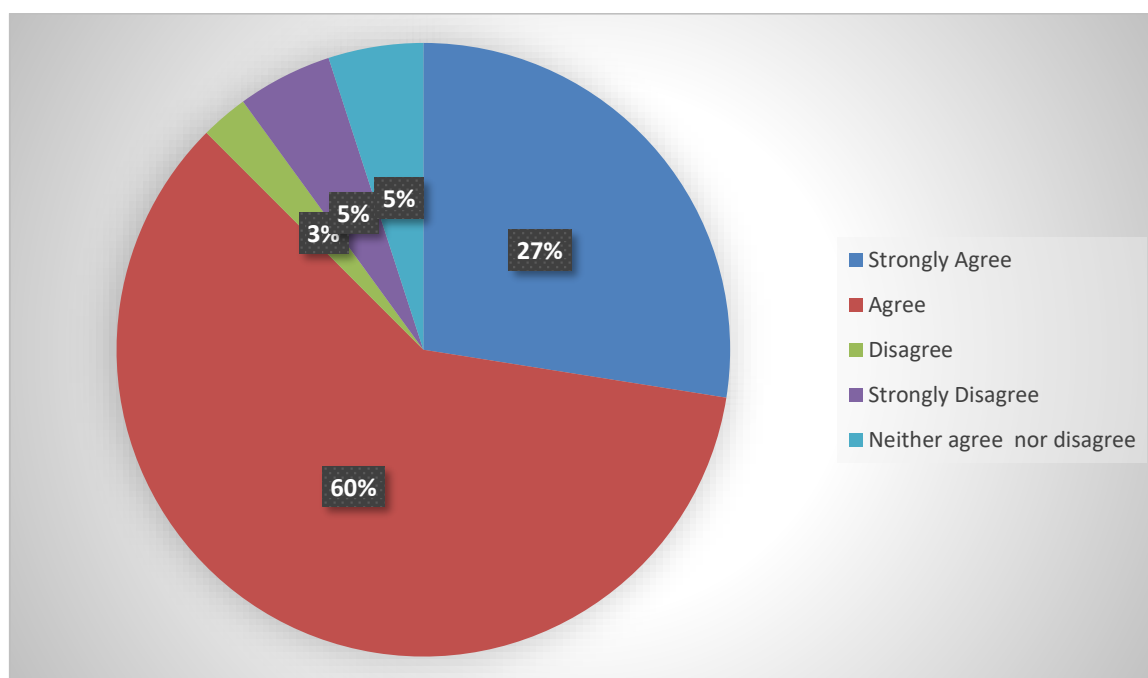
Interpretation

This question was asked to understand the relationship within the organization. From the graph we can find that the relations within the organization are very good.

Management must continue to maintain such relations in future for smooth running.

12. Job promotions in this organization are fair and just/un-biased?

Particular	Frequency	percentage
Strongly Agree	11	27.5%
Agree	24	60%
Disagree	1	2.5%
Strongly Disagree	2	5%
Neither agree nor disagree	2	5%
Total	40	100%

**Analysis**

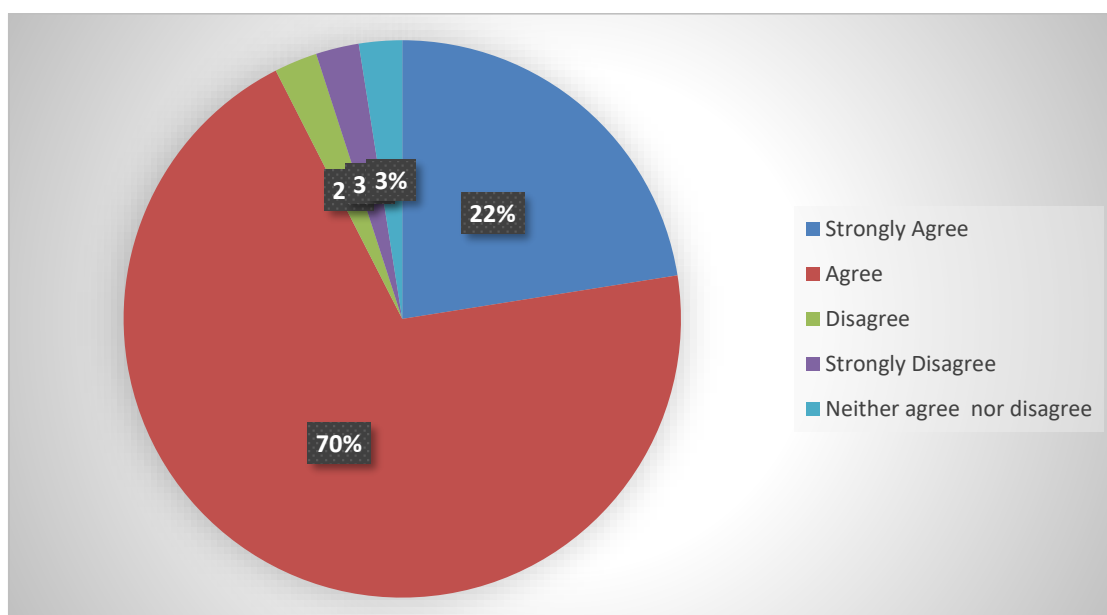
About 27.5 % of the employees are strongly agree with the promotions, 2.5 % of employees are disagree for the promotions.

Interpretation

The above tabular column reveals that, employees agree that promotions in VEGA are fair. It is based on performance and not on Favoritism

13. Timely training is provided to you by the organization?

Particular	Frequency	percentage
Strongly Agree	9	22.5%
Agree	28	70%
Disagree	1	2.5%
Strongly Disagree	1	2.5%
Neither agree nor disagree	1	2.5%
Total	40	100%



Analysis

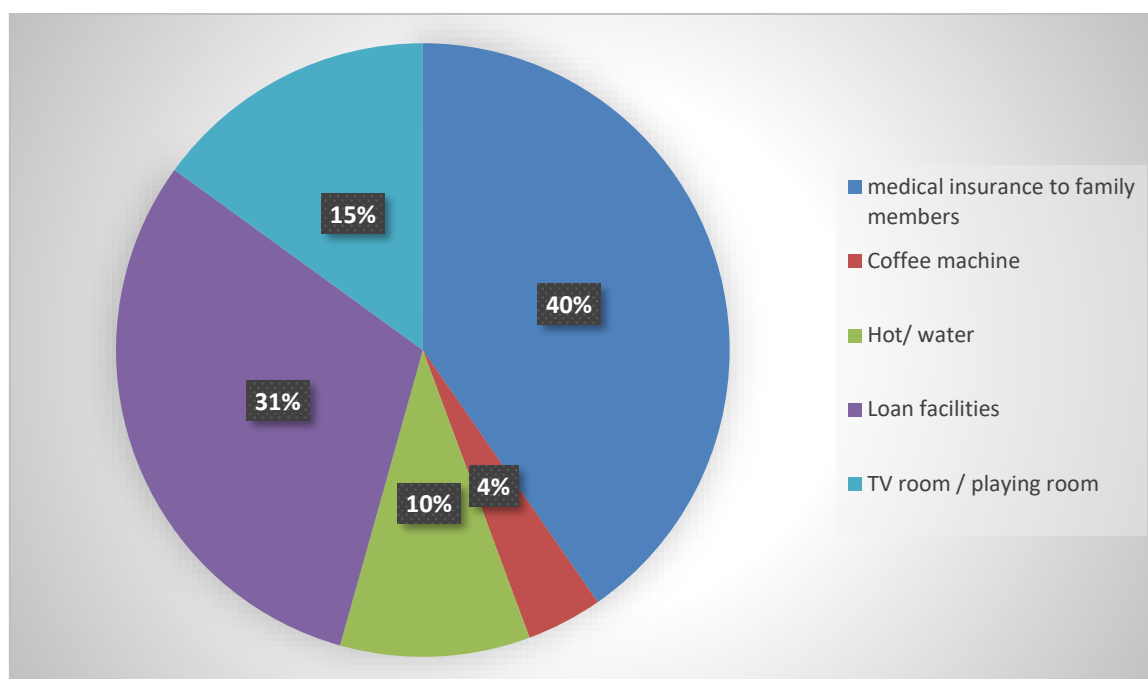
22% of employees strongly agree that timely training is provided to them by the organization, 70% of the employees agree to the same, 5% of the employees disagree

Interpretation

From the graph we find that maximum number of employees is satisfied with the training provided. Training equips the employees with the necessary skills to perform his job better. Management must periodically provide training to the employees to enhance their skills for better and improved performance

14. Which additional welfare facilities are you looking for?

Particular	Frequency	percentage
Medical insurance to family members	25	40.3%
Coffee machine	1	04%
Hot water	6	10%
Loan facilities	19	30.6%
playing room	9	15%
Total	60	100%



Analysis

40% of the employees are looking for Medical insurance to family members, 4 % of the employees are looking for coffeemachine,10% for hot swater,30 % for loan facilities. 15% for playing room.

Interpretation

This question was asked to know the employees needs regarding welfare facilities. Most of the employees are looking for other facilities such as Canteen, rest room, Parking shed, Vehicle allowance etc.

FINDINGS AND SUGGESTIONS

Findings:

- 1) 90 percent of the employees are satisfied with the lighting conditions, 68 percent of the employees are satisfied with the sanitation, 72 percent of the employees are satisfied with cleanliness, 82 percent of the employees are satisfied with ventilation conditions, 85 percent of the employees are satisfied with the space and 95 percent of the employees are satisfied with the working culture provided by the organization.
- 2) 70 percent of the employees are satisfied with the salary paid whereas 27 percent of the employees are not satisfied.
- 3) The employees are looking for other welfare facilities such as changing Room, Loan facilities, Canteen, Hot water etc.
- 4) Almost all the employees say that their organization is a good place to work in and feel that they have good career growth opportunities here.
- 5) During survey it was found that employees who are working in company from longer time(more experienced) were not satisfied but fresher's were very satisfied with work and feel good working in VEGA AUTO ACCESSORIES PVT.LTD.

SUGGESTIONS:

- 1) Maximum employees are looking for welfare facilities such as Hot water, Loan facilities, Vehicle allowance, Parking shed. the organization.
- 2) Job related training should be given once in 6 months. This will help the employees to enhance the present skills and perform their tasks more effectively and efficiently.
- 3) There is a good relationship between workers and supervisors.
- 4) There is no reward system in this organization.
- 5) There are no extracurricular activities conducted in VEGA.
- 6) According to the employees there should be made improvement in Workload, Communication flow and welfare facilities and Relationship management.

CONCLUSION

Employee satisfaction is tied closely to motivation. It is important to find out if employees are happy or not, because a satisfied employees will remain with the company for longer than dissatisfied employee. Lack of motivation is one of the major reasons employees leave.

So most of the employees are highly satisfied with their job & some feel neutral, dissatisfied that's why company can adopt above mentioned recommendations in order to achieve employee job satisfaction.

In summary the whole project provides subject matter of job satisfaction, importance & job satisfaction level at **VEGA AUTO ACCESSORIES PVT.LTD** and analysis & interpretation of survey conducted & findings, recommendations based on findings, observation & personal interaction.

So in this study I got two month corporate experience, knowledge about HR practices & I have done minor HR work also so it's a period of learning tome.

VEGA AUTO ACCESSORIES PVT.LTD. has always maintained it standard of best quality very high since the year 1983 in producing best of helmet products and attracting many two-wheeler riders all these years. The main reason for the success of the company is the dedication and hard work of their employees which help the company to achieve its goals in time and in proper manner. The reason behind the dedication of the employees is the satisfaction of the job for the employees to work more efficiently to achieve success.

I would like to wish with my best compliments to all the employees and the management lots of success in coming years.

BIBLIOGRAPHY

- Company documents
- Company profile
- www.vegaautoaccessories.com

QUESTIONNAIRE

Dear Sir/Madam

I am pleased to introduce myself as RAJ B. NESARIKAR, Student of R.P.D College of Arts and Commerce, Department of BBA, Belgaum. As a part of curriculum, I have undertaken a study report on the topic “The Employee Satisfaction At Vega Auto Accessories Pvt. Ltd” to enhance the present working conditions for the organizational growth and prosperity. The information provided by you will be kept strictly confidential and use for academic purpose only.

Name: _____ Age: _____

Gender: Male[☐] Female [☐]

Duration of work with Vega__months/years.

Marital Status: Married [☐] Single [☐]

Qualification:

Designation:

1. What is your opinion about the working conditions provided to you by the organization?

	Excellent	Good	Fair	Poor
Lighting	☐	☐	☐	☐
Sanitation	☐	☐	☐	☐
Cleanliness	☐	☐	☐	☐
Ventilation	☐	☐	☐	☐
Space	☐	☐	☐	☐
Working culture	☐	☐	☐	☐

2. Materials & equipments provided at the right time and at the right place.

Strongly agree ☐ Agree ☐
Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

3. The safety measures in department are good

Strongly agree ☐ Agree ☐
Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

4. he grievances & complaints are handled in time & satisfactorily.

Strongly Agree ☐ Agree ☐
Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

5. Supervisor keeps you well informed about what is going on in the department.

Strongly Agree ☐ Agree ☐
Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

6. Supervisor encourages your talent/intelligence.

Strongly Agree ☐ Agree ☐
Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

7. Full co-operation is received from other departments.

Strongly Agree ☐ Agree ☐
Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

8. State the level of satisfaction towards the wages/salary paid.

Strongly Agree ☐ Agree ☐
Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

9. What is your opinion about the incentive scheme?

Strongly Agree ☐ Agree ☐
Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

10. Are you satisfied with your Working Hours?

a) Yes []

b) No []

c) If Not why?

11. How is the employee - employer relation in your organization?

Cordial

Fair

Un-cordial

12. Job promotions in this organization are fair and just/un-biased?

Strongly Agree ☐ Agree ☐

Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

13. Timely training is provided to you by the organization?

Strongly Agree ☐ Agree ☐

Disagree ☐ Strongly disagree ☐ neither agree not disagree ☐

14. Which additional welfare facilities are you looking for? (You can mark more than 1option)

Coffee machine ☐ hot water ☐

Loan facilities ☐

Any other specifies?

**SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPARTMENT OF BBA
BELAGAVI-590006**



A Project Report On
“TRAINING AND DEVELOPMENT”

Undertaken At
“ASHOK IRON WORKS PVT. LTD.”

Submitted by:
Mr. RAMESH S KATAVI

Reg.No.B1811229

BBA 5th Sem.

Under the guidance of

External Guide

Murali

HR, Manager

ASHOK IRON WORKS PVT. LTD

Institute Guide

Prof. N. V. Hiremath

RPD BBA, Belagavi

S.K.E. SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE DEPARTMENT OF
BBA

BELAGAVI-590006

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that **Mr. RAMESH S. KATAVI**, has satisfactorily completed the project at “**ASHOK IRON WORKS PVT. LTD.**” In partial fulfillment of award of Bachelor's Degree in Business Administration by **Rani Channamma University, Belagavi** for the year 2020-21.

Guide

Prof. N. V. Hiremath

Director

Prof. S. S. Shimangoudar

DECLARATION

I Ramesh S Katavi hereby declare that Report based on the Training and Development carried out at ASHOK IRON WORKS PVT.LTD. Belagavi.

This project has been prepared by me under the supervision and guidance of Prof. N. V. Hiremath, faculty member of Rani Parvati Devi College of Business Administration Belagavi. the project is being submitted to Rani Channamma University Belagavi 2020-21. This report is an partial fulfillment of the university regulations for the degree BBA.

I further declare that this report is based on the original study undertaken by me and has not formed a basis of the award of any degree of RCU or any other university.

Place: Belagavi

Ramesh S. Katavi

Date:

ACKNOWLEDGEMENT

This project is a great opportunity to express my heartily thanks to those people who timely supported me in a long way in the completion of the project report.

I Mr. Ramesh S. Katavi would like to express my sincere thanks to Mr Murali, HR Manager. ASHOK IRON WORKS PLANT. For his kind guidance and valuable suggestions permission for my project

I acknowledge gratefully, the assistance and co-operation of the management and employees of ASHOK IRON WORKS PLANT.

I thank director of our college Prof. S. S. Shimangoudar for helping me in preparing the report.

My special thank to Prof. N. V. Hiremath for giving me valuable information and his co-ordination in providing various material for my project.

EXECUTIVE SUMMARY

The project was undertaken in as a part of BBA Degree at ASHOK IRON WORKS PLANT with objective to study “TRAINING AND DEVELOPMENT”, in the company.

This report gives information about “TRAINING AND DEVELOPMENT”.

This report also involves the company profile, history, Achievements of the company and the information and the training and development level of the company.

The study was conducted systematically according to the requirements of subject. The primary data required for study was obtained from the employee with the structured questionnaires and personal interview which was given employees randomly. The secondary data was collected through internet, company handbook.

The study was limited 30 days the study is intended to evaluation of training given to the employees in organization. A good training evaluation process or design is very essential for the efficiency of the activities of organization to achieve the goal of the organization.

CONTENTS

SL.NO.	TITLES	PAGE NO
1.	Company Profile	1-8
2.	Introduction	9-30
3.	Case study : Theoretical & Analysis and Interpretation	32-43
4.	Findings	44
5.	Suggestion	45
6.	Conclusion	46
7.	Bibliography	47
8.	Questionnaire	48-50

Chapter 1- Company profile

Company profile of the Ashok Iron Works Pvt. Ltd contains the following:

1. History of the company.
2. Company profile.

Chapter 2- Introduction

The introduction chapter includes

- Need and objectives of the study.
- Objectives of the study.
- Research Methodology.
- Scope of the Training.
- Limitation of the Training.

Chapter 3- Conceptual Framework

It is include following

1. Introduction to the concept of Training and Development.
2. Meaning of Definition of Training.
3. Scope of the training.
4. Objectives and advantages of Training.
5. Purpose of Training.
6. Importance of training.
7. Steps of Training Programme.
8. Types in Training Programme.
9. Training Methods.
10. Following is the Employee Process.
11. Identification of Training and Development needs on Ashok iron Works Ltd

Chapter 4- Data Analysis and Interpretation

This chapter includes the Analysis of Data pertaining to the ASHOK IRON WORKS LTD with using Questionnaire and Interpretation and SWOT Analysis

Chapter 5- Finding, Suggestions and Conclusion

It include suggestions has per findings from the Data analysis to improve further the training program. And concluding part of the project study of training and development is giving conclusions at the end.

Chapter 6- Bibliography

Collection of data through questionnaire and secondary data collected from department library.

CHAPETR – 1

INDUSTRY PROFILE

HISTORY

Ashok Iron Works Pvt. Ltd is a SSI started in 1974, when the group was established the saga of the Ashok Iron Works Group is a record of successful evaluation. As pioneering vision and Powerful drive to change ahead of the times has pushed the group to become one of the India's finest & most integrated jobbing foundries Located at Belagavi, 500 kilometers south of Mumbai & 150 kilometers from Goa. The Ashok Iron Works group has foundries and machine shops that add value by machining over 60% of the castings manufactured to fully finished condition the organization has a built up area of 350000sq. ft. integrated setup with foundries & machine shops with capacity 70000TPA & also consist of 6 machine shops with separate setup for different family of component to the foundry products.

In fact Ashok Iron Works is the foundries which QS-9000 certified. Driven by a team, fully committed to technological and service excellence, the Ashok Works group is all set to continue to its ongoing quest for excellence. The AIW established in the year 1974 by two big industrialists named Shri. RAJSHEKAR. ITEKAR and Shri. VASUDEV HANJI is closely held private Ltd Company with a commitment to offer world class quality casting. It is an integrated set up foundries with capacity of 45000 tons per annum and it is also consist of components. Mainly it has eight lines classified on the basis of its customers they are Cummins, India. Ashok Leyland, T Larsen & Mahindra and Mahindra, Simpson, escorts.

The Ashok Iron Works Pvt, Ltd has 3 foundries and 8 machines shop the company at present has the following division located Belagavi.

COMPANY PROFILE

Company	: Ashok Iron Works Pvt, Ltd.
Address	: 689/1 Udyambag Belagavi, Karnataka.
Size of company	: Ownership of the company
Build up area	: 6633sq. meters
Phone number	: 0831 - 2440660
Fax number	: 2441700
Website	: www.ashokiron.com
Banker	: SBI
Date of Incorporation	: 1974
Type of Industry	: Production Unit
Email Id	: ashokiron@vsnl.com
Total Employee	: 400 skilled
	: 130 unskilled
	: 70 Staff
	: 100 trainee
Stat code	: 590016
Man power capacity	: 500

Founders

- Shri Ashok S. Humbarwadi
- Shri Vasudev P. Hanji

Board of Directors

- | | |
|---------------------------------|----------------------|
| • Shri Ashok Humbarwadi | : Chairman and MD |
| • Shri jayant A. Humbarwadi | : Executive director |
| • Shri Vijay S. Katker | : Director |
| • Shri Shivakumar D. Humbarwadi | : Director |
| • Shri Sadanand. Humbarwadi | : Director |
| • Shri G. Ramaiah | : Director |
| • Shri Bhosale | : Director |
| • Shri Kanguri | : Director |

Nature of Business

MAIN MANUFACTURING ACTIVITIES:

- Producing of casting weighting from 20 to 30 kegs.
- Machinery of casting, components/crankshafts, Selected IC Engine components and sub assembly industry in India around the World.

Main Nature of company

One of the two foundries growing at a faster rate and India's best managed foundry.

- ISO 9000 certified company.
- QS 9000 certified company.
- Practices team work in business.
- Everyone has opportunities to grow.
- Proactive in house training and education.
- Takes into consideration workers suggestion.
- Implementation of kaizen principles.
- Implementation of 5s tools.

Awards and Achievements

- Certified as TS – 16949 certification.
- Approved as “ worldwide source” for Cummins engine co, USA
- Certified by Cummins, advent, U.K. in 1995 as “SHIP TO USE CONDITION” supplier.
- Certified by LLOYDS register of shipping, LONDON in 1995.

DEPARTMENTS

The main departments are

- Human Resource Department
- Accounts Department
- Purchase Department
- Production Department
- Store Department.

The sub Departments are:

- Core shop
- Maudling line
- Furnace melting
- Pattern shop
- Quality assurance
- Final inspection
- Electronic and mechanical maintenance
- Laboratory
- Process and departments.

Major products of the company

The plant 1 is manufacturing C.I. for Tractor and

Automotive Industries. The weight of these castings varies between 30-230kgs. The plant-2 is manufacturing cylinder Block and cylinder Head casting for diesel engines. The weight of these castings varies between 30-200 kgs for Head and 250-3000kgs for Blocks. The plant III is manufacturing cylinder Blocks. Cylinder Heads, Housing the weight of these casting varies between 30-285kgs.

Major customers the company

- Mahindra & Mahindra Ltd.
- Ashok Leyland Ltd.
- Simpson & com. Ltd.
- Larson & turbo Ltd.
- Escorts Ltd.
- TAFE.
- Addison & company Ltd.
- SAME Tractor.
- Blitzter international.
- Atlas Cop co Ltd.

PRODUCT PROFILE

- The main manufacturing activities are:
- Production of casting weighting from 20kgs to 3000kgs.
Machining of casting, Components Crankshafts, selected I.C. engine Components, and sub- assemblies, for diesel engine, Tractor and Automobile Industries in India around the world.
- Customer and their products

SL.no	Customer	Products
1	Cummins India	water pump casting, flywheels, flywheel Housing, Heat exchange, Gear case cover etc.
2	Ashok Leyland	Automotive, drums, Housing flywheels
3	TAFE	Trans case, Centre housing hubs, Lift Cover, Break drum
4	Larsen & turbo	Scullion pumps casting
5	Mahindra& Mahindra	Transmission Case, Clutch Housing, Lift Body etc.
6	Simpson	Block an Bearing Caps
7	Escort	Differential Housing, Hydraulic lift cover, Gear box etc.

ANALYSIS AND INTERPRETATION OF DATA

It includes Analysis and Interpretation of data based on questionnaires through direct interaction with employees of ASHOK IRON WORKS PVT. LTD. Analysis of actual data is carried on the basis of fresh information of 15 questions which is regarding the **TRAINING AND DEVELOPMENT** For stratified random sampling method of 30 employees.

Area of Research	ASHOK IRON WORKS PVT. LTD.
Research Instrument	EMPLOYEES
Sample Unit	All departments
Sample Size	30 Employees

INTRODUCTION

- Need of the study.
- Objectives of the study.
- Research methodology.
- Scope of the training.
- Limitation of the training.

INTRODUCTION

Training is an acquisition of Knowledge, skills, and attitudes as a result of the teaching of vocational or practical skills. It core of apprenticeship and provides the backbone of content at technical colleges and polytechnic. Today it is preferred to as professional development.

Training means opportunities and course for individual to develop skills, Knowledge and attitudes that helps the organization to achieve its objectives. Training and development needs analysis of the opportunities and experience those are required for individual to train and develop in order to meet organizational and personal objectives.

NEED FOR STUDY:

- To analysis of the organization at goals, targets, climate prevailing in the organization
- To identify of the organization at goals, and targets, climate prevailing in the organization.
- To identify the strengths and weakness of an organization like quality of the end product and quality of the units produced.
- To understand new tasks and works of employee because of rapid change and advancements.

OBJECTIVES OF THE STUDY :-

- To study the training system employed in the organization.
- To study the impact of training and employee performance.
- To provide remedial measures to deficiency observed for improved productivity.
- To study how training shapes the employee into capable and competent work force.
- The study analyses whether the act regulates the condition of the work in manufacturing of establishment.

SAMPLING:-

Sampling method: Convenience sampling

Sampling size: 30 employees

Sampling tools: questionnaires

Sampling units: workers.

LIMITATIONS OF THE STUDY

- Workers were busy most of the time.
- Survey was difficult in working hour.
- More data collected from secondary data.

CHAPTER -2

1. Introduction to the concepts of training and development.
2. Meaning of definition of training.
3. Scope of the training.
4. Objectives and advantages of training.
5. Purpose of training.
6. Importance of training.
7. Steps in training programme.
8. Types in training.
9. Training methods.
10. Following is the employee process.
11. Identification of training and development.

**INTRODUCTION TO THE CONCEPT OF TRAINING
DEVELOPMENT:
TRAINING AND DEVELOPMENT**

Training and development is an activity that is desirable but also an activity organization must commit to it maintaining viable and knowledgeable workforce. Is a systematic process of enhancing the job related skills, attitude and knowledge of employee organization and performance it is a fundamentally important for the continued growth and development of both the individual employee and the organization.

Effective training enable employee to learn to do their job better and perform more efficiently with increasingly advance technology continuous training is essential for the success of the organization. Companies should provide opportunities for the continuous development of the employee in their present jobs as well as future jobs.

Training shortens the time required for the employees to reach peak efficiency levels. The cost of training is considerably less than the cost of gaining experience particularly in context of advance technology and expensive equipment training improves quality and quantity of work process.

Reduces waste and ideal increase productivity reduce turnover and absenteeism. Improve human relation.

TRAINING:-

Every organization needs to have well trained and experienced people to perform to activities that have to be done. Is the current on potential job occupant can meet this requirement. Training is not important, but when this is not the case, it necessary to raise the skill levels and increase the versatility and adoptability of employees. Inadequate job performance on a decline in productivity on changes resulting out of job redesigning on a technology breakthrough require some type of training and development efforts. Inadequate job performance on a decline in productivity on changes resulting out of job redesigning on a technology As the jobs become more complex, the important of employees development also increase an activity that is desirable but also an activity that an organization must commit resources to it is to maintain a viable knowledgeable workforce.

Training is process of transmitting at receiving information related to problem solving skills. Educational programmes transmit information for their own sake, with no expectation of how and when the information will be used. The specific purpose of training is to communicate information that is applicable situation. After training trainer should be demonstration changes in behavior on performance that contributes on their ability to increase the level of knowledge and skill of employees for the better work performance. Training usually provided to blue collar workers.

Meaning

According to Date .s. each the training is “the organized procedure by which people learn knowledge and / or skills for definite purpose”

According to Michael .J. Julius, “the term training is used here to indicate only process by which the aptitudes, skills and ability of employees to perform specific jobs are increase”

SCOPE OF TRAINING

Every company or organization should have well- established training policy. Such represents the top management and comprises rules and governing the standard of scope of training. Training is necessary for following reasons.

- a) To indicate a company’s intention to develop its personnel to provide guidance in the framing and implementation of program and to provide information concerning them to all concerned.
- b) To discover critical area where training is to given on a priority bases.
- c) To provide suitable opportunities to the employees for his own betterment.

OBJECTIVES OF THE TRAINING AND DEVELOPMENT

- a) To improve the basis knowledge.
- b) To assist employees to functions more effectively.
- c) To build up a second line of competent.
- d) To impact customer education.

ADVANTAGES OF TRAINING AND DEVELOPMENT DEPARTMENT TO THE ORGANISATION:

- ✓ Improve the job knowledge.
- ✓ Improve the moral of work force.
- ✓ It helps employees adjust to change.
- ✓ It assists in handling conflict.
- ✓ It gives better corporate cost.
- ✓ It reduces outside consulting cost.
- ✓ Purpose of training.

A. INCREASE PRODUCTIVITY:

Increase performance and productivity because of training are more evident on the part of new employees. Who are not yet fully aware of the most efficient and effective way of performance their jobs?

B. TO IMPROVE QUALITY :

Quality improves may be in relationship to a company product or services or in reference to in tangible organizational employment atmosphere.

C. TO IMPROVE HEALTH AND AFETY :

Proper training can help prevent industrial accident. A safer work environment leads to more stable mental attitudes on the part of employees.

D. TO INCREASE PROFIT :

Introduction can help employees increase their present assignment. Increase human performance often directly leads to increase operational productivity and increased company profit.

E. INCREASE EFFICIENCY OF EMPLOYEES :

Proper training can help to increase efficiency of employee and work in more effective way, to reduce training time, and reduce waste and spoilages of raw material and produce quality goods.

IMPORTANCE OF TRAINING AND DEVELOPMENT:

The importance of training of industrial workers cannot and should not over look by the management. As we have discussed in the earlier question that management has no choice of whether training should be given to workers or not, but the choice is that of learn by trial and error on the job. Which is rather costlier? Here the management should evolve a systematic program of training workers, which will help in turn the management a lot.

- ✓ Increases productivity means more output at lesser costs.
- ✓ Trained employees will be able to make better and economical use of material, machines and equipment.
- ✓ Training reduces supervision and direction.
- ✓ Training heightened morale of employees.
- ✓ Training helps in spotting out of promising men and removing defects in the selection process.
- ✓ Training helps standardization of methods of performing the job for employees.
- ✓ Training reduces learning time.
- ✓ Training improves relations between the employer and employee.
- ✓ Training reduces accidents.
- ✓ Training can helps an employee to develop his ability to learn.

STEPS IN TRAINING PROGRAMME

Identification training needs:

- List of duties and responsibilities or tasks of the job under consideration using the description as a guide.
- List the standards of works performance on the job.
- Compare actual perform against the standards.
- Determine what parts of job are giving the employees trouble. Where is falling down in his performance.
- Determine what king training is needed to overcome the specific difficult.

TRYPES OF TRAINING

Types of training is conducted in

A. INDUCTION TRAINING

In this training they introduction a new employee a new employee in to the organization with view to gaining his confidence and development in him and sense of cooperative and it is the final of the selection process and him at helping the newly recruited Employee to adjust to the new environment in the ASHOK IRON WORKS PVT.LTD. Their period introduction training should not along but it is

Essential to give enough information to the employee in order to hold interest in the job.

They are given information like

- a) The factory and its product range.
- b) Standing order and working conditions.
- c) The organization structure.
- d) Personnel policies.
- e) Sources of compiling information.

B. JOB TRAININNG:

ASHOK IRON WORKS PVT.LTD. They training programme aims at making the workers familiar with the job manager has to handle. The job that manager to handle, they gives information on the machine in use, the process of production. Method of production to be used. The program helps in developing the confidence of the worker and facilitating effective of the job.

C. TRAINING FOR PROMOTION :

In ASHOK IRON WORKS PVT. LTD. They give higher training for promotion are an upwards movement that result in higher earning As well as grater responsibilities. The employee should be mentally prepared to handle the increased responsibilities. This calls for improving in skills and efficiency levels.

D. REFRESHER TRAINING :

This is training programme aims that at refresher and upgrading the skills, information and experience of employees occupying important, executive position. In this training programme they are including new method and techniques which improve the efficiency level of employee.

They refresher training should be regular in there factory because technology changes are regular & continuous. This training helps in avoiding “ personal obsolescence”

TRAINING METHODS:

There are number of ways / style by which training can be important to the trainees however the company decided to what training method it has to based on various criterions like knowledge acquire by an employee, workers skill level, his grasping and retaining power time available the number of person requiring training and the like.

1. On – the- job training / shop training.
2. Off-the-job training.

1. ON-THE-JOB TRAINING:

Describes training that is gives in a normal working situation, using the actual tools, equipment, documents or material that they will use when fully trained.

This type of training is useful to provide knowledge and skills in a comparatively short time. It carrier the benefits to motivate the trainee to learn. This type of training considered to the best for providing three basis law of training, that is: law of readiness, law of exercise, law of effect.

On the job training takes under this preview. Those are

➤ JOB ROTATION:

Under this the employee arte given chance to test various type of tasks in an organization. Not only does this type expose a person to varied types of problems existing in different type of jobs, but it also enhance a person's skills and knowledge and helps in widening his/ her horizon and outlook.

➤ **JOB INSTRUCTION:**

This type of training supports a systematic synchronized method of provide A particular training. It helps a trainee to understand problems from the scratch and then only reach at the final conclusion.

➤ **COACHING:**

As it explains, coaching means that an employee is supposed to perform his tasks under the guidance of his supervision.

➤ **COMMITTEE ASSIGNMENT:**

It is require smaller to project assignment. Under this method, the commitment, after being assigned with a problem, makes a study and them provides its solution and suggestion to the department manager.

ADVANTAGES OF ON-THE-JOB TRAINING:

- ✓ Teaching skills in a short period of time.
- ✓ Training on actual equipment.
- ✓ Provided effective training.

DISADVANTAGES OF ON-THE-JOB TRAINING:

- ✓ Disturbance due to noisy shop floor.
- ✓ Involves more wastage as it provides training to amateur.

2. OFF-THE-JOB TRAINING:

It takes place away from normal work situation, which means that the employee is not regarded as productive worker when training is taken place. An of off-the-job training is that it allows people to get away from work and totally concentrate on the training being given.

1. VETIBULE TRAINING:

It is a classroom training, which is often imparted with the help of equipment and machine, which are identical with those in the place of work.

2. SIMULATION:

Trainee interest and employee motivation are both high. In the simulation Exercise because the action of a trainee closely duplicates real job condition.

3. APPRENTICESHIP:

Each apprenticeship is given a program of assignment according a predetermined schedule which provides for efficient in trade skills.

CLASSROOM METHOD:

➤ **LECTURES:**

Lecture is regarded as one the simplest way of importing knowledge to the trainee, specially. When the fast concept or principle, attitude, theories and problems solving ability are to be tough lecture are formal organized tasks by the training specialist, the formal superior their individual specific topics.

➤ **CONFERENCE METHOD:**

The participation individual confers to discuss point of common interest to each other. There are three type of conference first is direct

Discussion, training conference, seminsar conference.

➤ **CASE STUDIES:**

The method in charge of training makes out a case provide the necessary explanation initiate the discussion going and then once the discussion gets going he intervenes as title as possible. The trainee, guide the trainees in finding out a solution by acting out the solution in which a trainee play role.

➤ **ROLE PLAYING:**

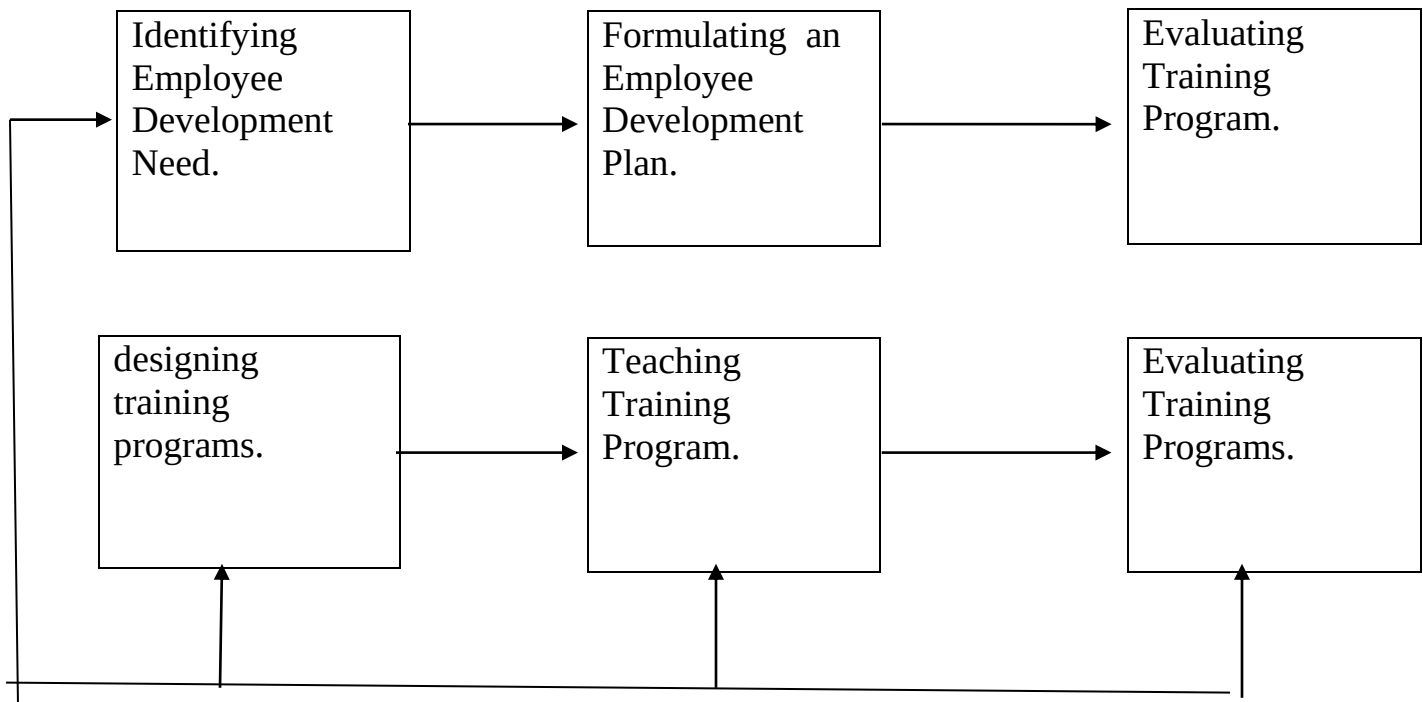
The method of human interacting that realistic is behavior in time imaginary situation. The role playing involve action doing and practice.

➤ **PROGRAMMED INSTRUCTION:**

As a name itself suggest, it is a sequence of steps which guides a series it operations. This requires breaking down of information. Into smaller segments and arranging in the sequence.

➤ **SENSITIVE TRAINING / T- GROUP:**

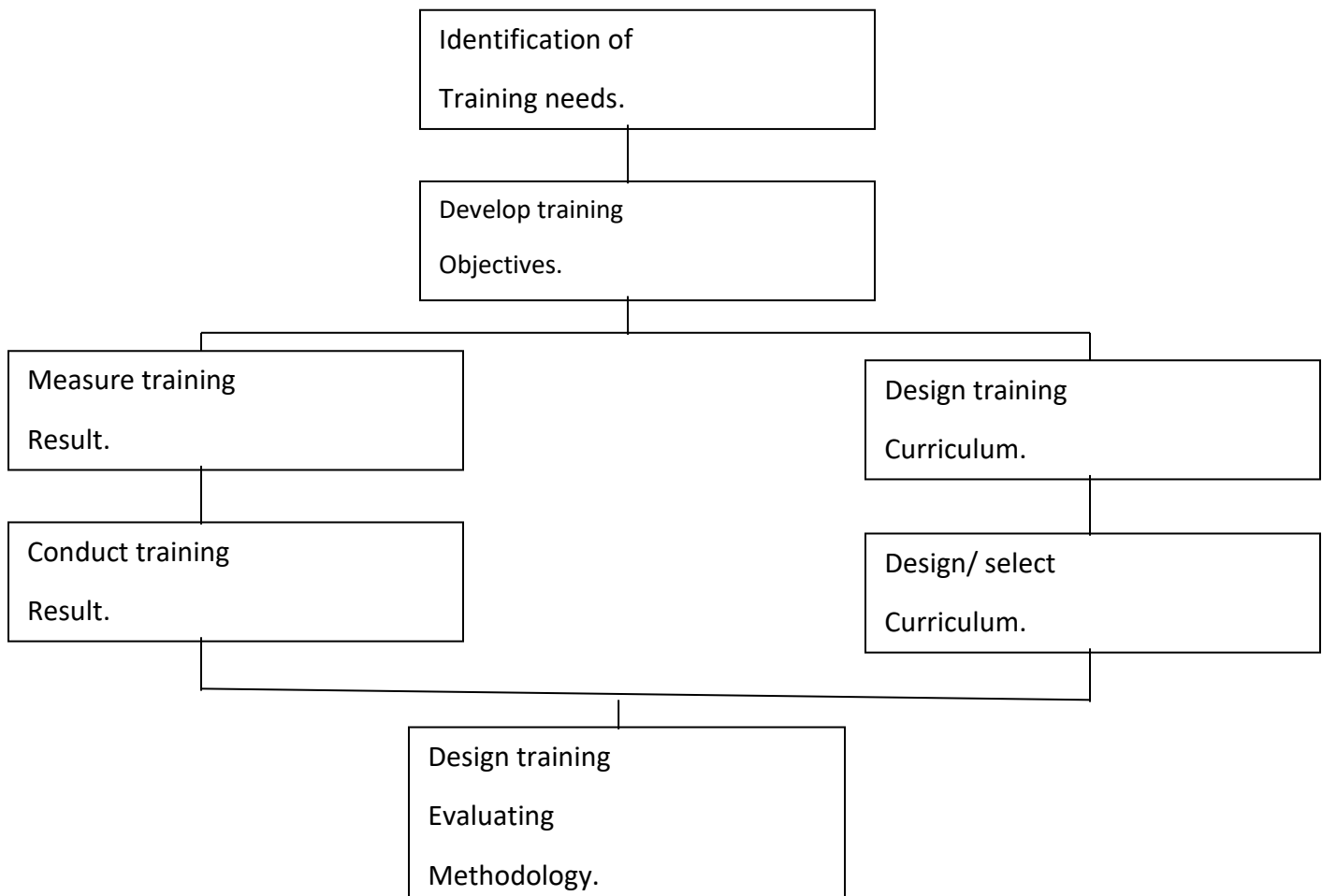
Helps in building self awareness and understanding if group dynamics. It aims provide human sensitivity awareness.

FOLLOWING IS THE EMPLOYEE DEVELOPMENT PROCESS:-

Like many other human resource activities, employee development is a process consisting of several interrelated phases or steps. The process begins with a serious of ongoing analysis to determine the extent and nature of an organization employee development plan that shows overall objectives, program priorities, and resources allocation, & indicates who will trained in what, by whom, and when each potential trainee can then be matched with a training opportunity, which might be occurring in the job or off. As each program is develop, consideration is normally given to the instruction objectives that should be met, program constant, and the delivery system is to be used. Then actual training takes place. Finally there is evaluation. It is necessary to know first if the various training program instructional objectives and at what cost and then to know of the efforts was successfully the overall objectives that were setup in the employee development plan.

**IDENTIFICATION OF TRAINING AND DEVELOPMENT NEEDS IN
ASHOK IRON WORKS PVT, LTD.**

The Identification of training needs in the organization has several steps involves in operating a training development system that can be shown in the diagram it is as follows:



Training and development needs are required by a company based in the number of things like, to name a few company infrastructure, its number of human resource/employees, employed by a organization, aptitude of the current workforce, the workers skills levels, analyzing the strength and weakness of a department. Some of the sources which assist indentifying the training and development needs.

Identification of training needs is the first element and a critical on the training activity. Success of the training function depends greatly on the correct identification of needs.

As training is primarily for improving the performance of a person on his correct job, it is necessary to collect and store the following date, which can be made use of in identification of training needs.

- a) Job description of individual as perceived by them and their superior against the individual's profile (i.e. existing conceptual, human relation and technical skills).
- b) Job performance review i.e. level of performance achieved by individual measure against both job content and agreed personal objectives.
- c) Potential of individual to grow within the organization keeping in view the growth rate of the organization and its future objectives.
- d) Managerial ability and tries of individual, which can contribute towards performance on the job.

The training manager cannot to the exercise of training needs identification himself. He has to necessary take the assistance of line managers. The training managers are primarily responsible for the design and control of suitable training programs for individuals in the organization to meet organization objectives. However, the involvement at all stages in necessary/ if the need identification itself is wrong, the training manager's expertise in conducting training programs will be of very little use. A line manager while reviewing the performance level of his subordinates within objectives to identify their training needs should ask himself the question.

- a) Do I know the present job description of my subordinates?
- b) Do I know the problems faced by the subordinate in performing his job and how he deals with them?
- c) Do I know his strength and weakness in relation to the job performed by him?
- d) Do I know how he deals with his subordinates and colleagues?
- e) Do I know his potential to organization need?

“Imperative that some sort by changes of job”

“Exposure to newer field by changes of job”

“Very little can be suggested”

“No need view of the specialized job”

“Exposure aimed at making him more demanding in terms “

- a) Result of his own effort.
- b) Results from subordinate.

Such comments speak poorly of the boss. The need identification exercise can best be done by the boss in consultation with the subordinate. It should also be examined whether training is the best instrument available to achieve the desired changes. It is quite possible that training is not likely to produce the desired result in such cases, training should not be recommended and other methods found out for achieving the desired result.

RESEARCH METHODOLOGY:-

This has been collected by the primary sources and secondary sources

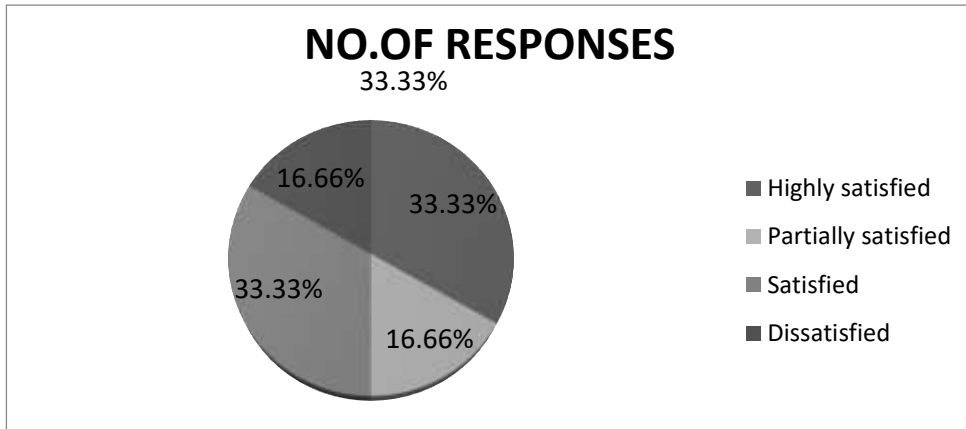
- Primary sources the information has been collected through the secondary data with the help of questionnaires, interviews and discussion
- Secondary sources: the information has been collected through the secondary data with the help of organization annual report, manuals, files and other official documents

CHAPTER – 3

DATA ANALYSIS AND INTERPRTATION:-**QUESTION 1:-**

How satisfied are you with the training and development programme?

Scale	No. of Response	Percentage (%)
Highly Satisfied	10	33.33%
Partially Satisfied	5	16.66%
Satisfied	10	33.33%
Dissatisfied	5	16.66%
Total	30	100%

**ANALYSIS:-**

In the above diagram 33.33% of the respondent says that they are highly satisfied with the training and development program. 16.66% of the dependent says that they are partially satisfied with the training and development program 33.33% of the respondent says that they are only satisfied with the training development program 16.66% of the respondent says that they are dissatisfied with the training and development program.

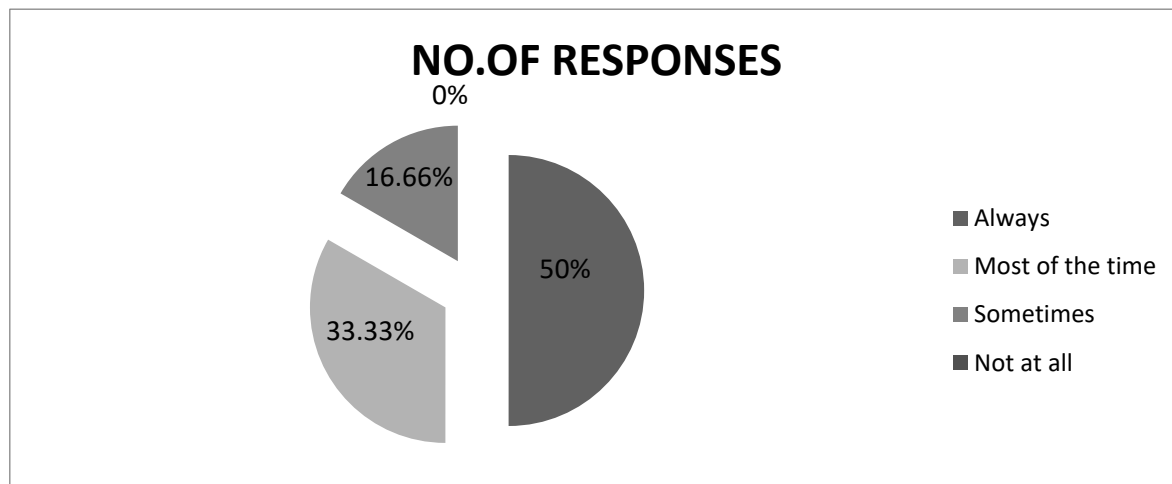
INTERPRETATION:-

So from the above analysis we can say that maximum workers are satisfied with training and policies and programmes of Ashok Iron Ltd.

QUESTION 2:-

Does training helps in performing the job takes efficiently?

Scale	No. of Response	Percentage (%)
Always	15	50%
Most of the time	10	33.33%
Sometimes	5	16.66%
Not at all	0	0%
Total	30	100%

**ANALYSIS:-**

In the above diagram 50% of the respondent says that the training and development always helps in achieving their jobs tasks. 33.33% of the respondent says that the training and development regularly helps in achieving their job tasks. 16.66% of the respondent says that the training and development sometimes helps in achieving their job tasks. And 0% the respondent says that the training and development is not all will effective in their job tasks.

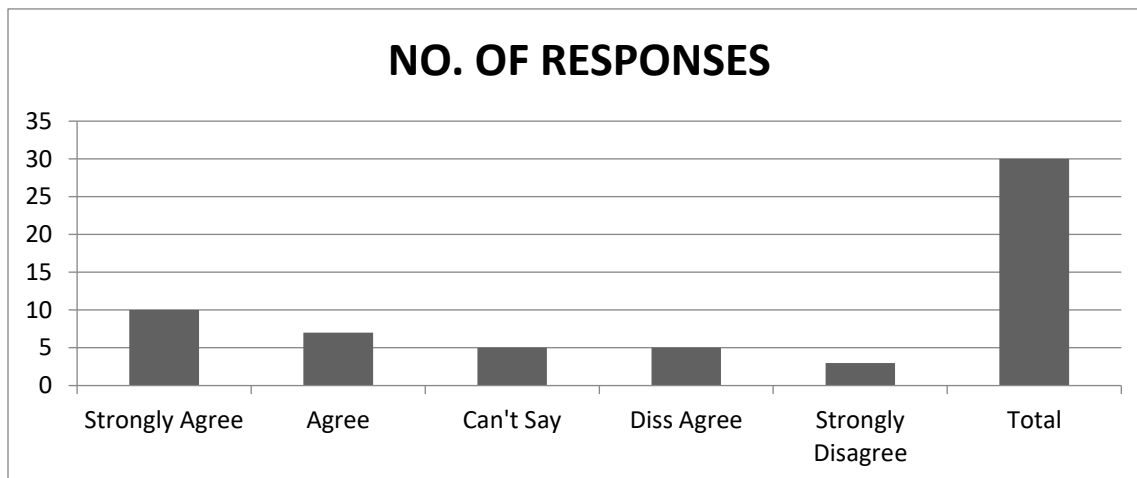
INTERPRETATION:-

Almost all the workers finds training is the main benefits to their efficiency.

QUESTION :-3

Do you agree that training is a good platform to acquire knowledge?

Scale	No. of Response	Percentage (%)
Strongly agree	10	33.33%
Agree	07	23.33%
Can't say	5	16.66%
Disagree	5	16.66%
Strongly disagree	03	10%
Total	30	100%

**ANALYSIS:-**

In the above diagram 33.33% of the respondent strongly agree with training is good platform to acquire knowledge. 23.33% of the respondent agree with training is good platform to acquire knowledge. 16.66% of the respondent can't say. 16.66% of the respondent disagree with training is good platform to acquire knowledge. 10% of the respondent strongly disagree with training is good platform to acquire knowledge.

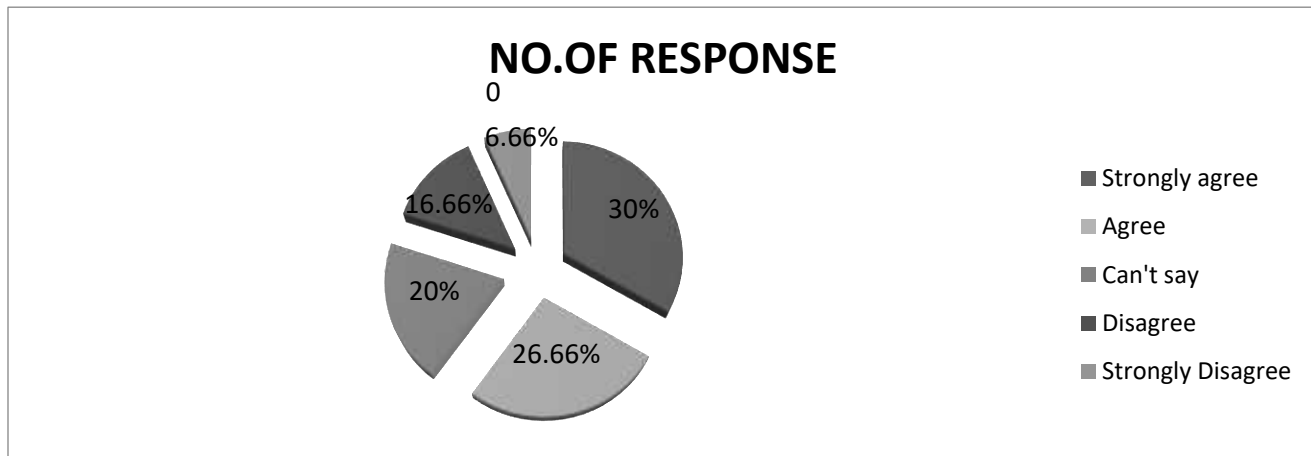
INTERPRATION:-

As per the study we come to know that majority of the respondents agree with the training is good platform to acquire knowledge.

QUESTION :-4

Do you agree that training helps you in regard of your career growth?

Scale	No. of Response	Percentage (%)
Strongly agree	09	30%
Agree	08	26.66%
Can't say	06	20%
Disagree	05	16.66%
Strongly disagree	02	6.66%
Total	30	100%

**ANALYSIS:-**

In the above diagram 30% of the respondent strongly agrees that, training helps as per growth of employee in career is concerned. 26.66% of the respondent agree that training helps as per growth of employees in career is concerned. 20% of the respondent can't say. 16.66% of the respondent disagree that training helps as per growth of employees in career is concerned. 6.66% of the respondent strongly disagree that training helps as per growth of employees in career is concerned.

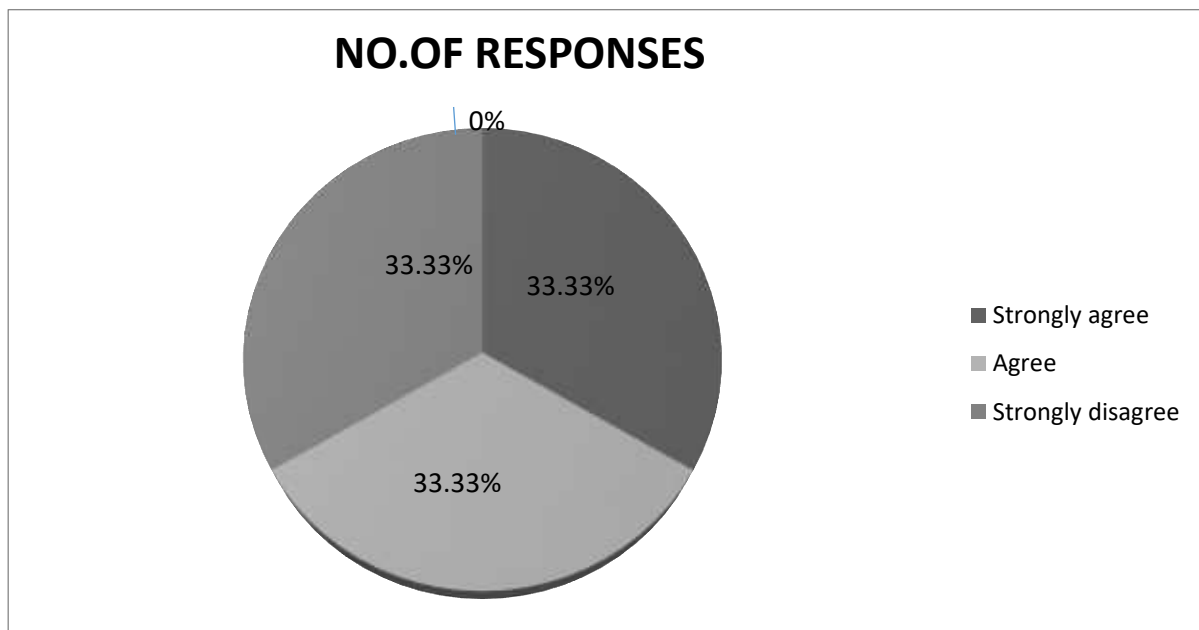
INTERPRETATION:-

Majority of the respondents agree with the training is helps in growth in employees career.

QUESTION :-5

Are you satisfied with the existing frequency of the training programme?

Scale	No. of Response	Percentage (%)
Strongly agree	10	33.33%
Agree	10	33.33%
Disagree	10	33.33%
Strongly disagree	0	00%
Total	30	100%

**ANALYSIS:-**

In the above diagram 33.33% of the respondent strongly agree with the regularity of conducting training programs. 33.33% of the respondent agrees with regularity of conducting training programs. 33.33% of the respondent disagrees. 00% of the respondent strongly disagree with regularity of conducting training programs.

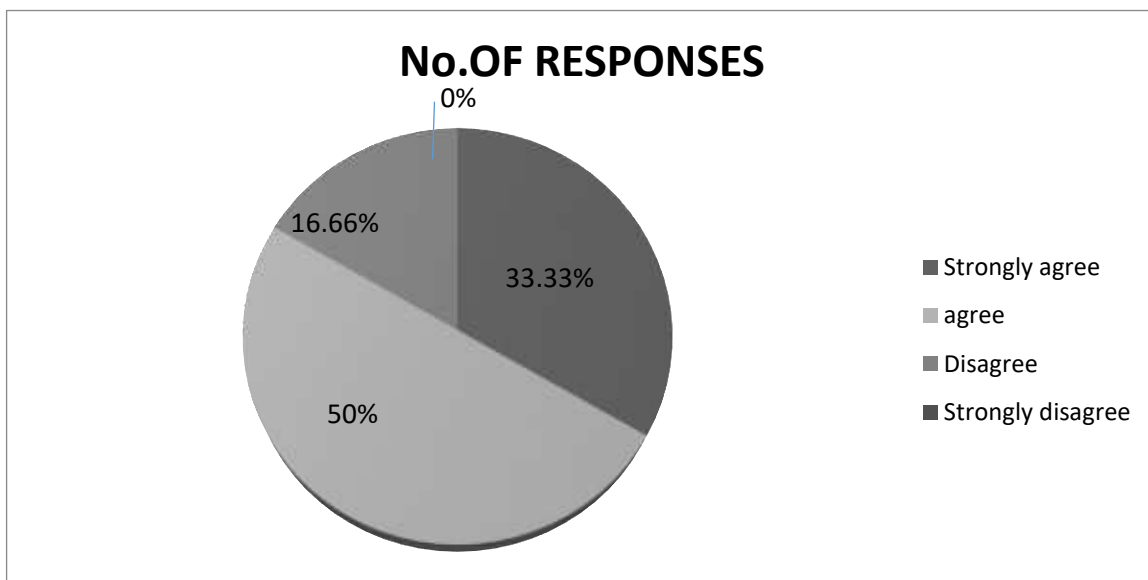
INTERPRETATION:-

From above analysis we can find that no one is disagree for the conduction of training programme and its regularity. Training programs will be conducted regularly.

QUESTION :-6

Do you agree that the on job training helps the employees in improving the knowledge and skills?

Scale	No. of Response	Percentage (%)
Strongly agree	10	33.33%
Agree	15	50%
Disagree	5	16.66%
Strongly disagree	0	00%
Total	30	100%

**ANALYSIS:-**

In the above diagram 33.33% of the respondent strongly agree with off the job training. 50% of the respondent agrees with off the job training. 16.66% of the respondent disagrees with off the job training. 00% of the respondent strongly disagree with off the training.

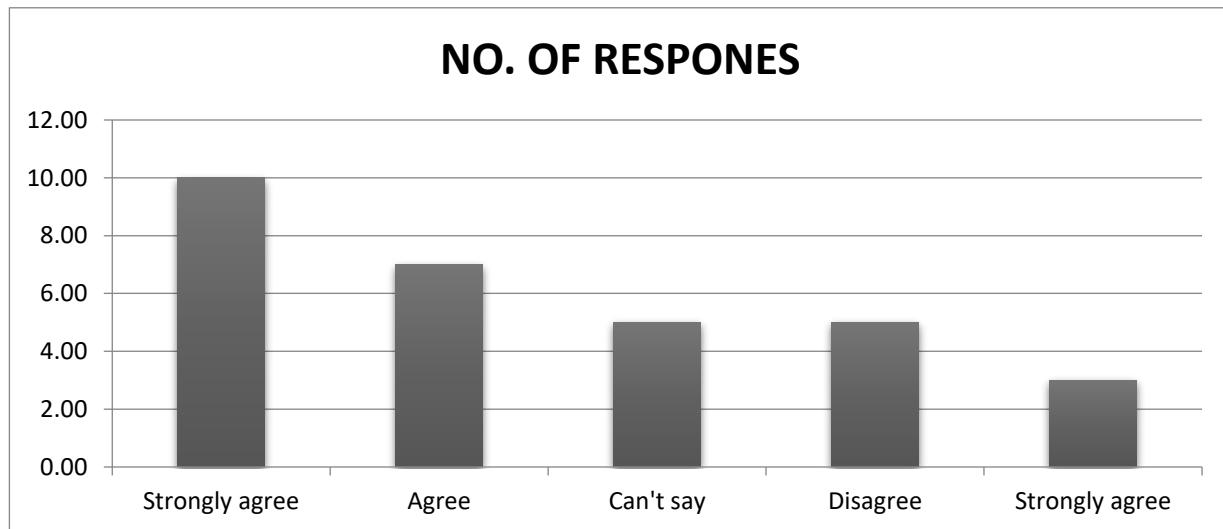
INTERPRETATION:-

Almost all the workers agree that on the job training is suitable to increase their work efficiency.

QUESTION :-7

What is your improvement experience after attending the training programme?

Scale	No. of Response	Percentage (%)
Strongly agree	10	33.33%
Agree	07	23.33%
Can't say	05	16.66%
Disagree	05	16.66%
Strongly disagree	03	10%
Total	30	100%

**ANALYSIS:-**

In the above diagram 33.33% of the respondent strongly agree with training program change their experience. 23.33% of the respondent agrees with training program change their experience. 16.66% of the respondent can't say. 16.66% of the respondent disagrees with training program change their experience. 10% of the respondent strongly disagrees with training program change their experience.

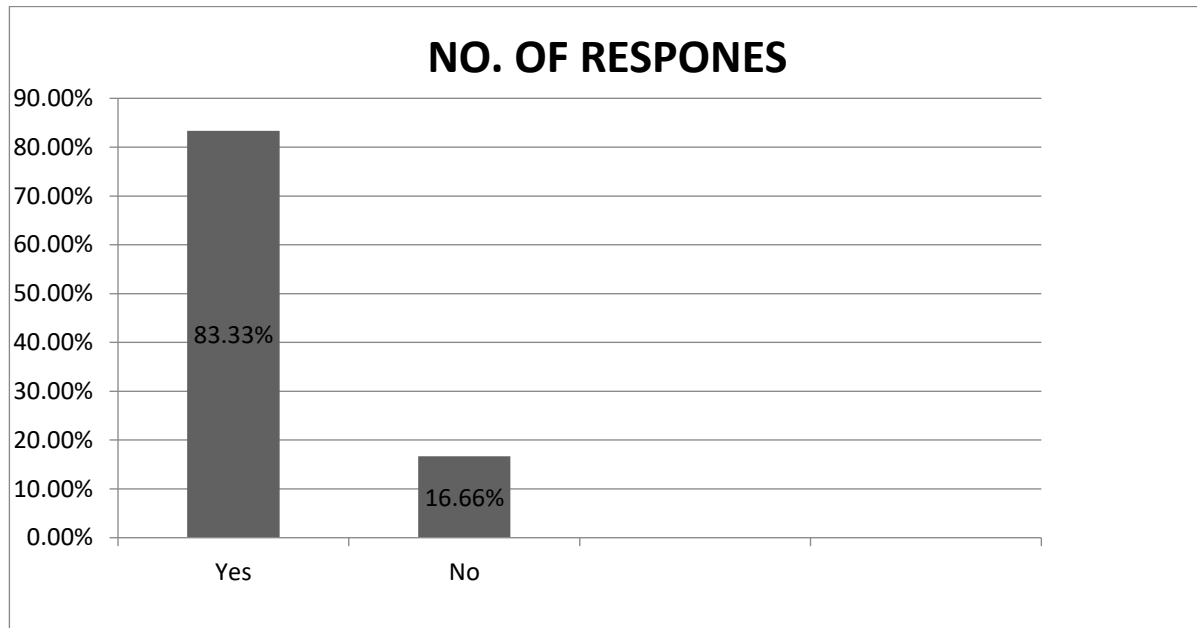
INTERPRETATION:-

Every employee believes after training there will be change in their experience of their working.

QUESTION :-8

Do you feel that the training is being provided at the right point of the time?

Scale	No. of Response	Percentage (%)
Yes	25	83.33%
No	05	16.66%
Total	30	100%

**ANALYSIS:-**

In the above diagram 83.33% of the respondent says that yes training has been provided at right point of time. 16.66% of the respondent says no training has been not provided at right point of time.

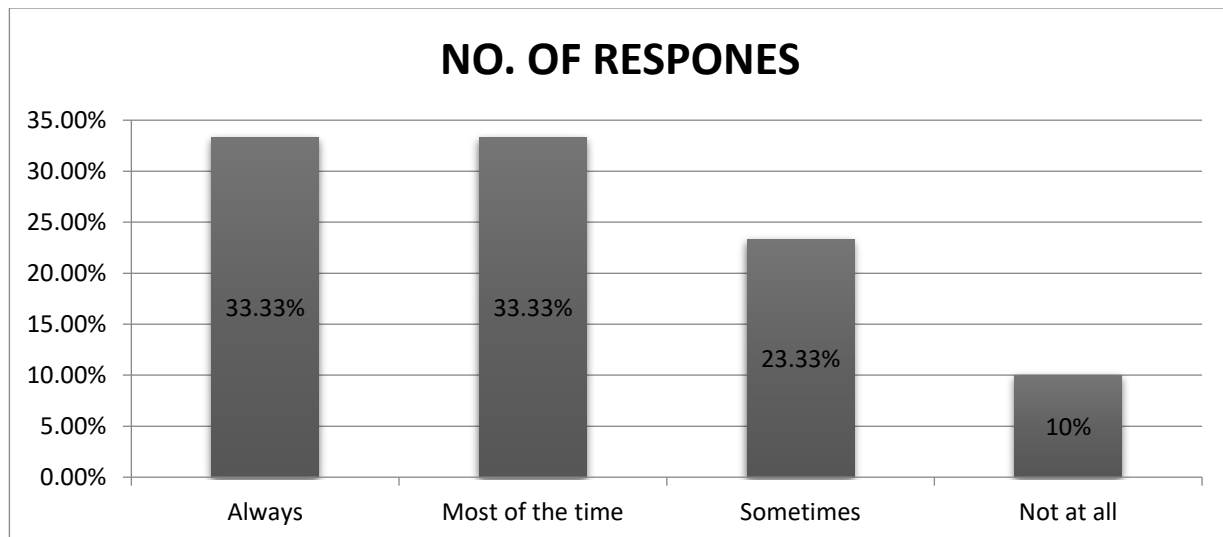
INTERPRETATION:-

Almost all of them are in the opinion about the training has been at right point and time.

QUESTION :-9

Do you feel you are being trained for the right aspects of the work?

Scale	No. of Response	Percentage (%)
Always	10	33.33%
Most of the time	10	33.33%
Sometimes	07	23.33%
Not at all	03	10%
Total	30	100%

**ANALYSIS:-**

The above diagram 33.33% respondents say that they are always getting training in the required topic. 33.33% respondents say that they are regularly getting training in the required topic. 23.33% respondents say that they are sometimes getting training in the required topic. 10% respondents say that they are not at all getting training in the required topic.

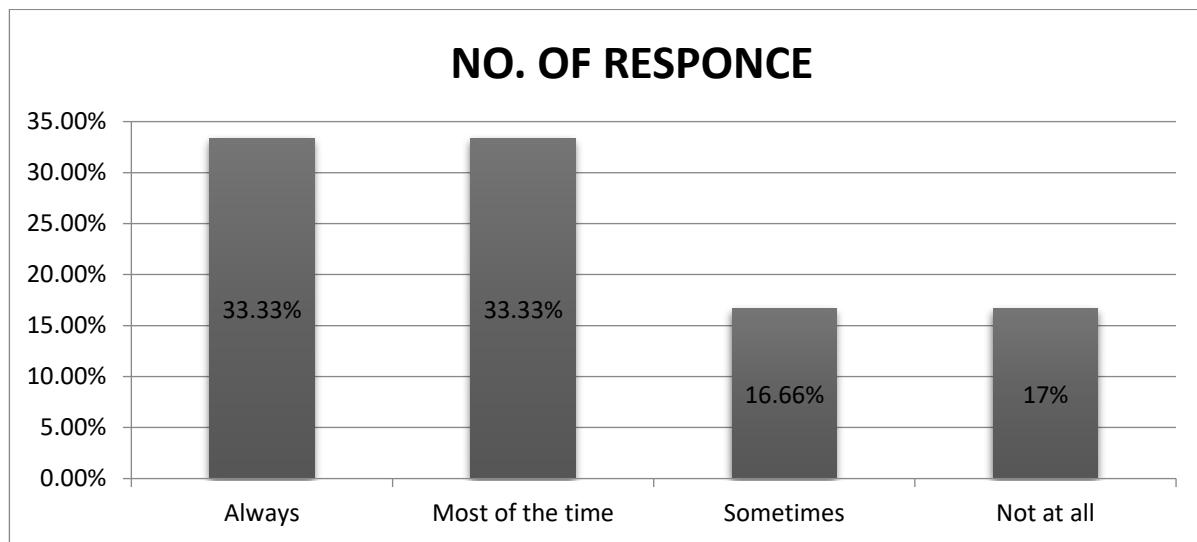
INTERPRETATION:-

All employees in the opinion they will get training on required topic.

QUESTION :-10

Do you feel that the employees are being assigned the task as per their potential skills?

Scale	No. of Response	Percentage (%)
Always	10	33.33%
Most of the time	10	33.33%
Sometimes	05	16.66%
Not at all	05	17.00%
Total	30	100%

**ANALYSIS:-**

The above diagram 33.33% respondents say that they are always posted according to their potential tasks and skills. 16.66% respondents says that no regular basis. 33.33% respondents say that are sometimes. 17.00% respondents getting not at all.

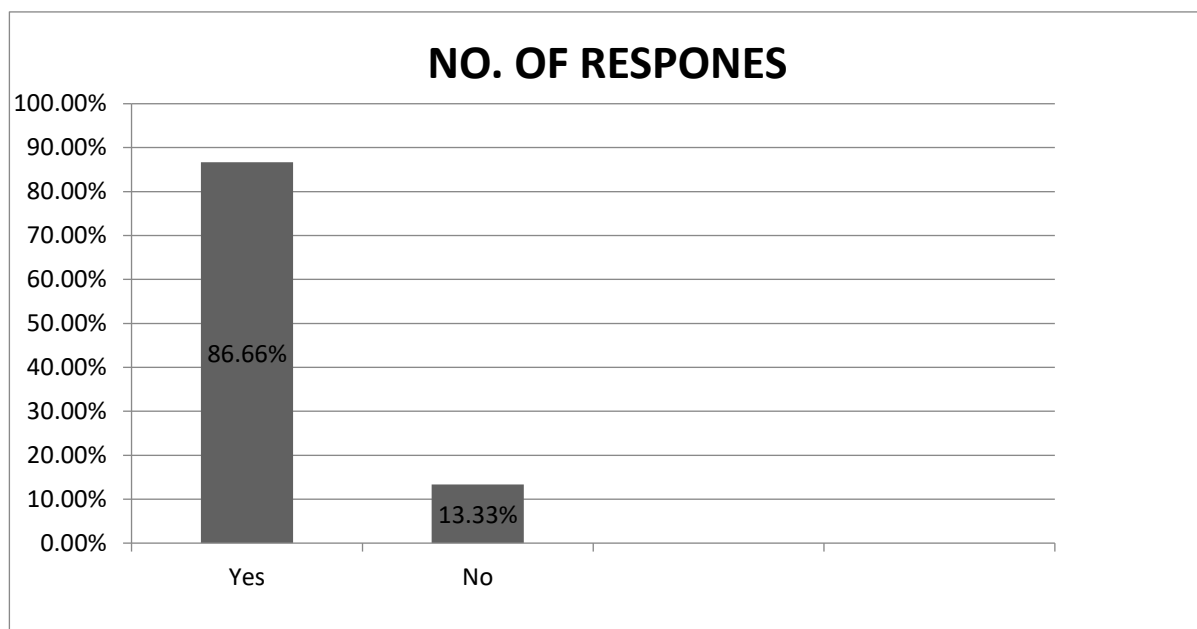
INTERPRETATION:-

Almost all the employees are posted according to their skills.

QUESTION :-11

Do you feel that your skills and knowledge level is improving based on your training?

Scale	No. of Response	Percentage (%)
Yes	26	86.66%
No	04	13.33%
Total	30	100%

**ANALYSIS:-**

In the above diagram 86.66% of the respondent says that there is increase in input level, skills and knowledge level after the training and development program. 13.33% the respondent says that there is no increase in input level, skills and knowledge level after the training and development program.

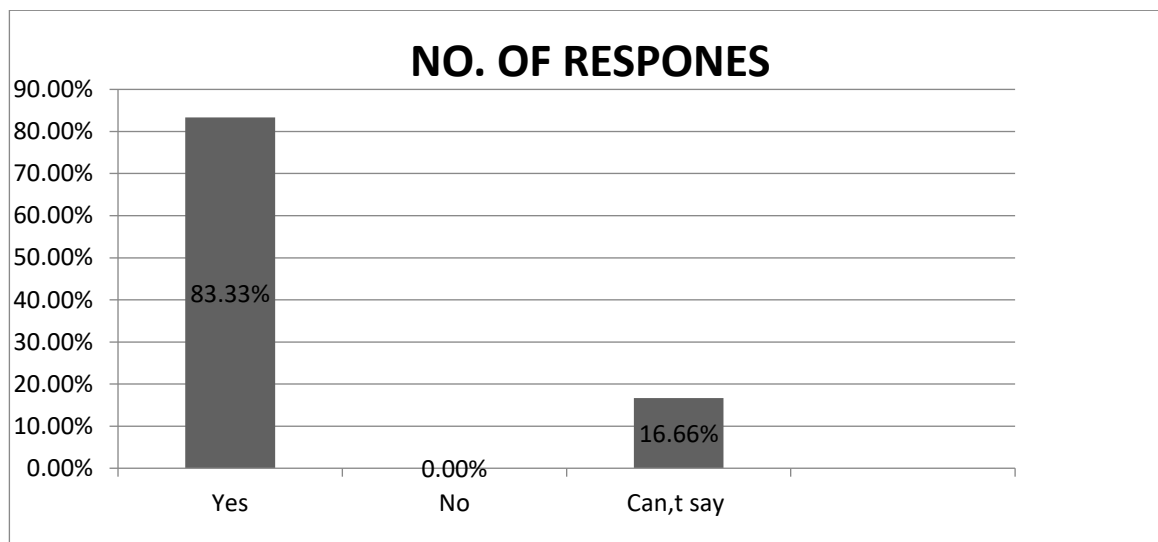
INTERPRETATION:-

All employees increase their skill level and knowledge, after every training and development programme.

QUESTION :-12

1. Do you feel that the training period of the organization is sufficient?

Scale	No. of Response	Percentage (%)
Yes	25	83.33%
No	00	00%
Can't say	05	16.66%
Total	100	100%

**ANALYSIS:-**

In the above diagram 83.33% of the respondent says that yes training is good. 00% of the respondent says no it not good. 16.66% employees are can't say.

INTERPRETATION:-

Almost all employees agree the time period given for training is sufficient to acquire full knowledge of the job.

FINDINGS

Training is the basis requirement for every employee when they join any organization to get adjusted with the work performance as well as to improve skills and techniques to the assigned job. It is the responsibility of the company to providing training to job

- Majority of the employees are satisfied with the training they receive for the present job.
- The course of training is relevant to the needs of the employee.
- Employees are getting training at the right time required.
- Training helps to build up interpersonal relationship between superior subordinates.
- The ASHOK IRON WORKS PVT. LTD. Has arranged various type of training programs from the employees i.e. on the job training and off the job training.
- It was observed that the lectures, conference workshop, seminar, group discussions etc. were used as training methods for managers.
- Most of the employees input level has been increased after the training program.
- In this factory workers and top level management relation is very good.

SUGGESTION

After working on the Management project for the period on months in the ASHOK IRON WORKS PVT. LTD. I have learnt to many things in the company would like to suggest some things in which I feel that they should improve so they can increase the efficiency of their working conditions. My suggestions as follows:-

- The programme schedule and the training policy should be displayed on the notice board.
- For designing training programme trade union should be consulted.
- The end of each training programme feedback about the training programmes should be taken from the participants.
- After training, employee should be given some sough of incentives.
- Training should be provided based on the job profile and the knowledge gap identifying by conducting training need analysis.
- The training programme should be designed not only for increasing their knowledge and skills but also to make them more creative for the development of the organization.

CONCLUSION

In the study it has been analyzed that there is the feeling among many employees that the training in the organization is adequate. The training programme is not only to make the employees aware about the training programme about the job but also helps them to be more creative and proactive in their work which results in the organizational developments.

The training programme also helps the employees to develop their interpersonal skills. The training programme is to be providing each and every employee by identifying training needs scientifically and it should be always proactive.

BIBLIOGRAPHY

www.ashokiron.com

Refer to :

<https://mail.google.com/mail/u/0/#sent/QgrcJHsBqLQvGjSwGlsRVwQFsJRpXHltTqV>

BOOKS

HUMAN RESOURCE MANAGEMENT

BY K. ASHAWATHAPPA

Questionnaire:

1. How satisfied are you with the training and development programme?
 - Highly satisfied
 - Partially satisfied
 - Satisfied
 - Dissatisfied

2. Does training helps in performing the job takes efficiently?
 - Always
 - Most of the time
 - Sometimes
 - Not at all

3. Do you agree that training is a good flat form to acquire knowledge?
 - Strongly agree
 - Agree
 - Can't say
 - Disagree
 - Strongly disagree

4. Do you agree that training helps you in regard of your career growth?
 - Strongly agree
 - Agree
 - Can't say
 - Disagree
 - Strongly disagree

5. Are you satisfied with the existing frequency of the training programme?
 - Highly satisfied
 - Satisfied
 - Dissatisfied

6. Do you agree that the on job training helps the employees in improving the knowledge and skills?

- Strongly agree
- Agree
- Can't say
- Disagree
- Strongly disagree

7. What is your improvement experience after attending the training programme?

- High improvement
- Little improvement
- Can't say
- Normal improvement
- No improvement

8. Do you feel that the training is being provided at the right point of the time?

- Yes
- NO

9. Do you feel you are being trained for the right aspects of the work?

- Always
- Most of the time
- Sometimes
- Not at all

10. Do you feel that the employees are being assigned the task as per their potential skills?

- Always
- Most of the time
- Some times
- Not at all

11. Do you feel that your skills and knowledge level is improving based on your training?

- Yes
- No

12. Do you feel that the training period of the organization is sufficient?

- Yes
- No
- Can't say

**S.K.E SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND
COMMERCE DEPT OF BBA
BELAGAVI – 590006**

(Affiliated to Rani Channamma University,Belagavi)



**A Project Report on
“CUSTOMER SATISFACTION”**

**At
“ABHINANDAN ENGINEERS”**

Submitted by:

Ms. RATIKA RAIKAR

Reg.No.B1811230

BBA 6thSem

Under the guidance of

**Organizational guide
Mr. Rahul Machknur**

**Institutional Guide
Prof: S.S.Shimangoudar**

**SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPT OF BBA
BELAGAVI-590006**

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that **Ms. RATIKA RAIKAR** has satisfactorily completed the project at. “**ABHINANDAN ENGINEERS, Belagavi**” in partial fulfilment of award in of Bachelor’s Degree by Rani Channamma University, Belagavi for the year 2020-2021.

Director
Prof. S.S.SHIMANGOUDAR

Institution Guide
Prof. SONAL KALBURGI

DECLARATION

I Ms. RATIKA RAIKAR bearing the Register No.B1811230 hereby declare that, the project report entitled.

“Study of **CUSTOER SATISFACTION** at **ABHINANDAN ENGINEERS**” Submitted to Rani Parvati Devi College of Arts and Commerce, Dept. of BBA, Belagavi, in partial fulfilment of the requirement for the awards of degree of Bachelor of Business Administration during the year 2020-2021, is record of bonfire reports carried out by me under the guidance of Ms. SONAL KALBURGI, Rani Parvathi Devi College of Arts and Commerce Dept. of BBA and no part of it has been submitted for any other degree or diploma.

Place: Belagavi

RATIKA RAIKAR

Date:

ACKNOWLEDGEMENT

It is my privilege to extend few words of all thanks to all the people have helped and encouraged me in completing this project successfully.

My heartily thanks to **ABHINANDAN ENGINEERS**, Belagavi for giving me opportunity to undergoing my in plant project in their esteemed organization.

I sincerely thank the organization guide Mr. Rahul Machknur System in charge this project was completed. I remain obliged to him for taking off time from his busy schedules to guide me in this project.

I would also like to thank the entire employee of the organization who have helped me directly and indirectly in the accomplishment of this project.

I express my earnest gratitude to my project guide Ms. SONAL KALBURGI for his constant and timely support and supervision and valuable guidance during my project.

I also feel great pleasure to take this opportunity to my humble and deep sense of gratitude to our esteemed to our Director, Prof. S.S.Shimangoudar for his whole hearted support throughout the curriculum,

RATIKA RAIKAR

EXECUTIVE SUMMARY

The project was undertaken at Abhinandan Engineers, Belgaam. The training was undertaken to understand the customer satisfaction level in the organization. My project conducted at company consists of two parts

1. The first part belongs to overall study relating to the organization.
2. The second part belonging to the study on the topic of Customer Satisfaction which was done in the organization.

Objectives:-

The main objective of the study was to understand the customer satisfaction level at Abhinandan Engineers and to know the functioning of the corporate world. The study helps to understand the theoretical aspects of management theories in much deeper ways as we get to see it practically

1. To provide products of highest quality and value.
2. To achieve in best technology to achieve technological excellence and competitive edge.
3. Commitment for continuous improvements in process, methods, productivity and quality.
4. Commitment for continuous improvements in process, methods, productivity and quality.
5. To develop employees' mutual trust, respect and training.
6. To reduce wastage throughout supply chain.

CONTENTS

SL.NO	PART-I	PAGE NO.
01	CHAPTER-1 (INDUSTRIAL PROFILE)	01-02
02	CHAPTER-2 (COMPANY PROFILE)	03-07
03	CHAPTER-3 (ORGANIZATION STRUCTURE)	08-12
04	CHAPTER-4 (SWOT ANALYSIS)	13-14
SL.NO	PART-II	PAGE.NO
05	CHAPTER-5 (INTRODUCTION OF THE STUDY)	15-28
06	CHAPTER-6 (METHODS OF DATA COLLECTION)	29-30
07	CHAPTER-7 (DATA ANALYSIS AND INTERPRETATION)	31-48
08	CHAPTER-8	49-52

	(FINDINGS, SUGGESTIONS &CONCLUSION)	
09	BIBLIOGRAPHY	53-54

CHAPTER-1

INDUSTRY PROFILE

INDUSTRY PROFILE

The **Abhinandan Engineers** is a private limited company directed by, the company is registered with government of India registrar of companies Bangalore. **Abhinandan engineers** commenced operations in 1997, with the initiative of first generation young entrepreneur

Mr. Udaykumar M. Patil with his first confidence steep to manufacture of Die, Pattern making and foundry and all types of engineering CI machined components in Belagavi.

The proprietor of the business is versed in this line of business. Proprietor is currently financed by many institutions, now wishes to expand his business over new horizons. For this proprietor wishes to consolidate his borrowings and achieve economy by cost reduction and savings in “running and interest” costs. The proprietor has been approached with many proposal for Die and Pattern making of one of its kind in the market. The proprietor being one person in and around his vicinity who can undertake such work is very much assured of customers who would flocking to his doorsteps for such Dies and Patterns. He is aware that there is a vast un-catered market which he can tap. This will require additional sources. He is very certain that this market is tapped, he can repay his borrowing well before time. Taking a conservative approach, the project proposals have been worked out by him. Despite the project as proposed in seen to be viable as per the basis and orders on hand.

The proprietor is currently engaged in making and selling of casting materials and also die and pattern making on a small scale basis. The proprietor is now venturing into mainly making of dies and pattern in additions to his existing business of making casting. The applicant will also be getting a subsidy of almost Rs 5.76 lakhs by March 2011. The amount will gain the invested into the business of the applicant to achieve better results. The proprietor has ready orders on hand but is not able to cater to the same due to lack of infrastructure. The standing orders will fetch a gross revenue of Rs. 3 lakhs per month on an average to cater this market on a conservative basis with monthly labour turnover of Rs. 3 lakhs itself. The proprietor had invested in infrastructure in form of new VMC machineries worth Rs. 30 lakhs

CHAPTER-2

COMPANY PROFILE

COMPANY PROFILE

NAME OF THE COMPANY	:	Abhinandan Engineers
ADDRESS	:	Plot No. 185, Beside Mahalaxmi Foundry, Udyambag, Belagavi - 590 008.
EMAIL	:	abhinandanengg@sify.com
DATE OF ESTABLISHMENT	:	1997
CONTACT NO	:	09343961008
PROPRIETOR	:	Udaykumar M. Patil
WORKING STRENGTH	:	03 Staff & 14 Workers
SSI REGISTRATION NUMBER	:	08/02/sg/00014/cido/noncido/sssbe
VAT TIN NO	:	29850008032
ECC NO	:	ajcpp9895rxm001
SERVICE TAX NO	:	ajcpp9895rst001
STATUS OF THE COMPANY	:	The Company Is Private Limited.
TYPE OF INDUSTRY	:	Manufacturer of pattern's on vmc using cam. Manufacturer of cast iron machined components 1) Actuator Gearboxes 2) Speed Reduction Gear Cases & Spares 3) Bandsaw Machine Spares 4) Health Club Equipments 5) Chemical Pumps

FACTORY UNIT:

The proprietor is already running his business of manufacture of casting materials of die and pattern making and is currently operating from 185, Mahalaxmi Foundry Compound, Udyambag, Belagavi. He has the required infrastructure along with requisite man power requirement to undertake the proposed activity of expansion into major die and pattern making activity. The applicant is currently operating on single machinery supplied to him by one of his customer. Who is recovering lease rental on the same for its usage. The proprietor now is desirous of expanding his activity by procuring additional VMC machinery with installation at a cost about 30 lakhs. This new machinery will enable the proprietor to undertake additional order of Rs 3 lakhs per month which will yield a net inflow about 25%. The financial of the same have been explained in the detailed working of the project.

LOCATION:

The company is situated at 185, Mahalaxmi Foundry Compound, Industrial Estate, Udyambag, Belagavi. The raw materials, labour, power and transportation and other infrastructural facilities are easily available for the company this industrial area has been developed by the Karnataka Small Industries Development Corporation LTD. Belagavi.

This existing factory building is located in 185, Mahalaxmi Foundry Compound, Industrial Estate Udyambag, Belagavi.

PROPOSED MACHINERY:

The details of plant and machinery proposed to be installed are given below.

Name of the machine

1. BFW Make CHAKRA BMV65T24
2. Tool craft make Radial type
3. KMT make Pillar type
4. Hydrotech make Hydraulic Press
5. Bench Grinder's Electro craft make
6. Flexible Shaft Grinder Electro craft make

7. 4" Angle Grinder Dwelt make
8. 5HP COMPTECH make Compressor

PRODUCT PROFILE

Electric motors, which are used mainly in industrial and agricultural sectors, account for a substantial 35 percent of the total electricity consumption in India. One of the ways to address the problem of energy shortage is to reduce demand, mainly by increasing end-use efficiency of appliances used. As per manufacturers' feedback, sale of energy-efficient motors is approximately two percent of the total sales. The major reason identified for the low sales is the high initial cost. Hence, there is a need to develop technology that can reduce the initial cost of energy-efficient motors. According to motor design experts, using copper die-cast technology instead of aluminum die-cast for rotors is cost effective and will also reduce the size of the motors, without affecting the output.

PRODUCTS:

Using raw C.I.Casting various components for electric motors and alternators various types of terminal boxes and covers. For power transmission unit various types of gear boxes centers, top and bottom bearing housing, gear cases, shafts. Bearing housing for automobile industry back plates, face plates, drums. Etc are manufactured by the company.

1. Electric motors

MANUFACTURING PROCESS:

The manufacturing process involves finished grinding, turning, boring, milling, salting, shaping, drilling, tapping, burnishing and painting etc by using lathes, milling machines, drillings, balancing machines. All the parameters mentioned by customers in their components, drawings are firstly shaped and finished on the above mentioned machines. Then finally these components are inspected and checked by measuring instruments like bore gauges, verniers, micrometers, height and depth gauges.

THE MAIN CUSTOMERS OF THE COMPANY:

- 1) Indotech Machines Pvt Ltd., Indore.
- 2) Alucast Auto Parts Ltd., Belagavi.
- 3) Surya Project Management Pvt Ltd., Belagavi.
- 4) Trio Enterprises, Kolhapur.
- 5) Shree Gajanan Alloys., Belagavi.
- 6) ARS Foundries Pvt Ltd., Belagavi.
- 7) Meritech. Pune.
- 8) Tulsi Castings & Machining Ltd., Sangli.
- 9) Soundcast Alloys Pvt Ltd., Belagavi.
- 10) Perfect Actuators & Controls Pvt Ltd., Hubli.
- 11) Joshi Jampala Engineering Pvt Ltd., Satara.
- 12) Prakash Iron Works, Belagavi.
- 13) Rajmane Industries Pvt Ltd., Bangalore.
- 14) Sharma Group, Belagavi.

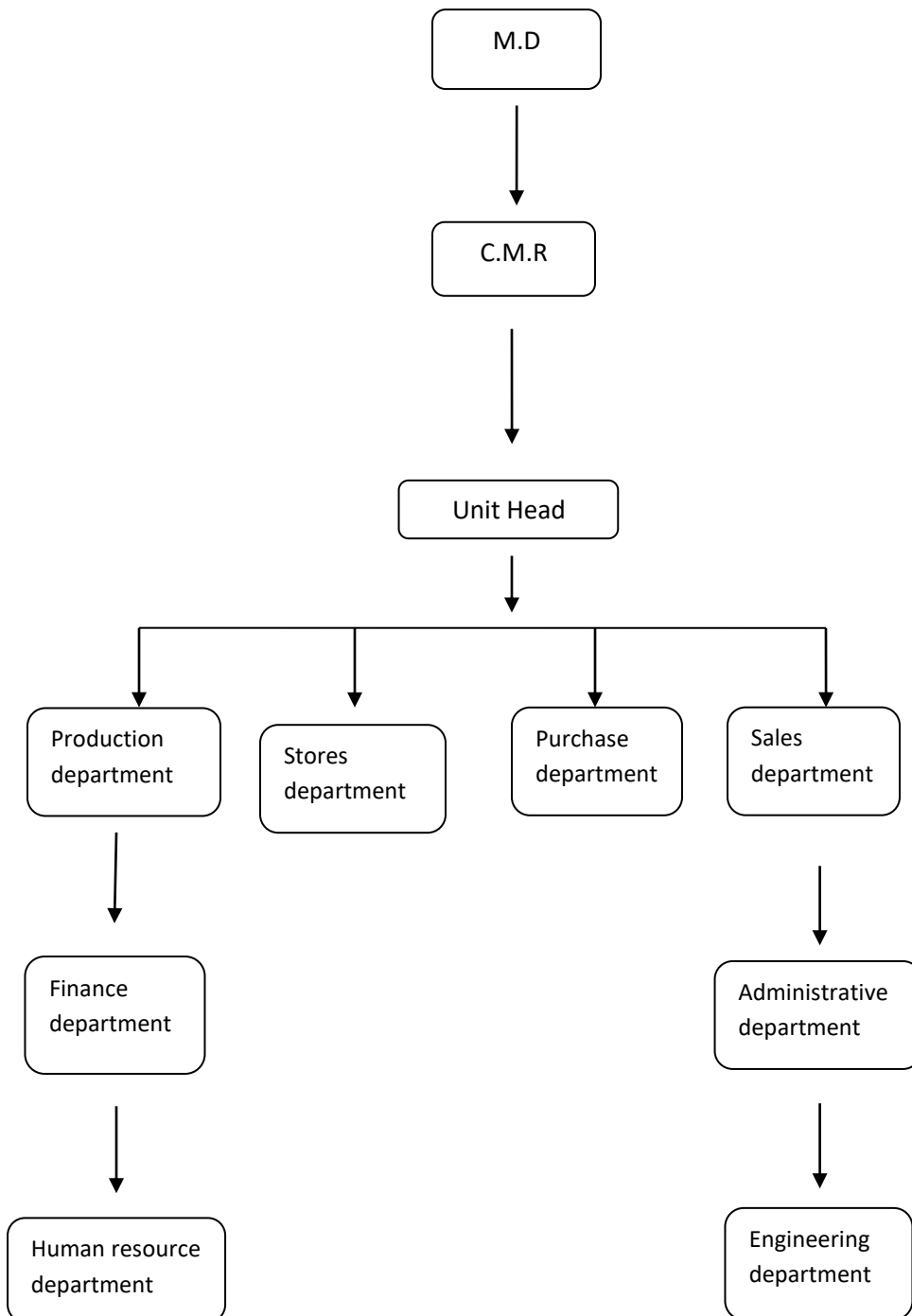
Chapter-3

Organization structure

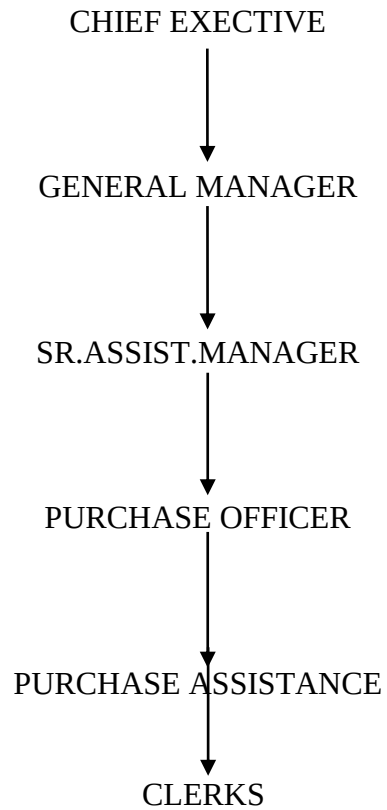
&

Departmental study

ORGANISATION CHART



FLOW CHART OF PRODUCTION DEPARTMENT



STORES DEPARTMENT

Stores department maintains the inventory records in a systematic manner to know the stock in the store and it also maintains the incoming and outgoing material. Stores department holds the entire inventory required in the organization. All these materials coming are subject to record at stores and are held in the stores until they are issued to the required department.

FUNCTIONS:

1. Maintaining the receipts of material.
2. Inspect it with order quantity, quality or the concerned persons and issuing it.
3. Getting indents from the departmental head or the concerned persons and issuing it.
4. Some of the materials like chemicals are to be sent to laboratory for inspection and testing.
5. To make purchase returns if the materials are rejected.
6. Maintain minimum level of materials.
7. Informing purchase department when materials are required

LEVELS OF MATERIALS

Mainly five levels have to maintain the materials are follows.

1. **MINIMUM LEVEL:** It should not go the below the minimum level. Means it should have the average level.
2. **MAXIMUM LEVEL:** It is the level or to quantity level in operation.
3. **RE-ORDER LEVEL:** It is to be fixed on the basis of consumption and processing time to get the material in stores.
4. **RE-ORDER QUANTITY:** The quantity required in the processing time to get the material in stores.
5. **ECONOMIC-ORDER-QUANTITY:** The quantity required is in the Break Even Point level it is called economic order quantity levels.

STORE DEPARTMENT

SR. ASSISTANT MANAGER



HEAD OFFICER



COMPUTERS OPERATORS



CLERKS



STORES BOYS

CHAPTER-4

SWOT ANALYSIS

SWOT ANALYSIS

SWOT analysis is a analysis of STRENGTH, WEAKNESS, OPPORTUNITY AND THREATS of the Company. This is used to analysis the company environment will help each and every company to know the present situation of the company.

STRENGTH:

- This is only a reputed Company in Belagavi.
- It has been producing the product as the standard specified by the Government of Karnataka.
- Fully computerized environment.
- Its continuous and larger production unit in India.
- Product quality is the strength of the company.

WEAKNESS:

- Absenteeism is the main problem in the Company.
- Huge sound and air pollution in the production department.
- Workers are not well qualified.

OPPORTUNITY:

- Company is having the excellent growth opportunity.
- Company is having the good hold in the market so it will help to earn more profit.
- In the capacity of the plant is the increasing direction.

THREATS:

- Huge power consumption and power failure.
- Foreign currency fluctuation.

CHAPTER-5

INTRODUCTION OF THE TOPIC

❖ **INTERNAL COMMUNICATION:**

Objective:

To establish a procedure for communication regarding effectiveness at Quality Management system.

Scope : All activities covered under Quality Management.

Procedure :

1. Internal communication is established for 3 means :
 - a. From Individual Department to Top Management.
 - b. From Top Management to Individual Department.
 - c. From Department to Department.
2. From Individual Department to top management
 - a. Department in-charge submits consolidated report to top management before management review meeting/related meeting. Department Head takes care to communicate with proper details so that report is self-explanatory.
 - b. From the top management to individual department Received from department is sent back with appropriate marks. Meetings are called, if necessary, to discuss. Communication is done through circular Notice Board.
 - c. Department to department
 - d. Within Department communication is maintained through personal discussions.

OBJECTIVES OF STUDY

Primary Objective:

- To study about the satisfaction of the customers of Abhinandan Engineers PVT. LTD.

Secondary Objective:

- To study about the price which can attract the consumers?

To analyze the opinion of customers about storage and packing

SERVICE AGREEMENTS WITH CUSTOMER:

There is no service agreement with customer as not involved in after sales activities.

INTRODUCTION TO CUSTOMER SATISFACTION

A customer is the most important visitor on our premises; he is not dependent on us. We are dependent on him. He is not an interruption in our work. He is the purpose of it. He is not an outsider in our business. He is part of it. We are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so..... By Mahatma Gandhi.

Customer satisfaction is one of the main objectives of any organization. Every organization tries to know the customer requirement about their products, so a study on customer satisfaction helps the organization as well as me to gain a vast knowledge over a real world experiences and preferences of customers.

Whether the buyer is satisfied after purchase depends on the offers performance in relation to the buyer's exceptions. In general satisfaction is a person's feelings of pleasure or disappointment resulting from comparing products perceived performance in relation to his or her expectations.

As this definition makes clear, satisfaction is a function of perceived performance and expectations. If the performance falls short of expectations the customer is dissatisfied. If the performance matches the expectations, the customer is satisfied. If the performance exceeds expectations, as the customer is highly satisfied or delighted.

Many companies are aiming for high satisfaction because customers who are just satisfied still find easy to switch when a better offer comes along, those who are highly satisfied are much less likely to switch. High satisfaction or delight creates an emotional bond with the brand, not just a rational preference. The result is high customer loyalty. Xerox's senior management believes that a very satisfied or delighted customer is worth 10 times as much to the company as a satisfied customer. A very satisfied customer is likely to stay with Xerox many more years and buys more than a satisfied customer will.

HOW DO BUYERS FORM THEIR EXPECTATIONS?

From past buying experience, friends and associates advice and marketers and competitors information and promises. If marketers raise expectations too high, the buyer is likely to be disappointed, for example, Holiday Inn ran a campaign a few years ago called ‘No surprises’ yet hotel guests still encountered a host problems, and holiday Inn has to withdraw the campaign. However if the company sets expectations too low, it won’t attract enough buyers.

Some of today’s most successful companies are raising expectations and delivering performance to match. These companies are aiming for TCS-total customer satisfaction. Xerox for example, guarantees ‘total satisfaction’ and will replace at it expense any dissatisfied customer’s equipment within a period of three years after purchase. Cigna advertisers “Well never are 100% satisfied until you are, too”. And one of Honda ads say’s: “One reason our customers are so satisfied is that we aren’t”. Nissan invites potential infinity buyers to drop in for a “guest drive” (not a “test drive”) because the Japanese word for customers is “honored guest.” Look at what high satisfaction can do.

A customer’s decision to be loyal or to defect is the sum of many small encounters with the company. Consulting firm forum corporation says that in order for all these small encounters to add up to customer loyalty, companies need to create a “brand customer experience”.

ASSURING CUSTOMER SATISFACTION:

“Those who enter to buy, support me. Those who come to flatter, please me. Those who complain, teach me how I may please others so that more will come. Only those who hurt me are displeased but do not complain. They refuse me permission to correct my errors and thus improve my service”. – Marshall Field.

The attitude of professional is summed up in this statement. It establishes the customer as the person to whom you are responsible. Customers support you. Therefore they deserve VIP treatment.

When your customers are happy, you are happy. When they complain, you are unhappy, but you examine the complaints calmly and see it as an opportunity to learn as well as satisfy their needs. The quote echoes the fear that customers will not vocalize their dissatisfaction, but instead take their business elsewhere.

There is another quote that is even more important to salespeople and companies immediately upon making a sale.

“The sale begins when the customer says.....YES”.

In olden days, it used to be, “The sale begins when the customer says.....NO,” but that is a totally inappropriate attitude to embrace in study is customer-driven business environment.

KEEPING YOU'RE YOUR CUSTOMERS HAPPY:

Since first concern is customer satisfaction awareness of some emotional stumbling blocks: selective perception, user error and buyer's remorse.

Selective perception is the process in which a person sees only selected details from the entire picture. This attention to detail is sometimes petty. For example, a customer may have a new copying machine that works like a charm, but he is irritated by the sound of the motor. He focuses only on what wrong rather than what is right.

This occurs because buyers expect their purchases to be perfect. Regardless of the purchase price, they figure that for what they spent, they deserve perfection. When you encounter someone who practices selective perception, evaluate the situation to determine if the complaint is reasonable or exaggerated

If it is exaggerated, try to resolve the problem by pointing out benefits and features that compensate. Put the negative detail in a different perspective for your client so that it becomes one small part of the total picture.

Many sales involve the installation of a new system or piece of equipment, and the buyer or their employees must be trained to use it. Their successful use if the equipment depends upon

the effectiveness of the training, and it is imperative that the salesperson follows through after the training period to make sure the client uses the purchase properly.

“Buyer’s remorse” refers to the regret that a buyer feels after making a purchase. It could be caused by selective perception, user error, or the client’s error. Whatever the reason, the full benefits of the product are not realized.

HANDLING OF CUSTOMER COMPLAINTS:

Whether your customer’s complaint is legitimate or not, follow it up with a service call. Whenever possible, do it personally instead of sending someone from the customer service department. It provides the personal services that your customer appreciates and it may obviate the need for a technician or serviceman to call. As an alternative, both of you can go together to handle customer complaints. Keep the following guidelines in mind:

1. Don’t procrastinate making the call.

Often the problem is not as serious as it sounds. Some customers “read the riot act” when they call about a complaint. A delay in responding will only irritate your client more.

2. Admit mistakes and apologize.

Just because you made the sale does not mean you can become defensive about your company, product or services. Even the most reputable companies make mistakes and have problems with their products. You may want to restate customer’s complaint to show that you are listening and have an understanding of the problem.

3. Show compassion for your customer.

Whether the complaint proves to be true or false, show your customer that you are concerned and will investigate the problem immediately. Help the customer calm down by saying, “I can understand why you feel the way you do.”

4. Actively listen to your customer's complaint.

Talking will make him feel less anxious about it. Let your customers “vent” his feelings before you react to the situation. Be sympathetic and encourage the customer to “blow up”. Afterward, he will feel better, this means he will be in a better frame of mind.

5. Don't pass the buck to your company or someone else within it.

This may take the blame off you, but it undermines the integrity and organization of the company, and your customer will lose confidence in your firm.

MAINTAINING CUSTOMER SATISFACTION:

The philosophy behind maintaining your customers is simple, now that you have them, maintain them. When you consider the amount of time and money invested in them, you cannot afford to lose them. This investment goes behind your personal expectations. It also includes your firm's advertising and marketing costs to reach that particular market segment. Your customers should be treated as if the life of your business depended on them – which it does!

15 WAYS TO KEEP YOUR CUSTOMERS SATISFIED:

1. Show them that you think of them
Send them helpful newspaper clippings or articles, cartoons related to their business and “here is an idea I thought you’d enjoy” notes. Send your clients Christmas or new year’s cards, birthday cards, and thank you notes.
2. Drop by to show them new products and brochures and offer additional services.
3. Offer a sample gift to enhance the use of your product.
See how they are utilizing your product or services and suggest other ways that they can benefit from it. They may not be realizing its full potential.
4. Offer “customer discount” on new products or services to encourage additional business.
5. When new employees are hired, offer to train them free of charge in the use of your product.
6. Repay or compensate them for lost time or money cost by problems encountered with your product.
7. Be personal.
Record details about your client’s life and enter these in your file. It is so much nicer to say to someone, “How is Bob?” rather than “How’s your Husband?”.
8. Tell the truth.
Lies have a way of coming back to haunt you.
9. Accept returns without batting an eyelash.
In the long run, they are much less expensive than finding a new customer.

10. Be ethical.

Keep all your information about the account confidential.

11. Be certain that your company follows through on its commitment.

This includes delivery, installation, packaging, and so on.

12. Show your appreciation for their referrals by reporting back to them on the outcome.

13. If your company has a newsletter, obtain permission from your successful clients to write about them in it.

14. Keep track of their results with your product and meet periodically to review the entire picture.

15. Keep the lines of communication forever open.

As in any relationship, you must be able to exchange grievances, ideas praises, losses, and victories.

CUSTOMER SATISFACTION MEASUREMENT:

In the final phase of the project, research findings will be used to build a model of customer satisfaction measurement for each customer segment. Ultimately, it will be able to give its members an objective measurement of the industry's quality as perceived by the customer. Members will also be able to use this information to determine which areas of product and service performance have the greatest impact on overall quality, and will be able to target improvement efforts in an informed and efficient manner. For the first time, the industry as a whole will have addressed customer – perceived value, as other sectors of the US economy have done.

“Voice of the system” preliminary research result

Surveys and in-depth interviews with industry leaders revealed general agreement that the market is in a tumultuous state, with pricing very soft for all but the most catastrophic coverage. As revenue thins, expense concerns rise. Leaders cite inefficiencies in technology and product delivery both within and across firms. Coupled with this internal change, customer demands and expectations for value and service continue to evolve.

The senior managers expressed genuine concern for customer-perceived quality and value, as well as the need to better understand and measure it.

CUSTOMERS SATISFACTION IN 7 STEPS:

It's a well known fact that no business can exist without customers. In the business of website design. It's important to work closely with your customer to make sure the site or system you create for them is as close to their requirements as you can manage. Because it's critical that you form a close working relationship with your clients, customer is of vital importance. What follows are a selection of tips that will make your clients feel valued, wanted and loved.

1. Encourage Face-to-Face Dealings

This is the most daunting and downright scary part of interacting with a customer. If you're not used to this sort of thing it can be a pretty nerve-wracking experience. Rest assured, though, it does get easier over time. It's important to meet your customers face to face at least once or even twice during the course of a project.

My experience has shown that a client finds it easier to relate to and work with someone they've actually met in person, rather than a voice on the phone or someone typing into an email or messenger program. When you do meet them, be calm, confident and above all, take time to ask them what they need. I believe that if a potential client spends over half the meeting doing the talking, you're well on your way to a sale.

2. Respond to Messages Promptly & Keep Your Clients Informed

This goes without saying really. We all know how annoying it is to wait days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at least email or call them back and let them know you've received their message and you'll contact them about it as soon as possible. Even if you're not able to solve a problem right away, let the customer know you're working on it.

3. Be Friendly and Approachable

A fellow Site Pointer once told me that you can hear a smile through the phone. This is very true. It's very important to be friendly, courteous and to make your clients feel like you're their friend and you're there to help them out. There will be times when you want to beat your clients over the head repeatedly with a blunt object - it happens to all of us. It's vital that you keep a clear head, respond to your clients' wishes as best you can, and at all times remain polite and courteous.

4. Have a Clearly-Defined Customer Service Policy

This may not be too important when you're just starting out, but a clearly defined customer service policy is going to save you a lot of time and effort in the long run. If a customer has a problem, what should they do? If the first option doesn't work, then what? Should they contact different people for billing and technical enquiries? If they're not satisfied with any aspect of your customer service, who should they tell?

There's nothing more annoying for a client than being passed from person to person, or not knowing who to turn to. Making sure they know exactly what to do at each stage of their enquiry should be of utmost importance. So make sure your customer service policy is present on your site -- and anywhere else it may be useful.

5. Attention to Detail (also known as 'The Little Niceties')

Have you ever received a Happy Birthday email or card from a company you were a client of? Have you ever had a personalized sign-up confirmation email for a service that you could tell was typed from scratch? These little niceties can be time consuming and aren't always cost effective, but remember to do them.

Even if it's as small as sending a Happy Holidays email to all your customers, it's something. It shows you care; it shows there are real people on the other end of that screen or telephone; and most importantly, it makes the customer feel welcomed, wanted and valued.

6. Anticipate Your Client's Needs & Go Out Of Your Way to Help Them Out

Sometimes this is easier said than done! However, achieving this supreme level of understanding with your clients will do wonders for your working relationship.

Take this as an example: you're working on the front-end for your client's exciting new ecommerce endeavour. You have all the images, originals and files backed up on your desktop computer and the site is going really well. During a meeting with your client he/she happens to mention a hard-copy brochure their internal marketing people are developing. As if by magic, a couple of weeks later a CD-ROM arrives on their doorstep complete with high resolution versions of all the images you've used on the site. A note accompanies it which reads:

"Hi, you mentioned a hard-copy brochure you were working on and I wanted to provide you with large-scale copies of the graphics I've used on the site. Hopefully you'll be able to make use of some in your brochure."

7. Honor Your Promises

It's possible this is the most important point in this article. The simple message: when you promise something, deliver. The most common example here is project delivery dates.

Clients don't like to be disappointed. Sometimes, something may not get done, or you might miss a deadline through no fault of your own. Projects can be late, technology can fail and sub-contractors don't always deliver on time. In this case a quick apology and assurance it'll be ready ASAP wouldn't go amiss.

SAMPLING:

Sampling is the one techniques which allows us to concentrate and give attention upon relativity.(i.e. Customers of Abhinandan Engineering here the sample size is 25.

In other words, representation of a particular population. And is the subset of the population. For conducting this survey it is required to concentrate on Customers of Abhinandan Engineers within the organization. For this purpose the questionnaire was incorporated and the Customers were selected and the size was 25.

Stages in selection of sampling:

- Define the target population:
According to my project my target population is Customers of Abhinandan Engineers
- Specify the sampling frame:
Concerned to the project sampling frame is all the department Customers of Abhinandan Engineers
Specify sampling unit:
Sampling unit consisting of selected sample.
- Specify sampling Method;
Unstratified probability sampling
- Determine sample size:
Concerned to my project my sample size is 25.
- Specify sampling plan:
Sampling plan is done according to the stages in the sampling process.
- Select the sample;
It includes the actual selection of the sample element at Abhinandan Engineers as I am using questionnaire for my research.

CHAPTER-6

METHODS OF DATA COLLECTION

METHODS OF DATA COLLECTION

To accomplish the objective of the study, descriptive research design is adopted to collect the data from the consumers of the different brands. Descriptive researches simply describe things as demographic characteristics of consumers who use the product. The descriptive study is typically concerned with determining frequency with same thing occurs. This study is typically guided by initial hypothesis.

For any research these two types of data are necessary:

1. Primary data
2. Secondary data

Primary data:

For this project the primary data is collected in four ways:

- a. Through observation.
- b. Through discussion (department heads and executives).
- c. Through questionnaire.
- d. Through Telephonic Interview.

SECONDARY DATA:

The secondary data is collected from various sources available within the organization like,

- a. Company past records.
- b. Books of accounts & present working environment.
- c. Internet.
- d. Systems implemented.
- e. Consulting administrative staff.

CHAPTER-7

ANALYSIS OF DATA

ANALYSIS OF DATA

1. Data generated from of monitory and measurement at various functions is collected.
2. Using various techniques makes analysis of data.
3. Evaluation is carried to find out where continual improvement can be made actions.
4. Actions are initiated for corrective/preventive actions.
5. From analysis of data following is provided related to :
 - a) Customer satisfaction.
 - b) Conformity of product requirements like quality, quantity supplied delivery performance.

STATISTICAL TOOLS:

Statistical techniques are to obtain findings and average information in logical sequence from the raw data collected. After tabulation of data research have used the following quantitative technique.

- a. Percentage analysis
- b. Charts

PERCENTAGE ANALYSIS

Percentage refers to special kind of ratio. This method is used as making comparison between two or more services of data. Percentage is used to decidable relationship. Percentage can also used to compare the relative terries, the distribution of two or more services of data.

CHARTS

Bar charts and pie charts are used to get a clear look at the tabulated data.

NEED FOR THE STUDY

The need for the study of Abhinandan Engineers taken place of customer perception will help the organization in determining their products as well as promotion programs.

Marketing research takes very vital role in knowing and understanding customer needs and behaviors. Keeping in view the importance of customer satisfaction on creating and monitoring the potential and present customers.

SCOPE OF THE STUDY

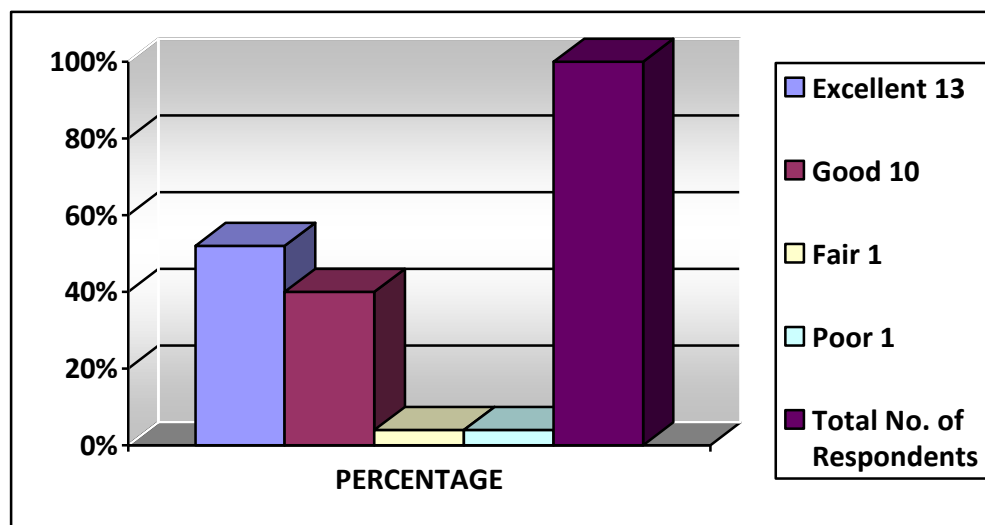
The scope of the study includes current market potential of Abhinandan Engineers

1. This study is useful to analyze the market performance of automobile industry back plates, face plates, drums, and gear cases.
2. Information about consumer perception on different manufacturing companies.
3. This study is useful to know the impact of brand advertisement and consumers.
4. This study is useful to know the satisfaction level with different attributes of Abhinandan Engineers
5. The study is useful to know the consumer preference and their reasons to prefer Abhinandan Engineers

1. OPINION OF CUSTOMERS ON PRODUCT AVAILABILITY.

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the availability of product:

Opinion	No of Respondents	Percentage
Excellent	13	52%
Good	10	40%
Fair	1	4%
Poor	1	4%
Total No. of Respondents	25	100%

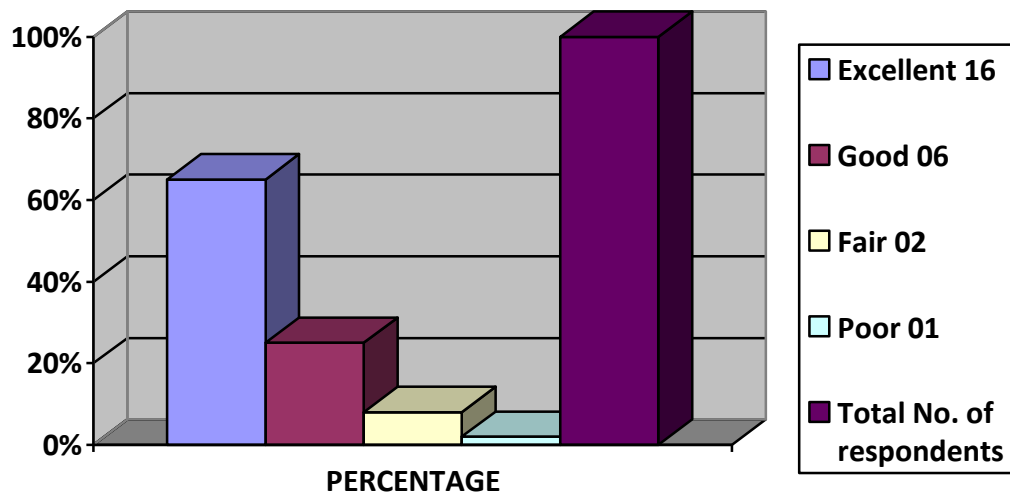


The firm should take every necessary measure to continue the existing ways of making the product available. This will increase the number of satisfied customers.

2. OPINION OF THE CUSTOMERS ON QUALITY OF PRODUCTS.

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the Quality of Abhinandan Engineers Products:

OPINION	No of Respondents	PERCENTAGE
Excellent	16	65%
Good	06	25%
Fair	02	8%
Poor	01	2%
Total No. of respondents	25	100%



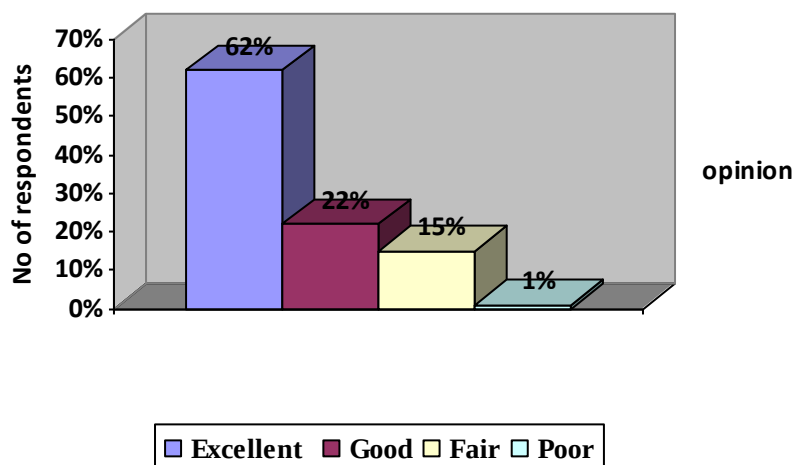
Interpretation

As most of the people perceive the quality of the products to be excellent, the firm should ensure to maintain the same standards. This action will increase the loyalty of the customers towards the firm and its products.

3. CUSTOMERS OPINION ON FEATURES OF PRODUCTS.

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the features of Abhinandan Engineers Products.

OPINION	No of Respondents	PERCENTAGE
Excellent	15	62%
Good	05	22%
Fair	04	15%
Poor	01	1%
Total No. of respondents	25	100%



Interpretation

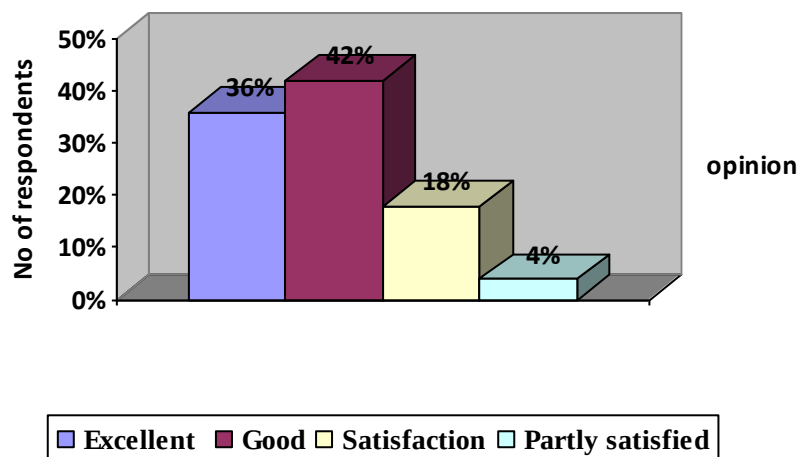
As most the customers are of opinion that the efficiency of the firm products is good, the company should ensure to continue the same standards of efficiency further.

4. OPINION OF CUSTOMERS ON PACKAGING OF PRODUCTS.

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the packing of Abhinandan Engineers Products.

OPINION	No of Respondent	PERCENTAGE
Excellent	09	36%
Good	11	42%
Satisfaction	04	18%
Partly satisfied	01	4%
Total No. of respondents	25	100%

CHART ANALYSIS:



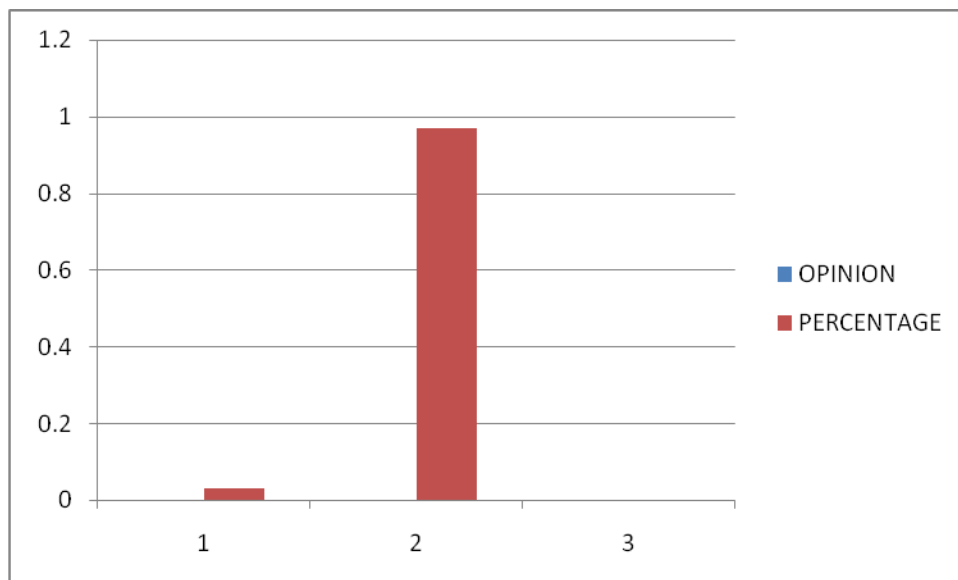
Interpretation

The firm should take certain necessary steps to give even better packaging than existing one to completely wipe out the partly satisfied customer. However by giving better packaging to products customers will be satisfied.

5. DO YOU HAV ANY COMPLAINTS ABOUT THE PRODUCT?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning complaints.

OPINION	No of Respondents	PERCENTAGE
YES	01	3%
NO	24	97%

**Interpretation**

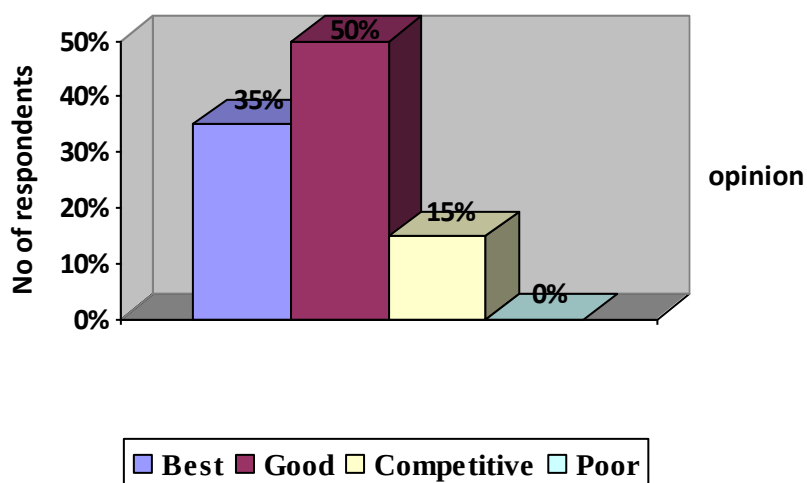
The firm should take necessary steps to completely eradicate customers' complaints.

6. WHAT IS OUR RANKING COMPARED WITH SIMILAR PRODUCTS ON THE MARKET?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the ranking of Abhinandan Engineers in the market.

OPINION	No of Respondents	PERCENTAGE
Best	09	35%
Good	12	50%
Competitive	04	15%
Poor	-	-
Total No. of Respondents	25	100%

CHART ANALYSIS:



Interpretation

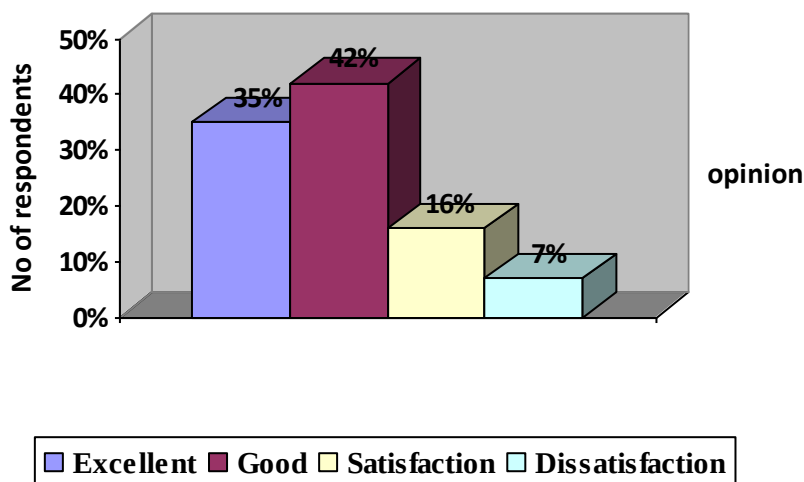
However by giving better ranking to products customers will be satisfied.

7. HOW ABOUT THE RELIABILITY TO OUR PRODUCTS?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the reliability of Abhinandan Engineers.

OPINION	No of Respondents	PERCENTAGE
Excellent	08	35%
Good	11	42%
Satisfaction	04	16%
Dissatisfaction	02	7%
Total No. of Respondents	25	100%

CHART ANALYSIS:



Interpretation

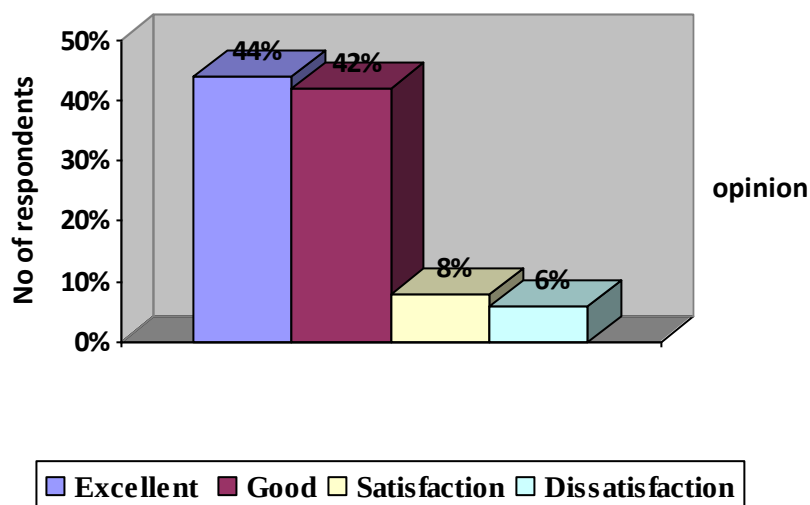
The firm should take necessary steps to give even better reliability than the existing one to completely wipe out the dissatisfied customers. However by giving better reliability to products customers will be satisfied.

8. WHAT ABOUT THE COMPATIBILITY OF OUR PRODUCTS?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the compatibility of Abhinandan Engineers products:

OPINION	No of respondents	PERCENTAGE
Excellent	11	44%
Good	10	42%
Satisfaction	2	8%
Dissatisfaction	2	6%
Total No. of respondents	25	100%

CHART ANALYSIS:



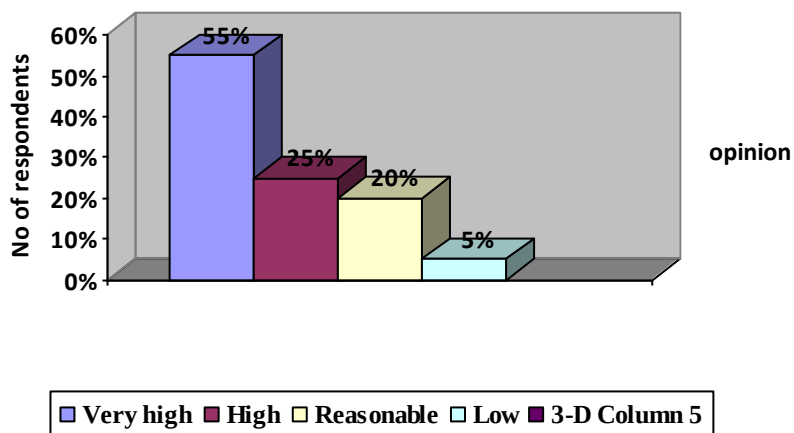
Interpretation

The firm should take certain necessary steps to give even better compatibility than the existing one to completely wipe out the dissatisfied customers.

9. OPINION OF CUSTOMERS ON PRICE OF THE PRODUCT.

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the pricing of Abhinandan Engineers.

OPINION	No of Respondents	PERCENTAGE
Very High	14	55%
High	6	25%
Reasonable	4	20%
Low	1	5%
Total No. of respondents	25	100%

CHART ANALYSIS:**Interpretation**

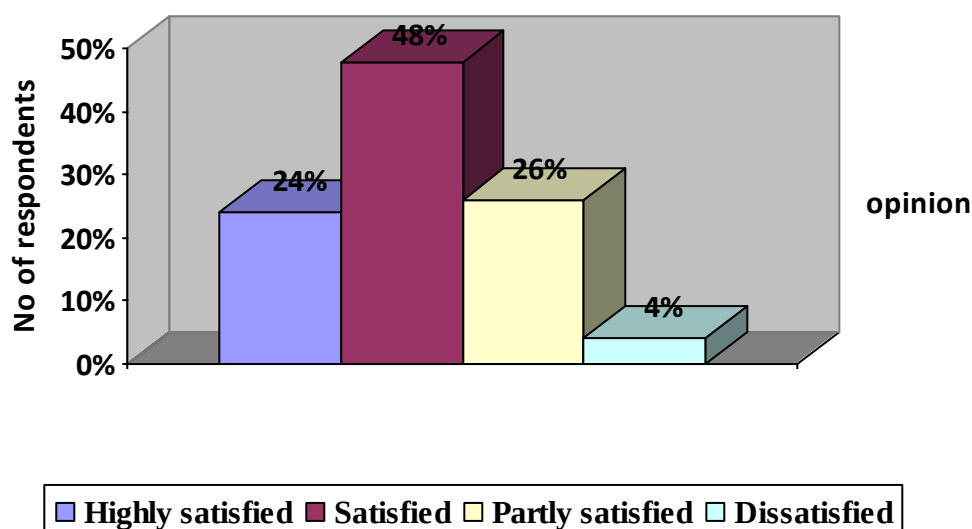
Since most of the customers strongly feel that the prices of the products are high, the firm should reduce the price to affordable level. This will lead increase in sales and will enhance the customer satisfaction level.

10. ARE YOU SATISFIED ON COMAPIES EFFORTS OF NEW PRODUCT DEVELOPMENT?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the efforts on new product development of Abhinandan Engineers.

OPINION	No of Respondents	PERCENTAGE
Highly satisfied	6	24%
Satisfied	12	48%
Partly satisfied	6	26%
Dissatisfied	1	4%
Total No. of respondents	25	100%

CHART ANALYSIS:



Interpretation

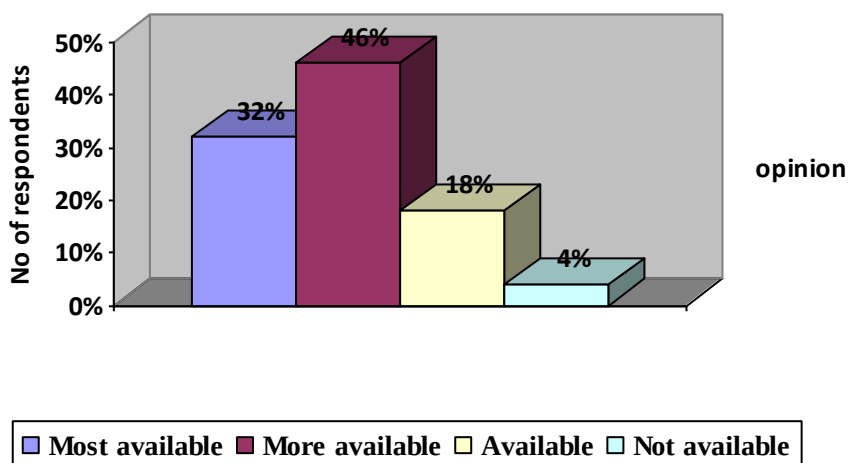
The firm should take certain necessary steps to give better efforts on new product development than the existing one to completely wipe out the dissatisfied customers.

11. ARE THE DISTRIBUTING CHANNELS AVILABLE TO YOU FROM THE COMPANY?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the distributing channels of Abhinandan Engineers.

OPINION	No of respondents	PERCENTAGE
Most available	8	32%
More available	11	46%
Available	5	18%
Not available	1	4%
Total No. of respondents	25	100%

CHART ANALYSIS:



Interpretation

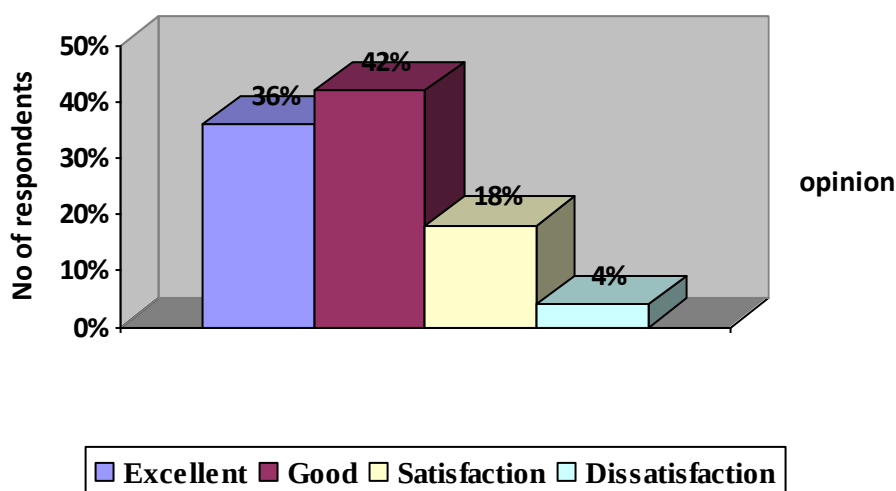
The firm should take certain necessary steps to give even better distributing channels than the existing one to completely wipe out the dissatisfied customers. However by giving better distributing channels to customers will be satisfied.

12. HOW DO YOU RATE OUR DELIVERY ON TIME PERFORMANCE AND OUR COMMITMENT TO MEET YOUR DELIVERY EXPECTATIONS?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the delivery rate of time performance and commitment of Abhinandan Engineers:

OPINION	No of Respondents	PERCENTAGE
Excellent	9	36%
Good	10	42%
Satisfaction	5	18%
Dissatisfaction	1	4%
Total No. of respondents	25	100%

CHART ANALYSIS:



Interpretation

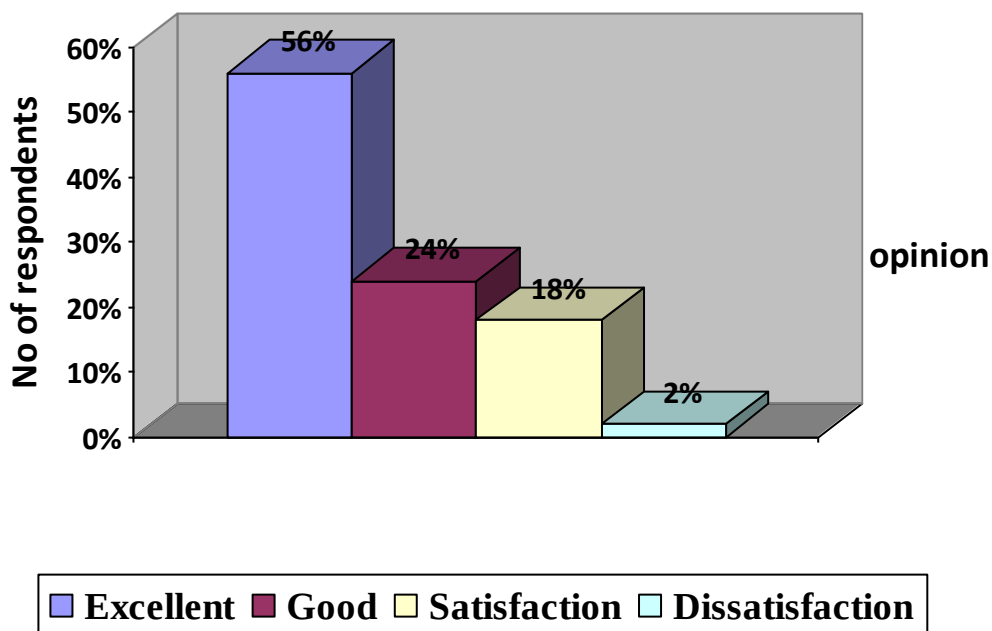
The firm should take certain necessary steps to give even better delivery rate of time performance and commitment than the existing one to completely wipe out the dissatisfied customers. However by giving better delivery rate of time performance and commitment to customers will be satisfied

13. WHAT DO YOU FEEL ABOUT THE CREDIT PERIOD GIVEN BY FIRM?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the Credit period given by Abhinandan Engineers:

OPINION	No of Respondents	PERCENTAGE
Excellent	14	56%
Good	6	24%
Satisfaction	4	18%
Dissatisfaction	1	2%
Total No. of respondents	25	100%

CHART ANALYSIS:



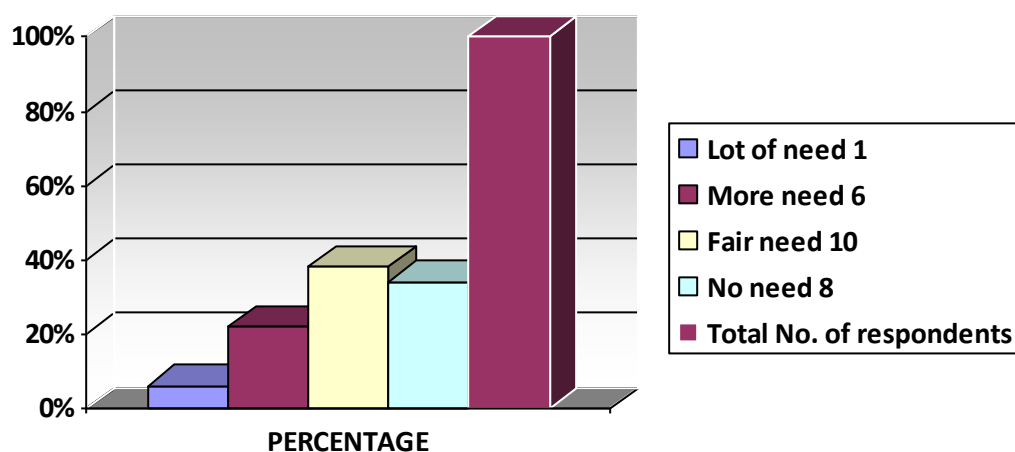
Interpretation

The firm should maintain the existing one to achieve better.

14. DO YOU NEED TECHNICAL IMPROVEMENT TO THE PRODUCTS?

PERCENTAGE ANALYSIS: This table shows the customer opinion concerning the need of technical improvement of Abhinandan Engineers:

OPINION	No of Respondents	PERCENTAGE
Lot of need	1	6%
More need	6	22%
Fair need	10	38%
No need	8	34%
Total No. of respondents	25	100%



Interpretation

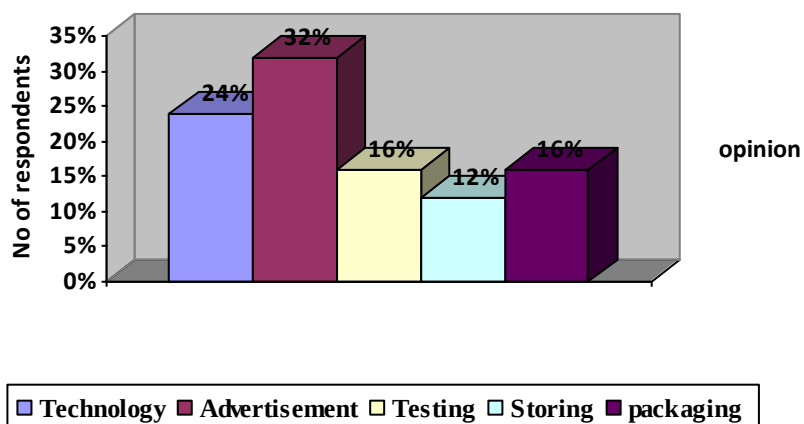
The firm should take certain necessary steps to give even better technology than the existing one to completely wipe out the dissatisfied customers. However by giving better technology to products customers will be satisfied.

15. WHAT ARE THE FACTORS THAT YOU EXPECT FROM ABHINANDAN ENGINEERS?

PERCENTAGE ANALYSIS: This table shows the customers who need the up to date of Abhinandan Engineers:

OPINION	No of Respondents	PERCENTAGE
Technology	6	24%
Advertisement	8	32%
Testing	4	16%
Storing	3	12%
Packaging	4	16%

CHART ANALYSIS:



Interpretation

The firm should take certain necessary steps to give better up to date than the existing one to completely wipe out the dissatisfied customers. However by giving better up to date to products then customers will be satisfied.

LIST OF MAJOR VALUED CUSTOMERS

SL.NO	NAME OF THE CUSTOMERS	PLACE	AGE
1	Mahindra&Mahindra. Ltd	mumbai	9 months
2	Kirlosker ferrous ind .ltd	hospet	16 months
3	Indotech machines pvt ltd	indore	8 years
4	Danobat indotech.ltd	indore	4 years
5	Pragati engineering	belagavi	4 years
6	Himagiri casting pvt.ltd	goa	2 years
7	Akp ferrocast pvt ltd	belagavi	7 years
8	Sound casting alloys pvt ltd	belagavi	4 years
9	Expert engineering enterprises	belagavi	4 years
10	Prabhat casting	belagavi	recently

CHAPTER-8

FINDING, SUGGESTION, CONCLUSION

FINDINGS

- The total customer opinion on the product availability is (52%) in Abhinandan Engineers which is excellent. It means most customer are satisfied with the product.
- 65% of customer are saying that quality of product in Abhinandan Engineers is excellent. It means customers are satisfied with the quality.
- 62% of customer are saying that the features of the products is excellent. That means people are satisfied by the features of the products.
- The overall 42% of customers are saying that the packaging of product is good. It means customers are satisfied by the packaging of the products.
- 97% of people are saying no regarding the complaints of the product which means that more number of people are satisfied with the product.
- 55% of customers are saying that the price of the product is very high. It means that the customers are not satisfied with the price of the products.

SUGGESTIONS

- In Abhinandan Engineers the customers are satisfied but still company can improve.
- In Abhinandan Engineers the customers are satisfied by the product quality.
- The overall product features of the company are good and satisfied by its customers.
- Still Abhinandan Engineers should improve their packaging.
- There are less complaints regarding the overall product of Abhinandan Engineers from the other companies.
- The company should minimize price of their products.

CONCLUSION

This project work has given me a golden opportunity to understand the operations of Abhinandan Engineers. It enriched my knowledge in the field of CUSTOMER SATISFACTION.

Opinions were collected through questionnaire method, which was a very useful tool and has been carried out successfully.

In this specific study the working efficiency of CUSTOMER SATISFACTION in the organization were analyzed and the recommendation was made in order to improve its effectiveness.

I hope the above submitted report and recommendation will be helpful for betterment of the CUSTOMER SATISFACTION in the organization.

CHAPTER 09

BIBLIOGRAPHY

BIBLIOGRAPHY

- Primary data
- Secondary data
- www.abhinandan.in
- Company report
- Industry visit

QUESTIONNAIRE

Dear Sir/Madam,

I am **RATIKA RAIKAR** pursuing BBA at People Education Society, Belagavi. As a part of my curriculum I am conducting a survey on “**CUSTOMERS SATISFACTION AT ABHINANDAN ENGINEERINGS PVT LTD**” The information provided by you will be strictly kept confidential and used for academic purpose only.

PERSONAL INFORMATION

Name: _____ **MOB:** _____

Gender: (A) Male [] (B) Female []

Address: _____

1. Opinion of customers on product availability

- a) Excellent ()
- b) Good ()
- c) Fair ()
- d) Poor ()

2. Opinion of the customers on quality of products.

- a) Excellent ()
- b) Good ()
- c) Fair ()
- d) Poor

3. Customers option on features of products.

- a) Excellent ()
- b) Good ()
- c) Fair ()
- d) Poor ()

4. Opinion of customers on packaging of products.

- a) Excellent ()
- b) Good ()
- c) Fair ()
- d) Poor ()

5. Do you have any complaints about the roduct?

- a) Yes ()
- b) No ()

6. What is our ranking compared with similar products on the market?

- a) Best ()
- b) Good ()
- c) Competitive ()
- d) Poor ()

7. How about the reliability to our products?

- a) Excellent ()
- b) Good ()
- c) Satisfaction ()
- d) Dissatisfaction ()

8. What about the compatibility of our products?

- a) Excellent ()
- b) Good ()
- c) Satisfaction ()
- d) Dissatisfaction ()

9. Opinion of customers on price of the product.

- a) Very High ()
- b) High ()
- c) Reasonable ()
- d) Low ()

10. Are you satisfied on companies efforts of new product development?

- a) Highly satisfied ()
- b) Satisfied ()
- c) Partly satisfied ()
- d) Dissatisfied ()

11. Are the distributing channels available to you from the company?

- a) Most available ()
- b) More available ()
- c) Available ()
- d) Not available ()

12. How do you rate our delivery on time performance and our commitment to meet your delivery expectations?

- a) Excellent ()
- b) Good ()
- c) Satisfaction ()
- d) Dissatisfaction ()

13. What do you feel about the credit period given by firm?

- a) Excellent ()
- b) Good ()
- c) Satisfaction ()
- d) Dissatisfaction ()

14. Do you need technical improvement to the products?

- a) Lot of need ()
- b) More need ()
- c) Fair need ()
- d) No need ()

15. What are the factors that you expect from abhinandan engineers?

- a) Technology ()
- b) Advertisement ()
- c) Testing ()
- d) Storing ()

**S.K.E SOCIETY'S
RANI PARVATIDEVI COLLEGE OF ARTS AND
COMMERCE, DEPT OF BBA
BELAGAVI**

(Affiliated to Rani Channamma University, Belagavi)

Rani Channamma University, Belagavi



**A Project report on
A STUDY ON EMPLOYEE PERFORMANCE
APPRAISAL**

**Undertaken at :
GRIHALAXMI METAL INDUSTRIES**

**Submitted by :
Miss. Roopali Y. Kamble
Regd No. : B1811231
BBA 6th Sem**

Submitted to :

RANI CHANNAMMA UNIVERSITY, BELAGAVI
In the partial fulfillment of the award of
BACHELORS DEGREE OF BUSINESS ADMINISTRATION

2020-21

**S.K.E SOCIETY'S
RANI PARVATIDEVI COLLEGE OF ARTS AND
COMMERCE, DEPT OF BBA
BELAGAVI**



Project Report on

“A Study on Employee performance appraisal”

Undertaken at :

GRIHALAXMI METAL INDUSTRIES

Karnataka

Submitted by

Miss. Roopali Y. Kamble

Regd No. : B1811231

BBA 6th Sem

Under the guidance of

**Organisational Guide
HR Manager
Umesh Astekar**

**Institute Guide
Prof. N.V. Hiremath**

S.K.E SOCIETY'S
RANI PARVATIDEVI COLLEGE OF ARTS AND
COMMERCE, DEPT OF BBA
BELAGAVI-590006

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval Project Report

CERTIFICATE

This is to certify that Miss. Roopali Y. Kamble, has satisfactory completed the project at **“GRIHALAXMI METAL INDUSTRIES”** In partial fulfillment of award of Bachelor's Degree by Rani Channamma University, Belagavi for the year 2020-21.

Institution Guide
Prof. Nandkeshwar V. Hiremath

Director
Prof. S.S.Shimangoudar



Grihalaxmi Metal Industries

GSTIN No.: 29AAGFG0072N1Z5



MANUFACTURER OF C.I. GRADED CASTING & MACHINED COMPONENTS

P.E.D.-2014/68/EU
AN ISO 9001:2015
CERTIFIED COMPANY

Certificate

This is to certify that Miss Roopali Y Kamble Reg no. B1811231, student of SKE SOCIETY RANI PARVATI DEVI COLLEGE OF BUSINESS ADMINISTRATION, belgaum studying in BBA 6th semester, She has satisfactorily completed her project report on "Employee performance appraisal" in our industry from 2/8/2021 to 1/9/2021.

During the period of her project work, she was sincere & punctual and successfully completed the project under guidance.

We wish her a bright future.

Place : Belgaum

Date : 1/9/2021

For Griha Laxmi Metal Industries

Autorised signature



Plot No. N-13, Industrial Estate, Udyambag, BELGAUM - 590 008, (Karnataka) INDIA,

E-mail: grihalaxmimetals@hotmail.com Web: www.grihalaxmimetals.com

DECLARATION

I miss Roopali Y. Kamble, bearing the register No. B1811231 hereby declare that , the project report entitled. “**GRIHALAXMI METAL INDUSTRIES**” Submitted to Rani Parvatidevi College of Arts & Commerce Department. Of BBA Belagavi in Partial fulfillment of the requirement for the awards of the Degree of Bachelor’s of Business administration during the 2020-21 is a record of Bonafied reports carried out by me under the guidance of Prof N.V. Hiremath Department of BBA and No. of Part of the it has been submitted for any other degree or Diploma.

Place : Belagavi

Date :

Roopali Y. Kamble

Reg. No. B1811231

ACKNOWLEDGEMENT

It is my pleasure to be indebted to various people, who directly or indirectly contributed in successful completion of my BBA Project work.

I would like to express my sincere gratitude to my Guide H.R. Umesh Desai, for providing me an opportunity to undergo the project works at “**Grihalaxmi Metal Industries**” and also to Mr. Umesh & Staff for their valuable guidance.

I am thankful to “Grihalaxmi Metal Industries” for their support, co-operation, in collecting data for my project.

I also extend my sincere thanks to Internal Guide Mr. N. V. Hiremath, who has provided his valuable suggestions and precious time in accomplishing my project work.

Finally, I would like to thank my parents for their moral support and my friends with whom I share my experience and received lots of suggestions that improved the quality of my project work.

Roopali Y. Kamble
Reg. No. B1811231

EXECUTIVE SUMMARY

The Project was undertaken in “**Grihalaxmi Metal Industries**” the study was made to know “**Project report on Employee Performance Appraisal**”.

A Grihalaxmi Metal Industry is the leader in the manufacturing of various types of high quality products. This is a quality of Project have a high standard of design and accuracy that meet international specification and has thus concerned a major share in India’s process industry. Such as Chemical, refineries petrochemicals, terminals, fertilizer, power plant, paper industry atomic energy plants etc. It is beard giver for thousands of employees in and around the Belgaum.

In includes the profile of the company. Its various departments Mission, Vision, Organisation Chart. The information was collected through company guide and other related materials like company prospects, website of company etc.

The objectives of the study was to study on the performance appraisal in the organization, method of collecting primary data was through questionnaire and personnel interview and secondary date has been collected through internet, Magazines, company manuals etc.

TABLE OF CONTENTS

Sl.No.	Particulars	Page No.
1	Company Introduction	1
2	History of Company	2
3	Company Profile	3
4	Vision and Mission, Quality Policy, objectives,	4
5	Organization Structure	5
6	Types of Department	6-8
7	Products of the Company,	9-17
8	Swot analysis	18
9	Introduction of the Topic	19-29
10	Data analysis and interpretation	30-39
11	Findings	40
12	Suggestions	41
13	Conclusions	42
14	Limitations of Study	43
15	Bibliography	44
16	Annexure	45

GRIHALAXMI METAL INDUSTRIES

Introduction of the Company :

M/s. Grihalaxmi Metal Industries was established in the year 1989. The founder, Mr. M.Y. kono laid a firm foundation in the year 1989 with a vision to develop quality products in the foundry sector. Right from its inception till now, the organization has made steady progress in successfully developing and marketing various foundry products; the focus has aly been quality products and manufacturing processes with a difference.

Our company distinguished itself by its high level performances in precision Gray iron casting industry because of our team work, our meticulous quality control, our capacity of production, the skills of our technicians, specialized engineers and also our state of the art equipments our organization has been accredited with ISO 9001:2008 & has put the highest emphasis on ensuring optimum quality of castings. We have a system supplying casting of right Quality, Quantity and as per Customer Schedules.

One of the major back up & advantage is an in-house sophisticated CNC and conventional machine shop which runs 24 hrs on the same Name i.e. Grihalaxmi Metal Industries-Unit 1. With this we are capable of providing the castings in full machined condition.

Our company's employees are guided by the vision to be "Best in the manner in which we operate best in the products we deliver and best in our value system and ethics."

GRIHALAXMI METAL INDUSTRIES

Company Profile and History

History of the Company

M/s. Grihalaxmi Group of Industries is known as manufactures and suppliers of cast Iron, Ductile Iron and Machined components. Our group established in the year 1989 by founder Mr. Maruti Kono with vision to develop quality in developing and marketing various foundry components. This Progress was achieved due to continual improvement in the production skills and methods of production with the change in time.

The Grihalaxmi Group consists of two foundries and two machining facilities. We, cater especially to the pumps, valves, compressor, defense, machine tools automobile, material handling agriculture Industries and few general Industry.

GMI Unit - I



GRIHALAXMI METAL INDUSTRIES

Company Profile

Name of the Company	: Grihalaxmi Metal Industries –Unit 2 (Foundary Unit)
Address & Works	: Plot No. N-13, Industries Estate, Udyambag, Industries Estate Belagavi Karnataka- 590008
Grihalaxmi metal Industries – Unit 1 (Machine Shop) Plot No. 12 Sy. No, 336/342, Udyambag Belagavi – 590008	
E-mail :	grihalami@yahoo.co.in
Founder	: Mr. Maruti Y. Kono
Year of Establishment	: 1989
Status of Ownership	: Partnership
Name of the Partners	: Mr. Maruti Y. Kono (Managing Partner) Mrs. Lata M. Kono (Partner)
Indirect Exports	: EUROPE, MIDDLE EAST, UNITED KINGDOM
Turnover	: 56 million to 77 million
No. of Employees	: Production Staff-9, Office Staff – 4, Workers-85, Total - 98

GRIHALAXMI METAL INDUSTRIES

Vision, Mission, Objectives and Quality Policy

- **Vision :**

“ To be a globally respected industry that provides best foundry castings, leveraging technology. Delivered by best-in-class people”.

- **Mission :**

“To achieve our police and objectives in an environment of fairness, honesty and courtesy towards our customers, employees, vendors and society at large”

- **Quality Police :**

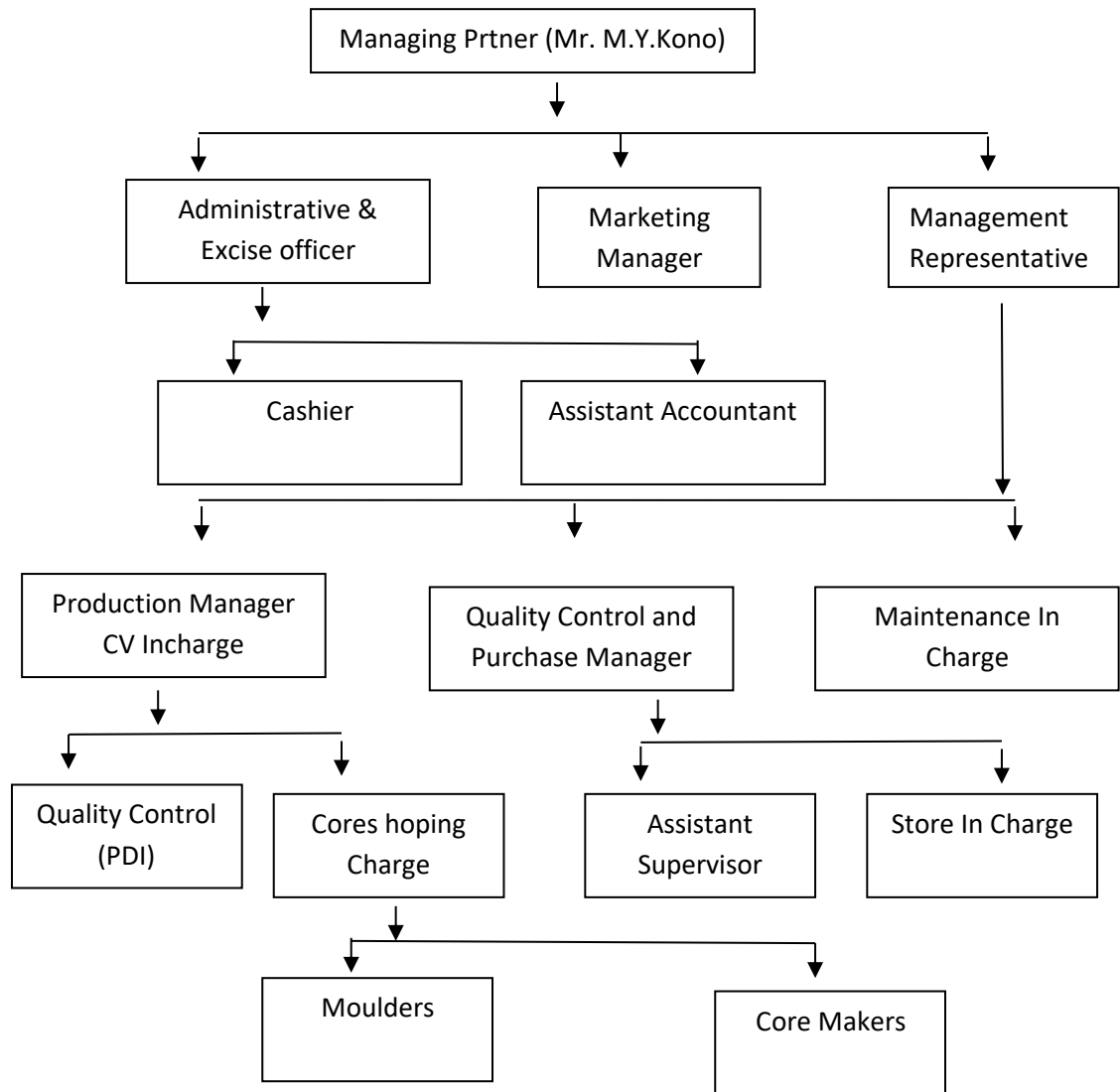
We at “Grihalaxmi Metal Industries” are committed to comply with requirement and strive to, Satisfy the customer by timely supplying Casting & Mechined Products, Through Continual improvement in Manufacturing Process and Quality Management System.

- **Objectives :**

1. To handle the customer complaints.
2. To reduce time in hours.
3. To in house rejection in %
4. Quality rating @ SUB contract in %.
5. Delivery rating @ SUB contract
6. Conduct training to upgrade employee skill on regular basis.

GRIHALAXMI METAL INDUSTRIES

Organization Structure



Types of Departments :

Sales And Marketing Department :

Market is one of the most dynamic activities of the firm marketing emphasizes on quality, value, customer satisfaction and relationship building along with ethical marketing behaviour. Marketing department is main department at Grihalaxmi Metal Industry; both marketing and sales departments are merged. All the free sales activities are handled by this section. Marketing department has to co-ordinate between various departments. As it is a custom built, after sales services is made whenever registered.

Marketing Procedure :

- The order is received as per customer's requirement.
- After planning it is confirmed and it is forwarded to engineers and then to the designing and drafting department.
- If there are any specifications, this department will perform it and send it to purchase department.
- After products are produced they are checked and dispatched.
- Then dispatch note is prepared to dispatch department.

Purchase Department :

The purchase department is responsible directly for the procurement of materials like raw materials, internal department's requirement, and statements on packing materials, size quantity, and stock verification, requirements of all the departments, placing orders against the requirement, quotations, rates, quality, delivery and quality of the material purchased.

With the help of production and marketing department, the purchase department, will forecast the materials required. Then the list is send to cardex. Identification of vendors is done through yellow pages, the chamber of commerce etc. then vendor analysis is done on the basis of price rating, delivery rating and past history of the vendor. Then order is sent to the suitable vendor. On the receipt of goods, the inspected and checked.

Production Department :

It is the most important department of the organization. It consists of members including production manager, shift in charge operators, fitter maintenance, electrician and helpers. All the members of the department work with Co-ordination and co-operation which helps in the proper production of the components. And the all machines maintenance is looked after by the production department itself. The work of the production department is to plan, observe all the production activities concerned with the manufacturing of the product. This department sees that the employees are regular to work and carry out their job activities efficiently and effectively.

Function of the Department :

- To utilise all resources & manufacture the stated quality of products.
- To manufacture goods within the specified time period.
- To see the machineries are not idle. There has to be continuous process one after the other.
- Periodic review of machines so that breakdowns are avoided.
- To see that the desires quality & Quantity is produced.

Store Department :

Store assists all functional departments. It is basically all about dealers, rates, machinery, meetings, discussion, and decision are taken depending on the store department.

Functions of Stores :

- Receiving and issuing ok components and hardware.
- Ensure identification status, party code on components, vendor Code and material code in delivery challan.
- Storing of components in racks/wooden pallets location wise.
- Issuing materials as per indents of shops.

Accounts Department :

Capital is necessary for any organization for a smooth running of its activities it is necessary that the available finance must be properly utilized to maximize the return on investments. The basic functions of accounts department are to account the financial transaction of the organizations to pay the amount due to evidence and thirdly to receive the amount legally due to company and control its finance properly.

The accounts department has dealings with all departments as it is core department. It maintains books of accounts, finance, Sales Tax, Income Tax, cash Book, books of accounts, purchase department and sales book, daily cash flow, bank and cash receipt. All external and internal and bank audits will be carried out.

Human Resource Department

Introduction :

Human resource plays a vital role in an organization. Every organization needs human resources to run its business activities. Human have different type of skills, attitude, knowledge, which helps the organization and the individual to attain to their goals in a long run. GRIHALAXMI METAL INDUSTRIES. Has understood the importance of Human resources and adopts an executed various Human Resources Development policies. This helps the employees to continuously sharpen their skills, develop organizational culture in individuals, and develop capabilities of individual to help meet changing organizational needs.

- Man power planning
- Recruitment and Selection
- Induction
- Promotion and transfer
- Performance appraisal (P.A.)
- Training
- Selection

GRIHALAXMI METAL INDUSTRIES

Product Profile :

Industry	Components
Pumps	Valute casing, stage casing Suction casing, all type od BRG Housing Split casing.
Power Transmission	Gear casing, Helical type, Universal type, Vertical type BRG housing Worm Wheel.
Diesel Engines	Flywheel housings, Flywheel, BRG Housing Oil sumps, Centrifugal Pump bodies
Air Compressor	Flywheel Motor Pulleys, Crank Case, Liners, BRG Housing, Motor bodies, Valve bodies
Damper Mass	Damper mass and Damper pulleys
Machine Tools	Frame, beds, Spindle Housing Brackets, slides, head Stock, tail Stock Coolant Flange
Valves	All types of valves, Air release, NRV Valves Diaphram Valves butter fly valves.
Automobiles	Break drums, Clutch plates

PUMPS

Pumps convert mechanical energy into hydraulic energy and water or other fluid at in motion need of increase pressure, increase flow rate and move fluid from lower elevation to higher elevation.



POWER TRANSMISSION

HELICAL TYPE :

The gradual engagement makes helical gears operate much more smoothly and quietly than spur gears. For this reason, helical gears are used in almost all car transmission. Because of the angle of the teeth on helical gears, they create a thrust load on the gear when they mesh.



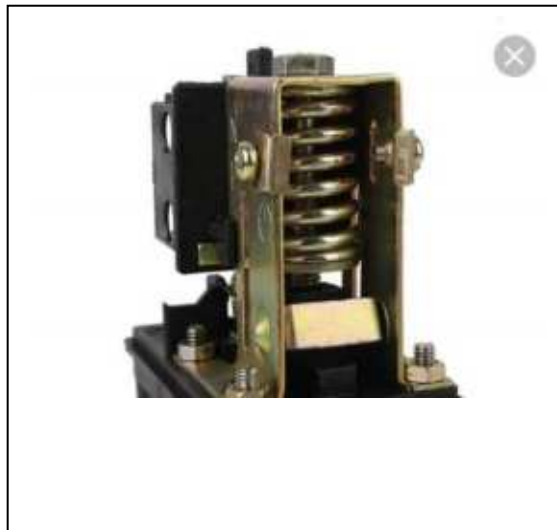
DIESEL ENGINES

The fuel is sprayed into the combustion chambers through fuel injector nozzles just when the air in each chamber has been placed under such great pressure that it's hot enough to ignite the fuel spontaneously



AIR COMPRESSOR

It is a device that converts power into kinetic energy by Compressing and pressurizing air. Fly wheels, Motor Pulleys, Crank Case, Liners, BRG housing, Motor Bodies, Valve Bodies, This are the components.



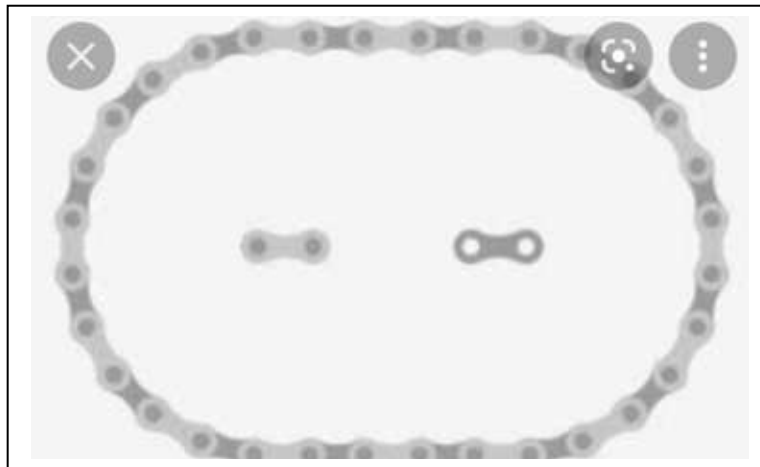
DAMPER MASS

The Device that control unwanted spring motion through a process known as dampening shock absorbers slow down and reduce the magnitude of vibratory that can be dissipated through hydraulic fluid.



MACHINE TOOLS

The main function of a machine tool is to remove metal from a piece of work to give the required shape and size. This is accomplished by achieving proper relative motion between the work-piece and the tool.



VAIVES

Air release valves are installed at the highest points in a pipeline where air naturally collects. Air bubbles enter the valve and displace the liquid inside, lowering the liquid.



AUTOMOBILES

IF the engine is running with the clutch engaged and the transmission in neutral, the engine spins the input shaft of transmission but power is not transmitted to the Wheels. The clutch is located between then engine and the gear box, as disengaging it is usually required to change gear



Achievements and Awards of the Company

NATIONAL AWARDS :

- 1] Partners in Progress- Standard Chartered Bangladesh Trade Awards 2017.
- 2] Enterprise of the year in DHL The daily star Bangladesh Business Award 2016.
- 3] 14 awards in The Best Brand Award Bangladesh 2016 including The Most improved Brand, Best Sugar Brand Best Atta-Maida-Suji Brand etc.
- 4] National Export Trophy (Gold Medal) For 2010-2011 financial year for outstanding performance in export trade.
- 5] Nawad Sir Salimullah Gold Medal presented by The Honorable President of the People's Republic of Bangladesh for commendable and Significant performance towards Industrialization of the country.

INTERNATIONAL AWARDS :

- 1] URS Asia One World's Greatest Leaders 2017-2018 Award.
- 2] URS Asia One World's Greatest Brands 2017-2018 Award.
- 3] First among the Most Chosen Brands in food category by Brand Footprint study of Spain based Market Research organization Kantar worldpanel for the year 2014 & 2015
- 4] The prestigious Saskatchewan Pulse Growers Special Award of Canada's Agri-commodity.
- 5] 3rd Hydro-Power and Clean Energy Excellence Award in 32nd CACCI Conference in Istanbul, Turkey.

Swot Analysis of the Company

I] **STRENGTHS :**

- 1) Abundance of iron ore & other minerals for steel.
- 2) Skilled manpower and low unit labour costs.

II] **WEAKNESS**

- 1) High cost of capital
- 2) Low labour productivity
- 3) High Social costs
- 4) Distribution network

III] **OPPORTUNITY**

- 1) Low per capita consumption
- 2) Positive growth of Indian Economy
- 3) Low export market
- 4) Unexplored rural market and Govt. thrust on infrastructure development

IV] **THREATS**

- 1) Slow industry growth
- 2) Substitution by Aluminum plastics
- 3) Recession in other countries.

Introduction of the Topic :

Introduction of Performance Appraisal :

“Performance Appraisal”

Performance appraisal has personally usual as a

The observe of this training module is to help better what many of them fear they don't do well at all conduct appraisals meeting with the employees. In fact most of the managers have negative feeling towards performance appraisal and appraisal meetings. Many complain that these functions make them feel has if they are setting in judgement or acting like school teachers giving grades.

Performance appraisal is also known as employee evaluation, merit rating, employee assessment, etc. It is a systematic process of appraising an employee's current and past performance relative to his/her performance parameters....

Performance appraisal process may be held annually or monthly as per needed.

Introduction of the Topic :

Its often necessary to shift managers thinking form the perception that they are judges or school teachers. Managers will be surprised to know that the appraisal is an important component of managing employee's motivation, most employees welcome the feedback and the measurement of achievement that a good appraisal can provide.

Meaning of Performance Appraisal :

Performance appraisal is a method of evaluating the behavior of employees in the workplace, normally including both the quantitative aspect of the job performance.

Performance appraisal is the systematic description of employee's job- relevant strength and weakness.

The basic purpose is to find out how well the employees is performing the job and establishing the plan of improvement.

Appraisal is arranged periodically according to a definite plan.

OBJECTIVES / PURPOSE OF PERFORMANCE APPRAISAL :

- To create and maintain satisfactory level of performance.

- To contribute to the employee growth and development through training self and management development programs
- To help the superiors to have a proper understanding about their subordinates.
- To guide the job changes with the help to continue ranking.
- To facilitate fair and equitable compensation based on performance
- It helps the employees to overcome his weakness and improve over his strength and thus enable him to improve his performance and that of the department.
- Contribute to the growth and development of the employees through helping him realistic goal setting.

Needs for performance appraisal :

- Performance appraisal provides information about the performance rank based on those decisions regarding salary fixation confirmation promotion transferees.
- It provides feedback information about the level of achievement and behavior of subordinates.
- It provides feedback information about the level of achievement and behavior of subordinates.
- It provides information to diagnose deficiency in employees regarding skills, knowledge determine training and development needs and to prescribe the means for employees growth provides information for correcting placement.
- To prevent grievances and in disciplinary activities.

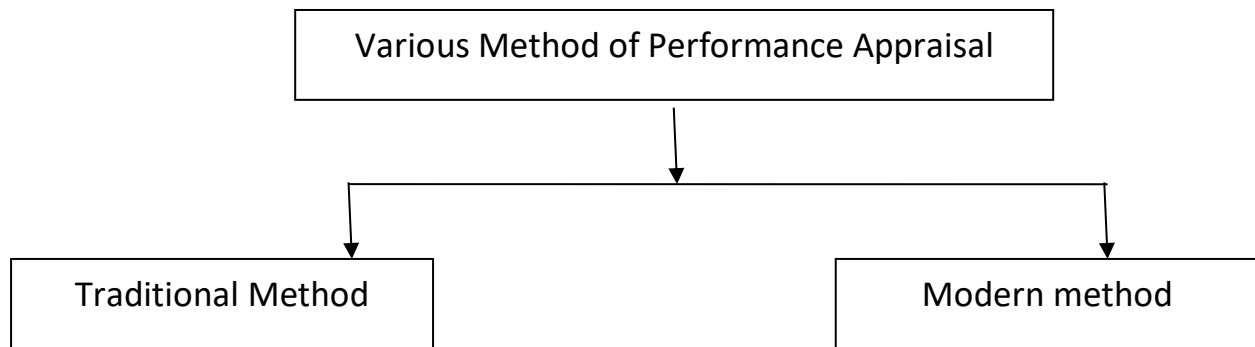
PURPOSE FOR PERFORMANCE APPRAISAL

- To create and maintain a satisfactory level of performance.

- To help the superiors to have a proper understanding about their sub ordinates.
- To guide the job changes with help to continue ranking
- To facilitate fair and equitable compensation based on performance.
- To provide information for making decision regarding lay off, refreshment etc.

OBJECTIVES OF THE STUDY :

- To study of the performance system in the company.
- To find the efficiency level of the employee.
- To find the performance appraisal system which suits the company.



- | | |
|-------------------------------|---------------------------------------|
| 1. Graphical Rating Method | 1. Behaviorally Anchored Rating Scale |
| 2. Rating Method | 2. Assessment Center Method |
| 3. Paired Distribution Method | 3. Human Resources Accounting |
| 4. Forced Distribution Method | 4. Management By objectives |
| 5. Check List Method | |
| 6. Essay Writing Method | |

Traditional Method :

1. Graphic rating Method

To the method performance are remanded on the scale for lower level employees the separate paid and quality of work, Quantity job knowledge of work, imaginations leadership qualities. The appraisal is supplied with printed forms appraisal against points to each of leader and employees are ranked on the bases of total points scored.

2. Rating Method :

This is the oldest and simplest form of performance appraisal here man and his performance is considered as an entry by the rater.

No attempt is made to fractionalize rate or his performance.

The “Whole Man” that is the ranking of man in a work group is done against that of another The relative position of each man is rested in terms of his numerical rank.

It can also be done by ranking a person on his job performance against that of another member of competitive group by placing him as number 1 or 2 or 3 in total group.

This is simplest method relatively easy to develop and use because we can separate most efficient very easily.

3. Paired Comparison method :

In this method each employee is compared at every trait with all the order person is airs I at a time. The Number of times each individual is compared with I another is tallied on the piece of paper and this number yield a rank in order of entire group.

For example, if there are 5 person a,b,c,d &e to be compared then appraise the rank the employee by comparing I employee with all other employees. With all other employees in the group and one at the time.

1. Simple Checklist Method :

The checklist consist large Number of Statements and concerning and employees behavior.

The checklist consists of large number of behavior.

2. Weighted Checklist Method :

It involves weighting the various department items in the checklist having statement about to indicate that some are more important than others.

3. Forced Checklist method :

A group are prepared each group consist of 4 descriptive statement about employees behavior two statement are favorable and other are unfavourable and the actual weight age is kept as secret.

6. Essay method :

Under this method the supervisors make a free form easy of open ended appraisal of an employee in his own words about employee. While doing this he takes note that of following factors.

- a. Relation with fellow members and his supervisors.
- b. General organization and planning ability
- c. Job knowledge and potential
- d. Employees characteristic and attitude
- e. Production quantity and cost control
- f. Developments needs for future
- g. Under taking of company, its policies and procedures.

7. Critical Incident Method :

This method was developed by the armed forces in the united states during world war 2. The essence of this method is that it attempts to measures workers performance in terms of certain events or episodes that occur in performance of rates job and these events are known a critical event. The supervisors keep a written record of the events that can easily be recalled 7 used in the course of a periodical or formal appraisal. Various behaviours recorded. Under such categories as type job requirement for employees. Judgements learning ability, productivity, and precision in work, responsibility and initiative. Here the supervisor maintains in the book or register in which they record the critical incident of each employee.

Modern Methods :

1) Behaviourly anchored rating scale.

This technique is based on the concept that one can excess and employees performance regulation his behavior or action under particular situation. It is applied on behaviourly anchor rating Scale and common method. Employees asked to describe a specific incident of his effective or non effective behaviourly note.

2) Assessment Centers :

As per the Traditional system of appraisal only the superiors should appraise the performance office subordinates.

3) Human resource accounting method :

Over a period of time the concept of human being as the source generated a lot of interest besides a material and machine for any organisaion.

4) Management objectives :

This method is introduce by Peter Drucker this method does not major employees behavior rather than it is measure of each employees contribution.

Benefits to Employees :

While the appraisal process, in the strict test sense generally focus on the IIIrd steps rewards. Appraisal can include all three steps depending on the way. Managers decide to handle the appraisal process and meeting. For E.g. not all the appraisal system concerns them specially with the goal setting.

Benefits to Manager :

Good appraisal has valuable for them in addition to fulfilling the employees. Motivations some of this benefits are

THEY FORM A CONTRACT : Between the employees both of them I know and agree on what is to be accomplished during the next appraisal period.

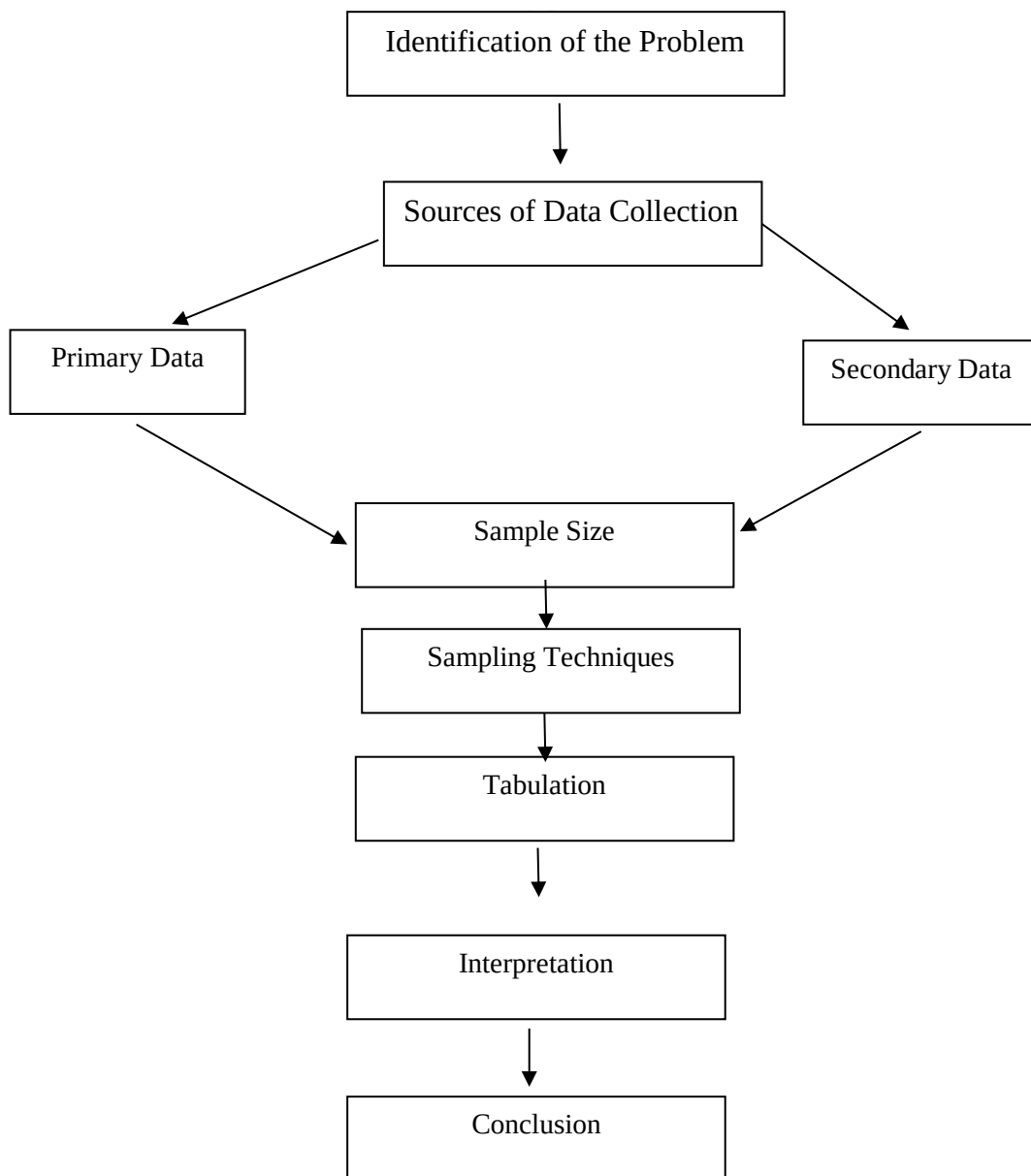
APPRAISAL PROVIDES WITH MANAGER WITH CONTROL. : They can plan the departments work and they can anticipate, and measure progress.

THEY HELP A MANAGERS IN DETERMINING TRAINING AND DEVELOPMENT NEEDS : employees performance shows managers where they help to correct defiance and also point to strength that can be built upon through a development.

THEY GIVE A FEED BACK TO MANAGER : about the managers stile of managing departmental situation of which you are unaware like barriers to effectiveness or untapped resource.

THEY PROVIDE MANAGEMENT WITH MANAGERS WITH A MANAGERS PROFILE : One important incentive for a managers to do appraisal expertly is that management can monitor there as an appraiser, managers and developer.

RESEARCH METHODOLOGY



Research design refers to the procedure for obtaining the knowledge based on empirical observation and logical reasoning. Research Methodology refers to the Scientific investigation is to procedure for empirical investigation.

SOURCES OF DATA COLLECTION

It is depending upon collecting the data. Data collection is divided into two categories.

- Primary data
- Secondary data

1) Primary Data

- a) Interview method
- b) Questionnaire method

2) Secondary Data

- a) Books
- b) Journals or Periodicals
- c) News papers
- d) Magazines
- e) Internet

3) Tools uses for data collection

a) Questionnaire :

A questionnaire containing 15 questions has covered required information from the workers in Grihalaxmi Metal Industry Company.

b) Interview :

Through the interview the views and suggestions regarding P.A. system and its feedback has been collected in this survey and the data collected is shown on the basis of percentage method.

SAMPLING FRAME

Respondents have been surveyed randomly.

Sampling unit

Sampling unit is an individual (Worker)

Sample size

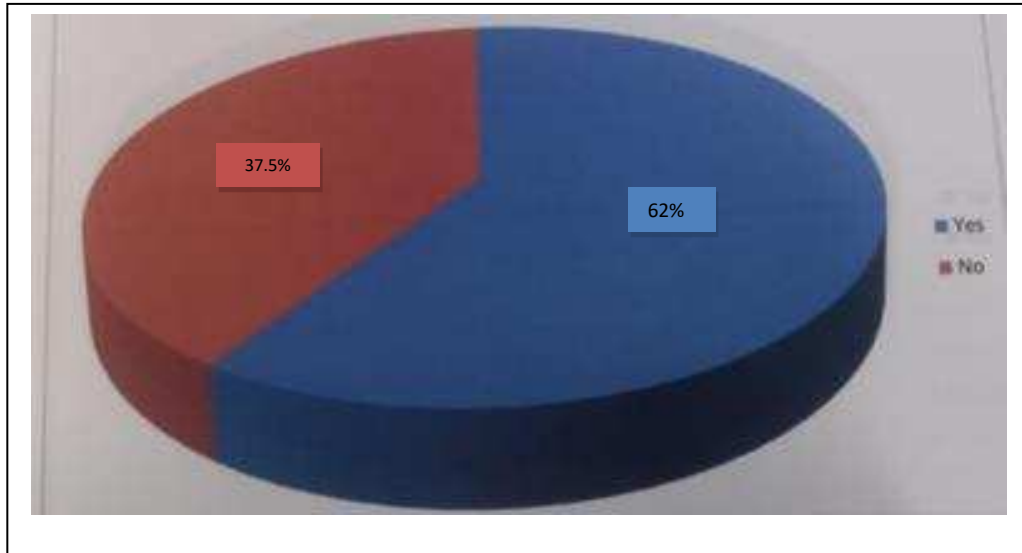
From the total I have chosen 40 employees as sample for this surv

GRIHALAXMI METAL INDUSTRIES

ANALYSIS AND INTERPRETATION :

1. Do you think performance of employee improve after process of performance appraisal ?

Option	No. of respondent	Percentage
Yes	25	62
No	15	37.5
Total	40	100



ANALYSIS :

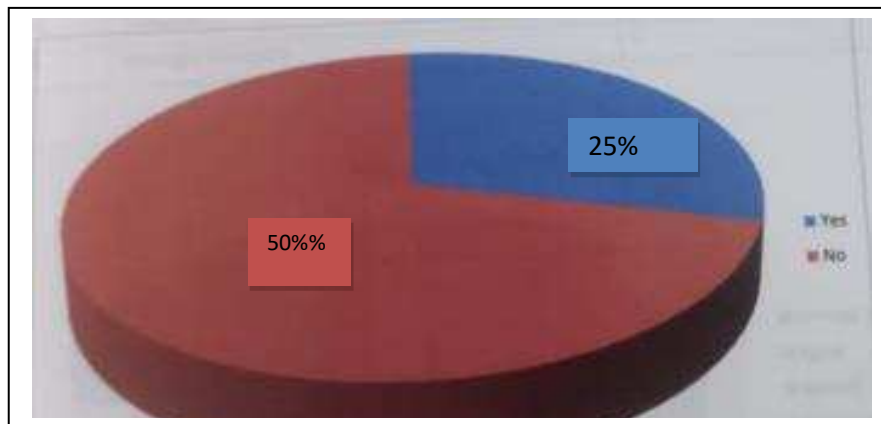
From above Pie Chart Shows analysis is performance will change after a process of the performance appraisal 62%

INTERPRETATION :

- From the above table and chart indicated that 62% of the respondents think that the work culture is mostly supportive in the organization 38%.

2. Is the top level management partial in performance appraisal ?

Option	No. of respondent	Percentage
Always	20	50
Often	10	25
Rerally	5	12.5
Never	5	12.5
Total	40	100



ANALYSIS :

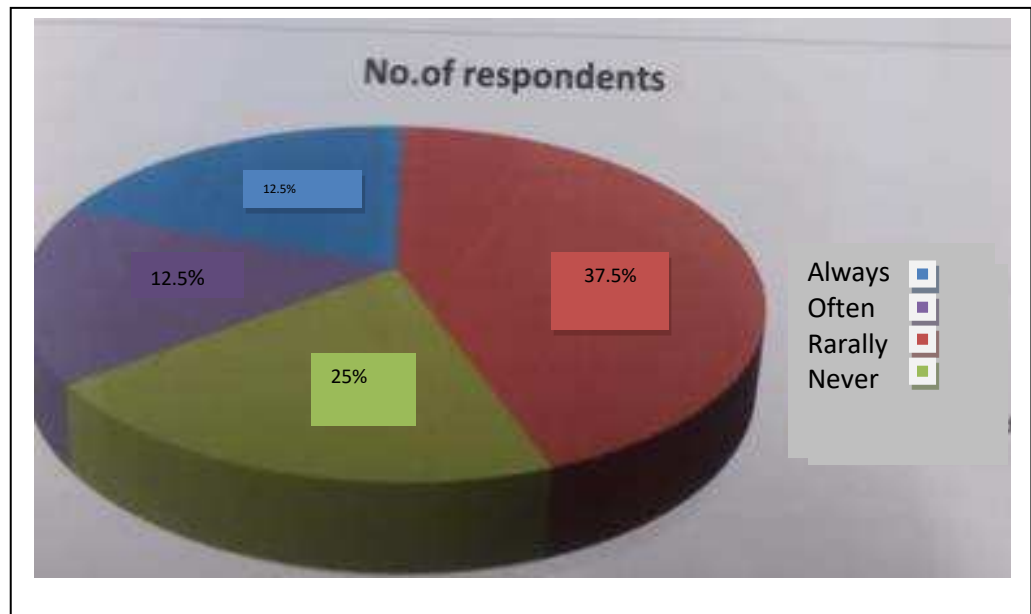
From above Pai Chart Shows analysis is performance apparaaisal is top level management Yes or No, these all are a detail information given this Chart because performance appraisal always improve and developing 50% career of performance in the employee,

INERPRETATION :

- 50% of the employee said that top level management always partial in performance appraisal
- 25% of the employee said that top level management often partial in performance appraisal.
- 12.5% of the employee said that top level management rarely partial in performance appraisal
- 12.5% of the employee said that top level management never partial in performance appraisal.

3. Do you think performance appraisal create a personal grudges in employee ?

Option	No. of respondent	Percentage
Always	5	12.5
Often	5	12.5
Rerally	15	37.5
Never	10	25
Total	40	100



ANALYSIS :

From above Pai Chart Shows analysis is performance appraisal always a create various great and personal gratudes of employees opportunities maximum is 37.5% and minimum is a 12.5%.

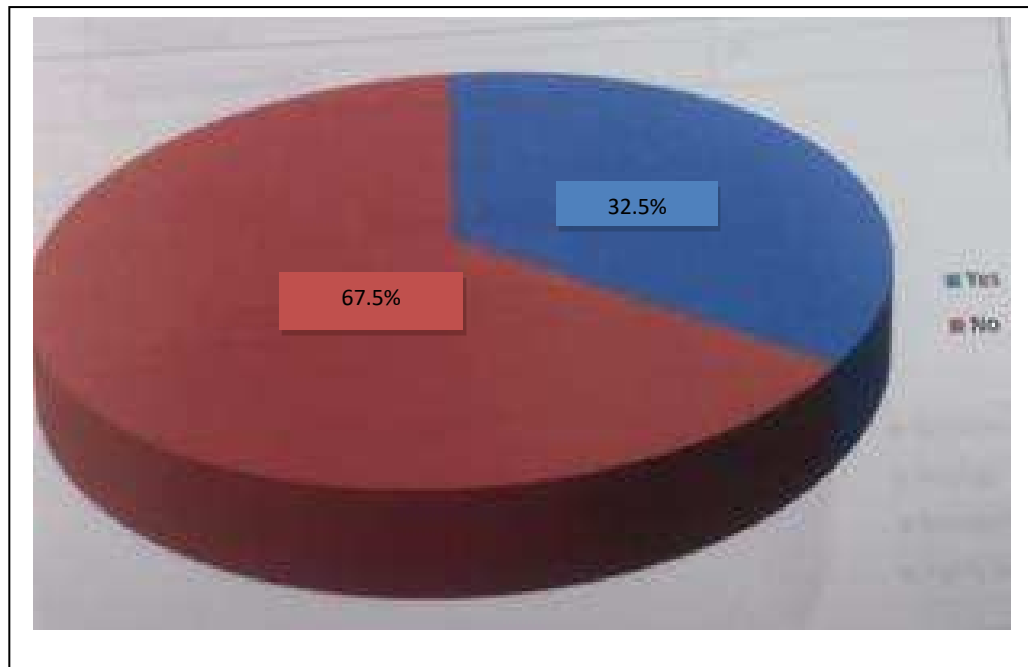
INERPRETATION :

- 37.5% of the employee say that performance appraisal is always great a personal grudges in employees.
- 25% of the employee say that performance appraisal is often great a personal grudges in employees.
- 12.5% of the employee say that performance appraisal is never great a personal grudges in employees.
- 12.5% of the employee say that performance appraisal is rerally great a personal grudges in employees.

GRIHALAXMI METAL INDUSTRIES

4. Are you benefited with present appraisal system ?

Option	No. of respondent	Percentage
Yes	27	67.5
No	13	32.5
Total	40	100



ANANLYSIS :

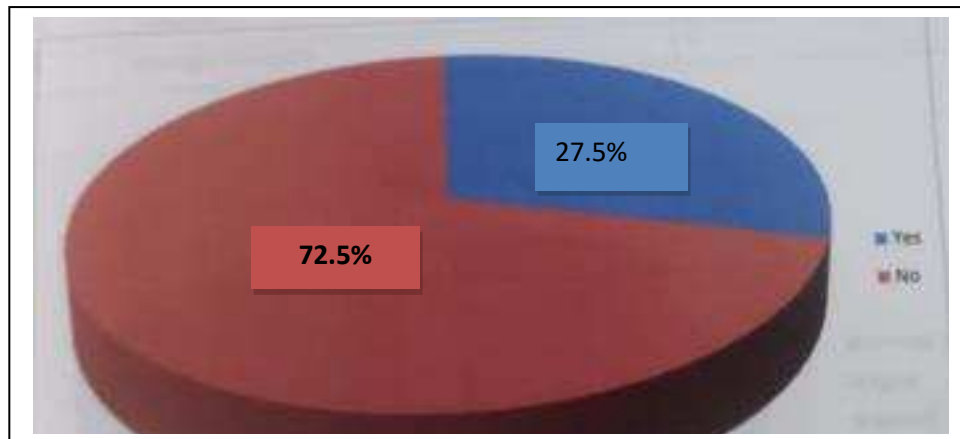
Yes, present appraisal system is a benefited more than 67.5% of employees and people. In the performance appraisal system.

INERPRETATION :

- By seeing above table and pie chart we got to know that 67.5% of the employees are benefited with present appraisal system.
- 32.5% of the employee are not benefited with present appraisal system.

5. Are you Satisfied with your appraisal ?

Option	No. of respondent	Percentage
Yes	29	72.5
No	11	27.5
Total	40	100



Analysis :

This above Pie chart shows the detailed information of employers who are satisfied or not satisfied with their present performance appraisal. The employers are satisfied Yes or No. These are all the detailed information given in this above chart. Most of the employers are satisfied with this chart, more than 72.5% of the performance appraisal.

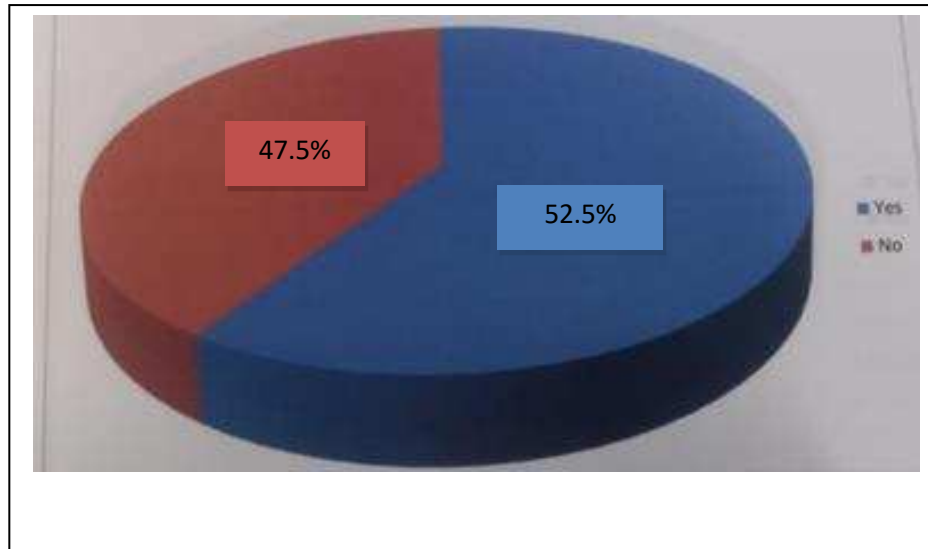
INTERPRETATION :

- By seeing the above table and pie chart, we got to know that 72.5% of the employees are satisfied with the present appraisal system.
- 27.5% of the employees are not satisfied with their appraisal system.

GRIHALAXMI METAL INDUSTRIES

6. Does company promote employee based on the performance appraisal ?

Option	No. of respondent	Percentage
Yes	21	52.5
No	19	47.5
Total	40	100



ANALYSIS :

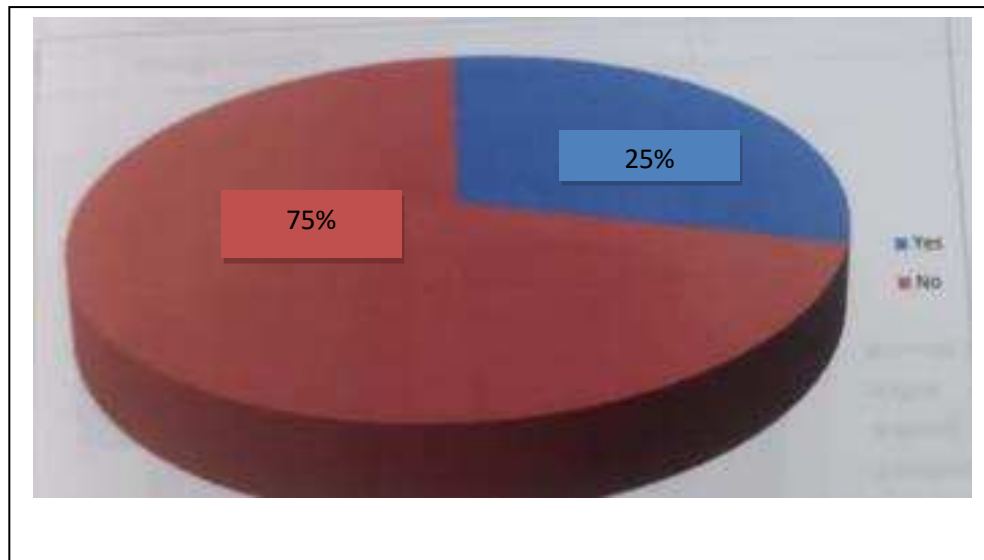
This Pie chart shows the maximum the how much % of the employees promoting that Company does their promotion based on their performance appraisal system. And this based performance appraisal system is a comfortable of the employees Yes or No, these all information shows this above chart.

INTERPRETATION :

- By seeing above table and pie chart we got to know that 52.5% of the employees are feeling that company does their promotion based on their performance appraisal system.
- 47.5% of the employees feel that the company does not promote them on the bases of their performance.

7. Are the Appraisal professionally trained in performance appraisal ?

Option	No. of respondent	Percentage
Yes	30	75
No	10	25
Total	40	100



ANALYSIS :

This above Pie chart shows the appraisal professionally trained in a performance appraisal of employers. Yes or No, these are all details given in this chart.

Performance appraisal is always said Yes because appraisal professionally trained in the employees' performance.

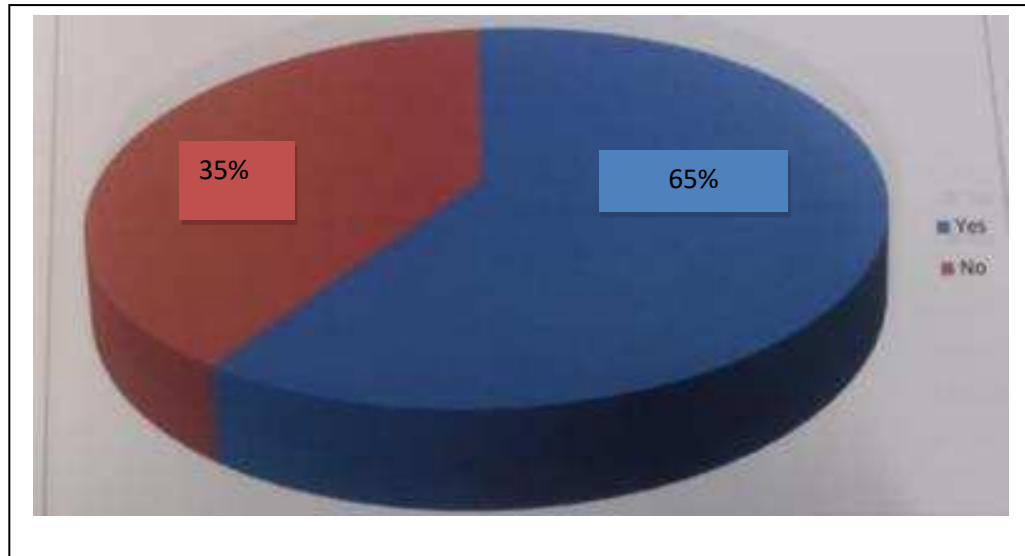
INTERPRETATION :

- 75% of the employees said yes that the appraisal professionally trained in performance appraisal.
- 25% of the employees said no that appraisal professionally trained in performance appraisal.

GRIHALAXMI METAL INDUSTRIES

8. Does the performance appraisal create a competition among the employees ?

Option	No. of respondent	Percentage
Yes	26	65
No	14	35
Total	40	100



ANALYSIS :

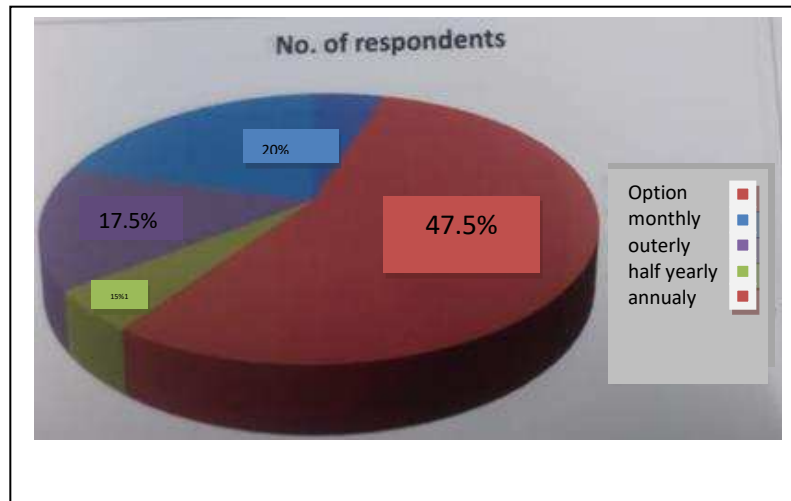
Yes. Performance appraisal is first trained all employees then afterwards they create a competition performance of the both the employees. These all are detailed show this above chart.

INERPRETATION :

- IT is based that the 65% of the employees said that the performance appraisal create a competition among the employees.
- It is observed that the 35% of the employees said that the performance appraisal create a competition among employees.

9. In your opinion performance appraisal system of your organization is related to which of following ?

Option	No. of respondent	Percentage
Retention of employee	8	20
Recruitment system	6	15
Organization culture	7	17.5
Motivation	19	47.5
Total	40	100



ANALYSIS :

These above the pie Chart shows the related with the performance appraisal system of our organizations. And it is related with the 47.5% motivations and 20%, 17.5%, 15% retention.

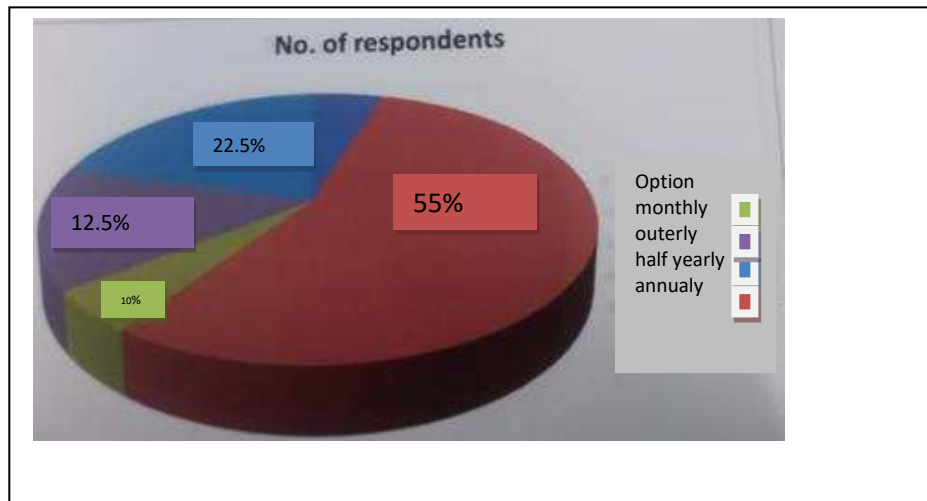
INTERPRETATION :

- 47.5% of the employees Feel that performance appraisal is linked with motivation.
- 20% of the employees Feel that performance appraisal is related to retention of employee.
- 17.5% of the employees feel that performance appraisal is related to retention of employees.
- 15% of the employees fee that performance appraisal is related to retention of employees.

10. How frequently company evaluate performance employees ?

GRIHALAXMI METAL INDUSTRIES

Option	No. of respondent	Percentage
Monthly	4	10
Quarterly	5	12.5
Half yearly	9	22.5
Annually	22	55
Total	40	100



ANALYSIS :

This Pie Chart gives information on how frequently employees are involved and attend to evaluate the company's performance, whether monthly, half-yearly, or annually. The chart shows that 55% of employees agree that the company evaluates employee performance annually.

INTERPRETATION :

- From the above table and chart, it indicates that 55% of the employees agree that the company evaluates employee performance annually.
- From the above table and chart, it indicates that 22.5% of the employees agree that the company evaluates employee performance half-yearly.
- From the above table and chart, it indicates that 12.5% of the employees agree that the company evaluates employee performance quarterly.
- From the above table and chart, it indicates that 10% of the employees agree that the company evaluates employee performance monthly.

FINDINGS

- 1) Majority of the employees feel that they improve after process of performance appraisal.
- 2) Most of the employees feel that they are satisfied with the appraisal system.

SUGGESTION

- 3) The relations between supervisor and subordinates should be improved.
- 4) At the time of feedback the appraisal should give opportunity to employees to explain their views regarding low performance.
- 5) The feedback given by the workers should be specific and accurate and should be helpful to understand the root cause for the low performance.
- 6) Appraiser should conduct meeting monthly, weekly to improve the efficiency of workers by giving them continuous guidance to make improvements in work.
- 7) Personal counseling should be given to worker, which will help appraiser to understand workers problem and in return workers will get the specific and accurate solution to their problems. Appraisal should be totally open to see the information about them (employees). By this the workers will get feedback on their poor performance.
- 8) The performance appraisal should be done timely and accurately and the company must ungrade the present appraisal system, so that this should benefit the workers like getting promotions, increment transfers etc. and also they will be satisfied.
- 9) And lastly the dimensions like oral/written communication time management motivating should be given importance while appraisal of employees.
- 10)

CONCLUSION

After conducting this survey, I have come to conclusion that there are few problems with present performance appraisal system. The organization must take effort to make the employees understand.

But the major problem is with implementation of rules in action according to the planned policies. Because most of the workers are of the opinion that at the time of feedback the opportunity to express their views was not given which led to low performance. Supervisor and subordinate relation can be developed by conducting meeting monthly or weekly and by giving personal counseling to the workers.

So I am confidentially say that GRIHALAXMI METAL INDUSTRY can proceed further with the modified appraisal system.

By making improvement in the weaker areas of present performance appraisal system and considering dimensions in the appraisal.

LIMITATIONS OF THE STUDY

- The information provided by the company is assumed to be authentic.
- The data and opinion collected are assumed to be objectives.
- Difficult to check the reliability of secondary data.
- The survey is conducted on limited respondent.
- Most of the employees working are illiterate hence the data collected may be providing to some error.

BIBLIOGRAPHY

- Procedure manual of GRIHALAXMI METAL INDUSTRIES
- Quality manual of GRIHALAXMI METAL INDUSTRIES
- www.grihalaxmimetals.com
- Books Subha Rao “Personal and Human Resource Management”.

ANNEXURE

QUESTIONNAIRE

Name of the employee :

Department :

Date of Joining :

1] Which method of performance appraisal is implemented in the organization ?

- a) Graphic rating method
- b) Paired comparison method

2] Do you think that performance of the employee improve after process of performance appraisal?

- a) Yes
- b) No

3) What percentage in performance is seen after performance?

- a) 10-20%
- b) 20-30%
- c) 30 and above%

4) Do you think you should be given an opportunity to rate your own performance?

- a) Yes
- b) No

5) Are you benefited with present appraisal system?

- a) Yes
- b) No

6) Are you satisfied with your appraisal ?

- a) Yes
- b) No

7) Does company promote employee based on the performance?

- a) Yes

- b) No
- 8) Awareness about performance rating ?
- a) Yes
- b) No
- 9) Does the credibility of appraiser affect the performance appraisal system ?
- a) Yes
- b) No
- 10) In your opinion performance appraisal system of your organization is related to which of following?
- a) Retention of employee
- b) Recruitment system
- c) Organisational culture
- d) Motivation
- 11) How frequently company evaluated performance of employees ?
- a) Monthly
- b) Quarterly
- c) Half yearly
- d) Annually
- 12) Employees opinion as to the present appraisal system ?
- a) Highly satisfied
- b) Satisfied
- c) Dissatisfied
- d) Highly dissatisfied
- 13) Is performance appraisal done to all employees of the organization ?
- a) Yes
- b) No
- 14) Does the management allow all employees to contribute towards performance appraisal?
- a) Yes
- b) No
- 15) Do you think performance appraisal necessary in your organization ?
- a) Yes
- b) No

16) Are the appraisers professionally trained in performance appraisal?

- a) Yes
- b) No

17) Does performance appraisal create a competition among employees ?

- a) Yes
- b) No

18) In your opinion performance appraisal?

- a) Evaluation of employees
- b) Promotion of employees
- c) Job satisfaction of employees
- d) Motivation

19) Is there any job rotation done during the course of performance appraisal?

- a) Yes
- b) No

20) Do you think personal bias creeps in while appraising an individuals

- a) Always
- b) Rarely
- c) Never
- d) Often

21) Are the appraisers professionally trained in performance appraisal ?

- a) Yes
- b) No

22) Does performance appraisal create a competition among employees?

- a) Yes
- b) No

23) In your opinion performance appraisal is?

- a) Evaluation of employees
- b) Promotion of employees
- c) Job satisfaction of employees

**SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE**

Department of Business Administration- Belagavi
(Affiliated To Rani Channamma University, Belagavi)

RANI CHANNAMMA UNIVERSITY, BELAGAVI



**A Project Report On
“CUSTOMER SATISFACTION”**

**Undertaken At
“FERROTECH INDUSTRIES”**

**Submitted By
Mr. ROOPESH KUNDAP**

REG.NO. B1811232

**Submitted to
RANI CHANNAMMA UNIVERSITY, BELAGAVI**

**In The Partial Fulfilment of the Award of
BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION**

**S.K.E SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPT OF BBA
BELAGAVI – 590006**

(Affiliated to Rani Channamma University,Belagavi)



**A Project Report on
“CUSTOMER SATISFACTION”**

At

“FERROTECH INDUSTRIES”

Submitted by:

Mr. ROOPESH KUNDAP

Reg.No.B1811232

BBA 6thSem

Under the guidance of

**Organizational Guide
Mr.RajeshKarekar**

**Institutional Guide
Prof.SonalKalburgi**

**SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPT OF BBA
BELAGAVI-590006**

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that **Mr. ROOPESH KUNDAP** has satisfactorily completed the project at. **“FERROTECH INDUSTRIES, Belagavi”** in partial fulfilment of award in of Bachelor's Degree by Rani Channamma University, Belagavi for the year 2020-2021.

**Director
Prof.S.S.Shimangoudar**

**Institution Guide
Prof.Sonal Kalburgi**

DECLARATION

I **Mr.ROOPESH KUNDAP** bearing the Register No.B1811232 hereby declare that, the project report entitled.

“Study of **CUSTOMER SATISFACTION** at **FERROTECH INDUSTRIES**” Submitted to Rani Parvati Devi College of Arts and Commerce, Dept. of BBA, Belagavi, in partial fulfillment of the requirement for the award of degree of Bachelor of Business Administration during the year 2020-2021, is record of bonfire reports carried out by me under the guidance of Prof. SONAL KALBURGI, Rani Parvathi Devi College of Arts and Commerce Dept. of BBA and no part of it has been submitted for any other degree or diploma.

Place: Belagavi

ROOPESH KUNDAP

Date:

ACKNOWLEDGEMENT

It is my privilege to extend few words of all thanks to all the people have helped and encouraged me in completing this project successfully.

My heartily thanks to FERROTECH INDUSTRIES, Belagavi for giving me opportunity to undergoing my in-plant project in their esteemed organization.

I sincerely thank the organization guide Mr. Rajesh Karekar System in charge this project was completed. I remain obliged to him for taking off time from his busy schedules to guide me in this project.

I would also like to thank the entire employee of the organization who have helped me directly and indirectly in the accomplishment of this project.

I express my earnest gratitude to my project guide Prof. SONAL KALBURGI for his constant and timely support and supervision and valuable guidance during my project.

I also feel great pleasure to take this opportunity to my humble and deep sense of gratitude to our esteemed to our Director, Prof.S.S.SHIMANGOUDAR for his whole hearted support throughout the curriculum,

ROOPESH KUNDAP

EXECUTIVE SUMMARY

Incepted in the year 2000, FERROTECH industries is one of the prominent organizations engaged in manufacturing, machining and supplying of different types of grey castings components. We also conduct machining for reconditioning of lathe beds, slides, vessel and valve cover and the products provided by our customers. Leveraging on our in-house foundry, stress relieving, painting, machine, assembling, testing and other facilities, we are able to meet the bulk demands of our clients within the stipulated time frame. Registered as a partnership firm, we are running successfully under the leadership of our mentors. Our entire ventures are supervised and managed by them and are executed efficiently due to their excellent business acumen and huge industrial expertise. Our valued added casting components and ability to customize our entire product range has helped us in becoming a single point for our customers.

OBJECTIVES

1. To provide products of highest quality and value.
2. To achieve in best technology to achieve technological excellence and competitive edge.
3. Commitment for continuous improvements in process, methods, productivity and quality.
4. Commitment for continuous improvements in process, methods, productivity and quality.
5. To develop employees' mutual trust, respect and training.
6. To reduce wastage throughout supply chain.
7. Human resource development
8. Quality objective:-

CONTENT

SL. NO	PARTICULAR	PAGE NO
1	Company profile	1
2	Introduction	2-4
3	Product Profile	5-7
4	Organization Chart	8
5	<u>Department</u>	9-14
6	SWOT Analysis	15
7	Data Collection method	16-17
8	Customer Satisfaction	18-35
9	Objectives Of Study	36
10	Sampling& Scope Of Study	37-39
11	Analysis & Interpretation Of Data	40-51
12	Findings	52
13	Suggestions	53
14	Conclusion	54
15	Bibliography	55
16	Questioners	56-58

COMPANY PROFILE

NAME OF THE COMPANY : FERROTECH

ADDRESS : 622/1, Machhe Industrial Area
BELAGAVI – 590014.

DATE OF ESTABLISHMENT : 2000

OWNERS NAME : BHARAT PATIL & VIKAS PATIL

EMPLOYMENT PONTENTIALS : 60 LABOURS

STATUS OF THE COMPANY : THE COMPANY IS PRIVATE LIMITED.

TYPE OF INDUSTRY : MANUFACTURER OF CAST IRON
MACHINEDCOMPONENTS

INTRODUCTION:

The FERROTECH is a private limited company directed by, the company is registered with government of India registrar of companies Bangalore. FERROTECH commenced operations in 2000, with the initiative of firstgeneration young entrepreneur Mr. Bharat Patil with his first confidence steep to manufacture of all types of engineering machined components in Belgaum.

The proprietor of the business is versed in this line of business. Part is currently financed by many institutions, now wishes to expand his business over new horizons. For this proprietor wishes to consolidate his borrowings and achieve economy by cost reduction and savings in “running and interest” costs. The proprietor has been approached with many proposal for Die and Pattern making of one of its kind in the market. The proprietor being one person in and around his vicinity who can undertake such work is very much assured of customers who would flocking to his doorsteps for such Dies and Patterns. He is aware that there is a vast un-catered market which he can tap. This will require additional sources. He is very certain that this market is tapped, he can repay his borrowing well before time. Taking a conservative approach, the project proposals have been worked out by him. Despite the project as proposed in seen to be viable as per the basis and orders on hand.

The proprietor is currently engaged in making and selling of casting materials and also die and pattern making on a small scale basis. The proprietor is now venturing into mainly making of dies and pattern in additions to his existing business of making casting. The applicant will also be getting a subsidy of almost Rs 5.76 lakhs by March 2011. The amount will gain the invested into the business of the applicant to achieve better results. The proprietor has ready orders on hand but is not able to cater to the same due to lack of infrastructure. The standing orders will fetch agross revenue of Rs. 3 lakhs per month on an average to cater this market on a conservative basis with monthly labour turnover of Rs. 3 lakhs itself.

VISION

The company has vision of next ten years to pioneer in supply castings of highest value of optimum price, which are subassemblies/parts by itself of omens in automobile engineering and industrial application. It wants to be the “best single source solution provider” for all its customer casting requirement

QUALITY POLICY

FERROTECH industries and steel will strive continually to improve the effectiveness of the quality management system through involvement and motivation of the employees so as to meet customer requirement, to satisfy internal customer and enhance external customer satisfaction.

CUSTOMERS:

1. Manu graph India ltd. Unit I Kolhapur.
2. Prakash Iron Works, Belgaum
3. Electronica Machine Tools ltd. Pune.
4. Shree Gajanan Alloys, Belgaum.
5. VSTL thrillers and tractors, Bangalore
6. Galaxy machinery, Belgaum.
7. Massive Engineering Pvt. Ltd, Pune.
8. Alucast Auto Parts Ltd, Belgaum.
9. Surya Project Management Pvt Ltd, Belgaum.
10. ARS Foundries Pvt Ltd, Belgaum.
11. Soundcast Alloys Pvt Ltd, Belgaum.
12. Sharma Group, Belgaum.

SUPPLIERS

1. Pig iron – Seas Industries ltd. Goa.
2. Apparent Iron – Bellary.
3. Scrap – open market.
4. Coke – Seas Industry, Goa.
5. Lime stone – Open market.

PRODUCTS

We deal in a huge assortment of grey iron castings components for various OEM's. Our facilities include pattern manufacturing, modification, repair and storage of the same. We use high grade aluminum, wood and resin to make latest patterns under the supervision of our pattern specialists. Based on our match plating facilities we specialize in fabricating durable sump, sealing piece, rock cover, gear case, oil sump, gear casing, oil pan, turret body, water separator, feeder wall & side wall, block cover, middle slide and many more. Some of the distinguishing features of our products are as follows:

- Corrosion resistance
- Excellent tensile strength
- Heavy-duty
- Ready to use assemblies
- Precision-engineered
- Longer serviceability

Our products can be availed in customized forms as per the drawings, samples or other technical specifications provided by our customers.

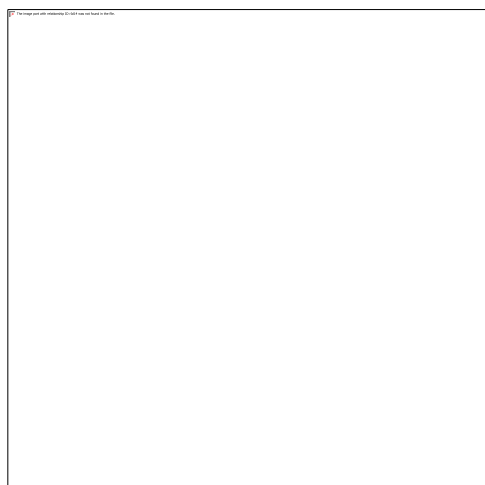
PRODUCT PROFILE



Connection



ConnectionConnection



OUR CORE TEAM

We operate in a set hierarchical structure that help us to execute our tasks efficiently and without any discrepancies. The company is running under the able guidance of our CEO managing director and chairman, who handles technical operations, marketing and finance respectively.

The technical and operation departments are supervised by foundry manager, maintenance in-charge, CNC in-charge, machine shop in-charge and comprises of technical support, lab in-charge, production supervisors, packaging experts, machines operators and other workmen. Apart from that we also have quality auditors, HMC in-charge, accountants, sales and tax officers, HRD personnel, store in-charge, invoice executives and other professionals.

Our entire business activities are conducted with utmost meticulousness and all our operations are executed in coordination by our team members. This ensures uninterrupted business and smoother production

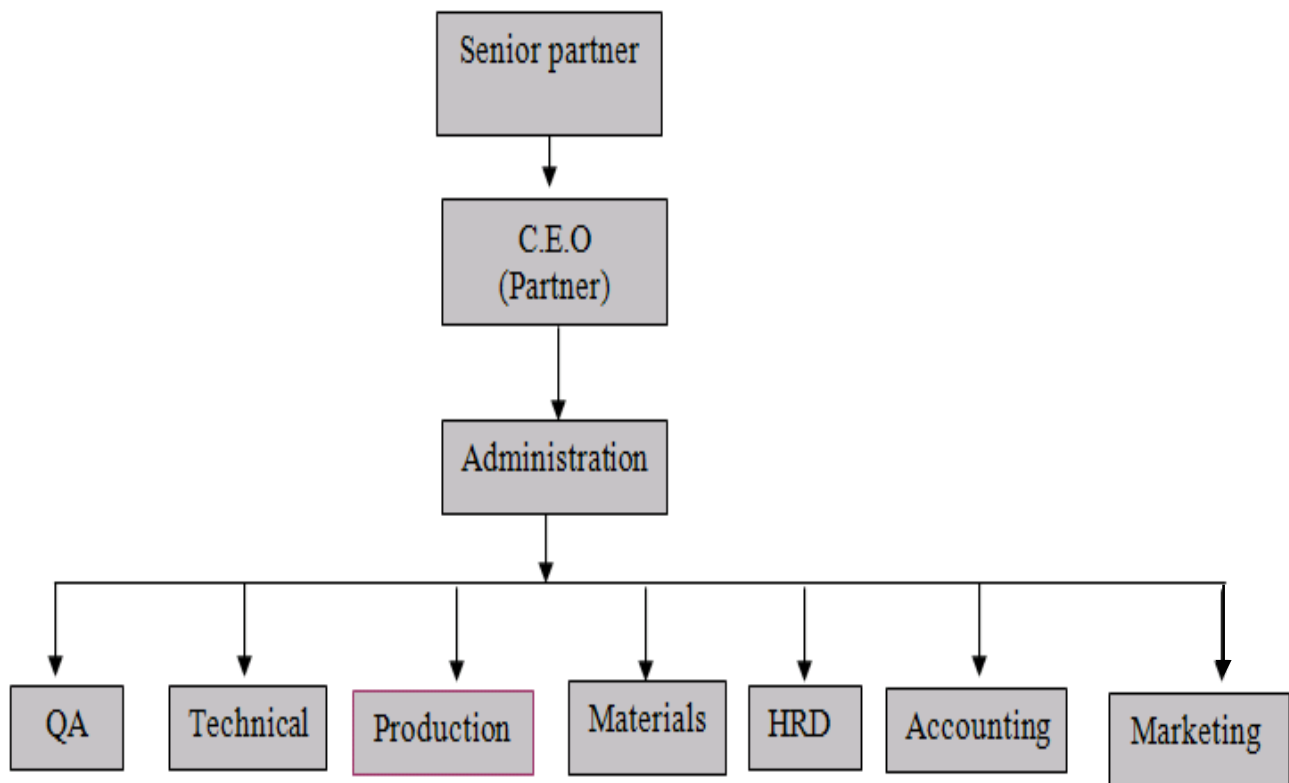
Manufacturing Process

Our processes are streamlined and conduct manufacturing, modification, repair and storage of patterns. The manufacturing processes used by us are as follows:

- Moulding
- Core making
- Melting
- Fettling
- Stress relieving
- Painting
- Machining

QUALITY ASSURANCE

We have devised a quality policy that concerns with the involvement and inspiration of our employees to achieve complete customer satisfaction by fulfilling their qualitative and quantitative requirements. In this policy we endeavor to fulfill certain objectives like curbing down internal wastage, variations & rejection of the products from the clients end. Our quality auditor conducts different tests on the raw material and customer supplied products such as pattern, jigs & fixtures with the help of gauges & allied instruments. Further they keep a strict vigil on the entire processes and immediately rejects & eliminates any defective product from the process.

ORGANIZATIONAL CHART

DEPARTMENTS IN FERROTECH INDUSTRIES

Departments play a vital role in the development of the company. These departments manage all operation of the company. They are as follow:

- Production Department
- Maintenance Department
- Purchase Department
- Human Resource Department
- Marketing Department
- Accounts Department
- Quality Department

PRODUCTION DEPARTMENT

Production is a process of converting raw material into finished goods or semi-finished goods. Production is important for every company. Production manager is responsible for the whole production system and even for quality. Production manager with consultation with technical partner do the production planning and control.

PRODUCTION PROCESS:-

The Production Department is sub-divide into:-

- | | |
|-----------------|----------------------------|
| 1. Pattern Shop | 2. Moulding and Sand Plant |
| 3. Core Shop | 4. Fettling |
| 5. Melting | 6. Painting |

Machines and facilities in production department:-

Production is an art of converting raw materials into finished or semi-finished goods. The steps involved in production process of FERROTECH industries and Steel is as follows:-

- a) Raw materials: - incoming raw material is tested at the laboratory.
- b) Sand plant: - Green sand mould is prepared. In green sand 85% is reused sand, 15% fresh sand with 4% additives and water.
- c) Moulding:-Moulding is done in two ways
 - Hand mould: - hand mould is done for bigger and heavier casting.
 - Machine mould: - one batch of machine mould is 500 pieces.
- d) Core making: - Core is made manually and includes oil sand, no bake CO2 and shell core.
- e) Melting: - In cupola coke is mixed with pig iron, scrap, MS mild steel, manganese and is heated at a temperature up to 1400 C. Once it reaches that temperature they pour in the moulds made and temperature is checked again and it should be between '1350 to 1450 C'. It takes about 4 to 5 hours to cool down. The capacity of Cupola is 7 tons. Once it is cooled it's sent to next section fettling.
- f) Fettling: Fettling is a process wherein in the casting is cleaned with help of two machines knock out machine and shot blast machine. The other activities like chipping of extra parts, grinding and inspection is done to check if it meets the specifications.
- g) Stress relieving.
- h) Painting: - spray painting or primer paint as per customer specifications. After painting the casting is sent to next department, machining department.

MACHINING DEPARTMENT

FERROTECH industries and Steel has a conventional machine shop where in machining is done.

TYPES OF MACHINES USED

Special Purpose Machines (SPM)

1. Vertical Lathe
2. Horizontal Lathe
3. Grading Machines
4. Vertical Boring
5. Horizontal Boring
6. Special Purpose Machine Tapping
7. CNC Machines
8. VMC Machine
9. HMC Machines

MAINTENANCE DEPARTMENT

Objective

- To ensure that no machine is idle.

Responsibility

- 1 To attend break down of any machine.
- 2 To ensure enough spares are available.
- 3 To ensure smooth work flow
- 4 To make sure all instruments are working properly
- 5 Maintenance of the whole building
- 6 To ensure all safety materials is in good condition.

There are 7 people in this department 3 are electrical engineers and other 3 are mechanical headed by the head of the department.

When there is breakdown in the company the supervisor of that section reports immediately to the maintenance department. Maintenance department attend to that machine. If the machine is under warranty then the company is contacted but if it is not under warranty then maintenance department solves the problem on their own.

While working, production supervision finds or receives message from machine operator, about the possible malfunctioning of machine completely stops. In such situation production supervisor writes the Breakdown slip.

The maintenance supervisors analyses the situation like type of Breakdown. Available technicians and other works in hand.

Technicians identify the exact failure and cause of problem is solved and carries out the rectifications work. Then to ensure that the identified problem is solved they check for trial runs of machine is handed over to the production and for completion of job on the Break-down slip.

PURCHASE DEPARTMENT

Responsibility - PURCHASE OFFICER

Purchase Department receives the monthly and individual purchase requisition from stores describing the material grade type or other precise pacification. In case of incomplete requisitions the Purchase Officer gets clarification from stores/use department.

To keep track of individual material requisitions these are serially numbered and kept in a separate file from the purchase register.

The Purchase Order specifying the SIS material specification No., Name of the materials grade or type, order quality, delivery schedules and terms and conditions is prepared and countersigned by Purchase Assistant.

If any deviation in the purchase materials is observed, the sum is communicated to the vendor in writing.

MARKETINGDEPARTMENT

Marketing is the business function that identifies customer's needs and wants, determines which target market the organization can serve the best and design appropriate products, provide services and set program to serve the market however marketing is much than an isolated business function. It is the philosophy that guides the entire organization.

FUNCTIONS

1. Market their products of personal visit with the help of product catalogue.
2. Getting orders for the company.
3. Quoting prizes for their services
4. Getting the payments terms from their customer and also the credit term.

At SIS they focus on marketing their products to a particular section of industry, the casting section. They have a fixed number of customers. In foundries and machines shops customers gives orders on basis of the certification the company has. Advanced technology also adds as a feature.

QUALITYDEPARTMENT

QUALITY POLICY

FERROTECH industries and steel will strive continually to improve the effectiveness of the quality management system through involvement and motivation of the employees so as to meet customer requirements, to satisfy internal customer and enhance external customer satisfaction.

OBJECTIVES:-

1. Maintain consistent and correct appraisal of quality of the product at all the stages of manufacturing till the product is dispatched such that the required quality is achieved maintained and improved.
2. Develop necessary competence in the department for meeting specific quality requirements.
3. Reduce wastage in all in-house activity.
4. Reduction in variation
5. Reduce customer end rejection.

The company follows a total quality management. The job is inspected at every stage starting from raw material to final product.

SWOT ANALYSIS

STRENGTH:

- Sales promotions.
- High quality Goods
- Satisfaction to consumers.

WEAKNESS:

- Unable to satisfy middle class people.
- General perception.
- There is no planning program to attract lower people.
- Falling revenue.

OPPORTUNITIES:

- Opportunities to give jobs to people.
- Meeting all modifies product satisfying the customer needs and wants in one shelter.
- Evolving consumer preferences.
- Credit facility.
- Give job security to the workers.

THREAT:

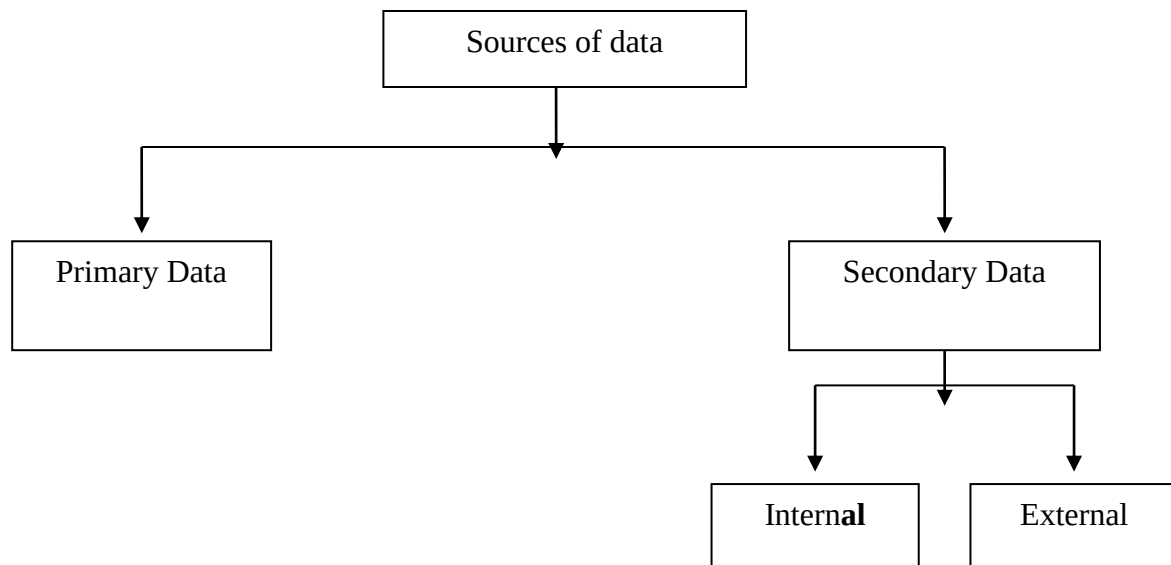
- Competitors.
- Government policies.
- Unorganized retail.
- Lack of infrastructure.

Data collection:

Data are facts, figures and other relevant materials, past and present, serving as bases for study and analysis. The data serves as the basis for analysis without an analysis of factual data no specific inferences can be drawn on the questions under study. Inferences based on imagination or guess work cannot provide correct answers to the research questions, the relevance, adequacy and reliability of data determine the quality of the findings of a study. For the purpose of present study, data from two sources have been collected namely primary and secondary data.

Data Collection Method

Data essential for the research to be conducted was collected from various sources as explained below.



1. Primary data:

Primary data generally means those raw data or data structures that are collected “first hand and have not had any previous interpretation. The primary data was collected through printed questionnaires consisting of open ended questions and multiple choice questions from households.

2. Secondary data:

The secondary data such as actual amount spent, cost of production number of purchase indent etc collected from annual reports, document and accounts maintained by company. Information required for analysis and interpretation of data are gathered from articles in the professional journals internet, by referring some standard books. The first step in the data collection approach is to look for secondary data. Usually secondary data is developed for some purpose other than for helping to solve the problem at hand.

During this project the secondary data was collected i.e.

CUSTOMER SATISFACTION

Customer satisfaction is that concept which is totally dedicated to the fulfillment of the customer need and the expectations to the best possible level. Customer being a king in present market scenario, he has to be served with total intense care. Satisfying the customer has become the recent challenging job for marketer to win his customer and gain some sort of customer loyalty.

For any marketer it has become a big task to satisfy his customer so as to serve him better than all possible competitors in the same industry. If a marketer becomes successful in satisfying his customer then he can gain all possible markets wherever he makes an attempt to make his own position in a highly competitive market.

Almost all manufacturing as well as service industries are mainly involved and concentrating on satisfying their customers. This ensures them to have a desired growth and development in their way to succeed themselves in their business. Customer perception of the degree to which the customer requirements have been fulfilled.

Note 1. Customer complaints are a common indicator of low customer satisfaction but their absence does not necessarily imply high customer satisfaction.

Note 2. Even when customer requirements have been agreed with the customer and fulfilled this does not necessarily ensure high customer satisfaction.

Defining customer satisfaction

Customer satisfaction is the state of mind that customers have about a company when their expectations have been met or exceeded over the lifetime of the product or service. The achievement of customer satisfaction leads to company loyalty and product repurchase. There are some important implications of this definition:

- Because customer satisfaction is a subjective, non-quantitative state, measurement won't be exact and will require sampling and statistical analysis.

- Customer satisfaction measurement must be undertaken with an understanding of the gap between customer expectations and attribute performance perceptions.
- There should be some connection between customer satisfaction measurement and bottom-line results.
- "Satisfaction" itself can refer to a number of different facts of the relationship with a customer. For example, it can refer to any or all of the following:
 - Satisfaction with the quality of a particular product or service
 - Satisfaction with an ongoing business relationship
 - Satisfaction with the price-performance ratio of a product or service
 - Satisfaction because a product/service met or exceeded the customer's expectations

Measuring customer satisfaction is a relatively new concept to many companies that have been focused exclusively on income statements and balance sheets. Companies now recognize that the new global economy has changed things forever. Increased competition, crowded markets with little product differentiation and years of continual sales growth followed by two decades of flattened sales curves have indicated to today's sharp competitors that their focus must change.

Competitors that are prospering in the new global economy recognize that measuring customer satisfaction is key. Only by doing so can they hold on to the customers they have and understand how to better attract new customers. The competitors who will be successful recognize that customer satisfaction is a critical strategic weapon that can bring increased market share and increased profits.

The problem companies face, however, is exactly how to do all of this and do it well. They need to understand how to quantify, measure and track customer satisfaction. Without a clear and accurate sense of what needs to be measured and how to collect, analyze and use the data as a strategic weapon to drive the business, no firm can be effective in this new business climate. Plans constructed using customer satisfaction research results can be designed to target customers and processes that are most able to extend profits.

Too many companies rely on outdated and unreliable measures of customer satisfaction. They watch sales volume. They listen to sales reps describing their customers' states of mind. They track and count the frequency of complaints. And they watch aging accounts receivable reports, recognizing that unhappy customers pay as late as possible--if at all. While these approaches are not completely without value, they are no substitute for a valid, well-designed customer satisfaction surveying program.

It's no surprise to find that market leaders differ from the rest of the industry in that they're designed to hear the voice of the customer and achieve customer satisfaction. In these companies:

- Marketing and sales employees are primarily responsible for designing (with customer input) customer satisfaction surveying programs, questionnaires and focus groups.
- Top management and marketing divisions champion the programs.
- Corporate evaluations include not only their own customer satisfaction ratings but also those of their competitors.
- Satisfaction results are made available to all employees.
- Customers are informed about changes brought about as the direct result of listening to their needs.
- Internal and external quality measures are often tied together.
- Customer satisfaction is incorporated into the strategic focus of the company via the mission statement.
- Stakeholder compensation is tied directly to the customer satisfaction surveying program.
- A concentrated effort is made to relate the customer satisfaction measurement results to internal process metrics.

To be successful, companies need a customer satisfaction surveying system that meets the following criteria:

- The system must be relatively easy to design and understand.
- It must be credible enough that employee performance and compensation can be attached to the final results.

A satisfaction survey can help you to understand the expectations of your customers, determine whether your customers believe you are meeting those expectations, identify new customer requirements or trends in the market and determine what areas of your business need investment.

A good customer satisfaction survey will also help you to understand the causes of dissatisfaction among your customers. Once you've identified these issues, you'll be able to implement new practices to improve customer satisfaction.

Many businesses systematically measure customer satisfaction through independent surveys, feedback forms, mystery shopping and focus groups. Some third party surveys also compare the customer satisfaction of major competitors, which allows companies to benchmark themselves in their relevant sector.

Measuring customer satisfaction doesn't have to be expensive. It can be as simple as preparing a short feedback form or conducting a brief telephone interview that asks the customer to rate the product or service on a number of criteria.

Why customer satisfaction is important?

Don't underestimate the value of customer satisfaction. It's becoming an important area of competition.

A high level of satisfaction can deliver many benefits, including:

- **Loyalty:** a highly satisfied customer is a loyal customer.
- **Repeat purchase:** a highly satisfied customer buys more products.
- **Referrals:** a highly satisfied customer tells their family and friends about the product or service.
- **Retention:** a highly satisfied customer is less likely to switch brands.
- **Reduced costs:** a highly satisfied customer costs less to serve than a new customer.
- **Premium prices:** a highly satisfied customer is willing to pay more for the product or service.

CRM (Customer Relationship Management) strategy:

Contrary to the common assumption that CRM refers to software or any other technological tool that is used to automate relationship with customers. CRM is primarily determined by the culture and established business processes that enable a company to interact with prospects through the operational stages of marketing, sales and after sales service.

Operation CRM strategy provides the following benefits

- Delivers personalized and efficient marketing, sales and service through multi-channel collaboration.
- Enable a 360-degree view of your customer while you are interacting with them.
- Sales people and service engineers can access complete history of all customer interaction with your company, regardless of the touch point.

- **Customer Satisfaction in 7 Steps**

1. Encourage Face-to-Face Dealings

This is the most daunting and downright scary part of interacting with a customer. If you're not used to this sort of thing it can be a pretty nerve-wracking experience. Rest assured, though, it does get easier over time. It's important to meet your customers face to face at least once or even twice during the course of a project.

2. Respond to Messages Promptly & Keep Your Clients Informed

This goes without saying really. We all know how annoying it is to wait days for a response to an email or phone call. It might not always be practical to deal with all customers' queries within the space of a few hours, but at least email or call them back and let them know you've received their message and you'll contact them about it as soon as possible. Even if you're not able to solve a problem right away, let the customer know you're working on it.

A good example of this is my Web host. They've had some trouble with server hardware which has caused a fair bit of downtime lately. At every step along the way I was emailed and told exactly what was going on, why things were going wrong, and how long it would be before they were working again. They also apologised repeatedly, which was nice. Now if they server had just gone down with no explanation I think I'd have been pretty annoyed and may have moved my business elsewhere. But because they took time to keep me informed, it didn't seem so bad, and I at least knew they were doing something about the problems. That to me is a prime example of customer service.

3. Be Friendly and Approachable

A fellow Site Pointer once told me that you can hear a smile through the phone. This is very true. It's very important to be friendly, courteous and to make your clients feel like you're their friend and you're there to help them out. There will be times when you want to beat your clients over the head repeatedly with a blunt object – it happens to all of us. It's vital that you keep a clear head, respond to your clients' wishes as best you can, and at all times remain polite and courteous.

4. Have a Clearly-Defined Customer Service Policy

This may not be too important when you're just starting out, but a clearly defined customer service policy is going to save you a lot of time and effort in the long run. If a customer has a problem, what should they do? If the first option doesn't work, then what? Should they contact different people for billing and technical enquiries? If they're not satisfied with any aspect of your customer service, who should they tell?

There's nothing more annoying for a client than being passed from person to person, or not knowing who to turn to. Making sure they know exactly what to do at each stage of their enquiry should be of utmost importance. So make sure your customer service policy is present on your site — and anywhere else it may be useful.

5. Attention to Detail (also known as 'The Little Niceties')

Have you ever received a Happy Birthday email or card from a company you were a client of? Have you ever had a personalised sign-up confirmation email for a service that you could tell was typed from scratch? These little niceties can be time consuming and aren't always cost effective, but remember to do them.

Even if it's as small as sending a Happy Holidays email to all your customers, it's something. It shows you care; it shows there are real people on the other end of that screen or telephone; and most importantly, it makes the customer feel welcomed, wanted and valued.

6. Anticipate Your Client's Needs & Go Out Of Your Way to Help Them Out

Sometimes this is easier said than done! However, achieving this supreme level of understanding with your clients will do wonders for your working relationship.

Take this as an example: you're working on the front-end for your client's exciting new ecommerce endeavor. You have all the images, originals and files backed up on your desktop computer and the site is going really well. During a meeting with your client he/she happens to mention a hard-copy brochure their internal marketing people are developing. As if by magic, a couple of weeks later a CD-ROM arrives on their doorstep complete with high resolution versions of all the images you've used on the site.

Your client is heartily impressed, and remarks to his colleagues and friends how very helpful and considerate his Web designers are. Meanwhile, in your office, you lay back in your chair drinking your 7th cup of coffee that morning, safe in the knowledge this happy customer will send several referrals your way.

7. Honour Your Promises

It's possible this is the most important point in this article. The simple message: when you promise something, deliver. The most common example here is project delivery dates.

Clients don't like to be disappointed. Sometimes, something may not get done, or you might miss a deadline through no fault of your own. Projects can be late, technology can fail and sub-contractors don't always deliver on time. In this case a quick apology and assurance it'll be ready ASAP wouldn't go amiss.

HANDLING OF CUSTOMER COMPLAINTS:

Whether your customer's complaint is legitimate or not, follow it up with a service call. Whenever possible, do it personally instead of sending someone from the customer service department. It provides the personal services that your customer appreciates and it may obviate the need for a technician or serviceman to call. As an alternative, both of you can go together to handle customer complaints. Keep the following guidelines in mind:

1. Don't procrastinate making the call.

Often the problem is not as serious as it sounds. Some customers "read the riot act" when they call about a complaint. A delay in responding will only irritate your client more.

2. Admit mistakes and apologize.

Just because you made the sale does not mean you can become defensive about your company, product or services. Even the most reputable companies make mistakes and have problems with their products. You may want to restate customer's complaint to show that you are listening and have an understanding of the problem.

3. Show compassion for your customer.

Whether the complaint proves to be true or false, show your customer that you are concerned and will investigate the problem immediately. Help the customer calm down by saying, "I can understand why you feel the way you do."

4. Actively listen to your customer's complaint.

Talking will make him feel less anxious about it. Let your customers "vent" his feelings before you react to the situation. Be sympathetic and encourage the customer to "blow up". Afterward, he will feel better, this means he will be in a better frame of mind.

5. Don't pass the buck to your company or someone else within it.

This may take the blame off you, but it undermines the integrity and organization of the company, and your customer will lose confidence in your firm.

WAYS TO KEEP YOUR CUSTOMERS SATISFIED:

1. Show them that you think of them
Send them helpful newspaper clippings or articles, cartoons related to their business and “here is an idea I thought you’d enjoy” notes. Send your clients Christmas or new year’s cards, birthday cards, and thank you notes.
2. Drop by to show them new products and brochures and offer additional services.
3. Offer a sample gift to enhance the use of your product.
See how they are utilizing your product or services and suggest other ways that they can benefit from it. They may not be realizing its full potential.
4. Offer “customer discount” on new products or services to encourage additional business.
5. When new employees are hired, offer to train them free of charge in the use of your product.
6. Repay or compensate them for lost time or money cost by problems encountered with your product.
7. Be personal.
Record details about your client’s life and enter these in your file. It is so much nicer to say to someone, “How is Bob?” rather than “How’s your Husband?”.
8. Tell the truth.
Lies have a way of coming back to haunt you.
9. Accept returns without batting an eyelash.
In the long run, they are much less expensive than finding a new customer.
10. Be ethical.
Keep all your information about the account confidential.
11. Be certain that your company follows through on its commitment.
This includes delivery, installation, packaging, and so on.
12. Show your appreciation for their referrals by reporting back to them on the outcome.
13. If your company has a newsletter, obtain permission from your successful clients to write about them in it.
14. Keep track of their results with your product and meet periodically to review the entire picture.

15. Keep the lines of communication forever open.

As in any relationship, you must be able to exchange grievances, ideas praises, losses, and victories.

Customer satisfaction research

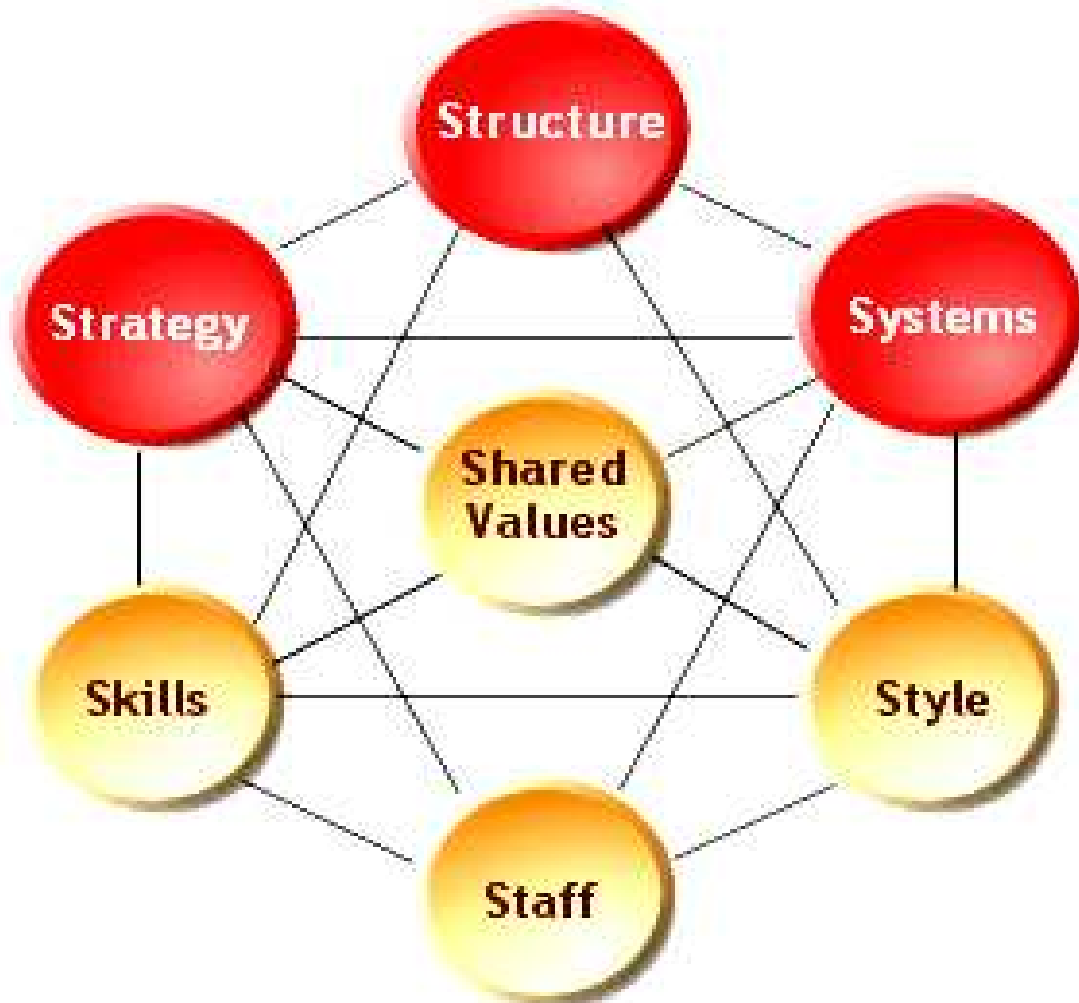
Satisfaction surveys are an important method for collecting information about how your customers think and feel about your brand, product or service.

A satisfaction survey can help you to understand the expectations of your customers, determine whether your customers believe you are meeting those expectations, identify new customer requirements or trends in the market and determine what areas of your business need investment.

A good customer satisfaction survey will also help you to understand the causes of dissatisfaction among your customers. Once you've identified these issues, you'll be able to implement new practices to improve customer satisfaction.

Many businesses systematically measure customer satisfaction through independent surveys, feedback forms, mystery shopping and focus groups. Some third party surveys also compare the customer satisfaction of major competitors, which allows companies to benchmark themselves in their relevant sector.

7-S MCKINSEY MODEL



McKinsey Company, a very well-known management consultancy firm, developed the 7-s framework. It aimed at diagnose the causes of company problems and to formulate programs for improvement

Meaning

McKinsey & Co's 7S framework provides a useful framework for analyzing the strategic attributes of an organization. The McKinsey Consulting Firm identified strategy as only one of seven elements exhibited by the best-managed companies.

Strategy, structure and systems can be considered the "hardware" of success whilst style, staff, skills and shared values can be seen as the "software".

SHARED VALUES

VALUES OF FERROTECH INDUSTRIES

- ❖ Respect for individually
- ❖ Commitment to total quality
- ❖ Time management
- ❖ Customer satisfaction
- ❖ Best quality
- ❖ Innovative and creative

STRUCTURE

- ❖ There is a very good relationship among every employee of the organization.
- ❖ Good relationship also exists between management & the employees.
- ❖ No record of the major conflicts has been recorded.
- ❖ There is no prevalence of any trade union. No special committees have been appointed for specific tasks.
- ❖ There exists a familiar relationship among all the departments. In FERROTECH there is good co-ordination between the employees and management.
- ❖ Duties are delegated on the basis of skills .if any problem arises that problem is discussed with everybody and solved on every ones opinion.

SYSTEMS:

FERROTECH has a unique system of costing, budgeting, training and performance appraisal and other techniques that stay on the same line as the organization efficiency.

Systems, which are followed FERROTECH, are as follows:

- ❖ Timing punctuality should be followed
- ❖ Dress code for the workers
- ❖ Quality should be maintained at all stages
- ❖ Hard work and sincerity
- ❖ Production plan (production schedule)
- ❖ Mutual co-operation and respect for all the workers at all levels.
- ❖ Discipline is to be maintained in the premises
- ❖ Strict factory rules and co-operative acts are followed

STYLE

STYLE FOLLOWED IN FERROTECH:

1. The style adopted in assigning work is orally. In case of production planning it is given in written and even work instruction is provided.
2. Reporting relationship: No any described format is provided. Some do daily reporting, weekly reporting and some monthly.
3. Style of management is decentralized
4. The head of the departments have been given enough authority to take the decisions for routine work
5. The reporting system is from lower level to the higher level of management

STAFF

Sources of Recruitment:

The recruitment is done based upon educational qualification and work experience. No any campus selection is done, only an advertisement is given and fresh applicants apply to the post, later on a test is taken. Who proves better is selected.

Steps involve in recruitment process:

- ❖ Giving advertisement
- ❖ Application forms
- ❖ Interview
- ❖ Selection
- ❖ Placement

SKILLS

The term “skills” include those characteristics, which most of the people use to describe a company. . Skills may be defined as the main skill i.e. key strength of the company due to which it is successful for example marketing skills, technical engineering skills.

The main skill or the key strength of the “FERROTECH” foundries is as below:

- ❖ Teamwork.
- ❖ Experienced workers.
- ❖ Upgrading of technology.
- ❖ Active involvement/participation

STRATEGY

Strategy refers to the short term and long term plans which the company has desired to achieve

- ❖ FERROTECH foundries are coming up with various types of products. Further it is having a plan to expand its production activity, hence thinking to purchase a site at Belgaum to increase its production.
- ❖ FERROTECH has short-term plans for a period of one year such as achieving desired sales plan.
- ❖ FERROTECH has long-term plans for three years. Plans such as production turn over in future, sales demand in future.
- ❖ To meet the demand of customers old and new alike, and retain satisfied customer clientele.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of study how research is done scientifically. In it we study the various steps that are generally adopted by the researcher in studying his research problem along with the logic behind them

Statement of problem:

In the market of casting product we are getting a wide range of casting products sold by different industries, both in domestic market as well as abroad. But FERROTECH INDUSTRIES is one among those. Actually in this case, studying that how best FERROTECH makes use of CRM strategy to increase its customer satisfaction.

OBJECTIVES OF STUDY

Primary Objective:

- To study about the satisfaction of the customers of Ferrotech industries.

Secondary Objective:

- To study about the price which can attract the consumers?
- To analyze the opinion of customers about storage and packing.

Measurement technique:

As my study is purely descriptive and exhibits the view of the customer, I have used the following measurement technique

- Microsoft office word sheet: In Microsoft office word sheet the data from the questionnaire is stored and used for the further analysis
- Statistical representation of the data collected through questionnaire is performed using Bar charts and Pie charts

Ethics of the research:

In this study, the questionnaire is designed in such a way that the feelings of respondents as well as the ethics of the company are not disturbed. The research and research report is not misleading any way.

SAMPLING:

Sampling is the one techniques which allows us to concentrate and give attention upon relativityIn other words, representation of a particular population. And is the subset of the population.

For conducting this survey it is required to concentrate on Customers of Ferrotech within the organization.

Stages in selection of sampling:

- Define the target population:

According to my project my target population is Customers of Ferrotech

- Specify the sampling frame:

Concerned to the project sampling frame is all the department Customers of Ferrotech

- Specify sampling unit:

Sampling unit consisting of selected sample.

- Determine sample size:

Once after selecting the sampling units determine the sampling size

- Specify sampling plan:

Sampling plan is done according to the stages in the sampling process.

- Select the sample;

It includes the actual selection of the sample element at Ferrotech as I am using questionnaire for my research.

NEED FOR THE STUDY

The need for the study of Ferrotech industries taken place of customer perception will help the organization in determining their products as well as promotion programs.

Marketing research takes very vital role in knowing and understanding customer needs and behaviors. Keeping in view the importance of customer satisfaction on creating and monitoring the potential and present customers.

SCOPE OF THE STUDY

The scope of the study includes current market potential of Ferrotech industries

1. This study is useful to analyze the market performance of automobile industry back plates, face plates, drums, and gear cases.
2. Information about consumer perception on different manufacturing companies.
3. This study is useful to know the impact of brand advertisement and consumers.
4. This study is useful to know the satisfaction level with different attributes of Ferrotech industries
5. The study is useful to know the consumer preference and their reasons to prefer Ferrotech industries

LIMITATIONS

The limitations occurred when the project was done at Ferrotech industries were:

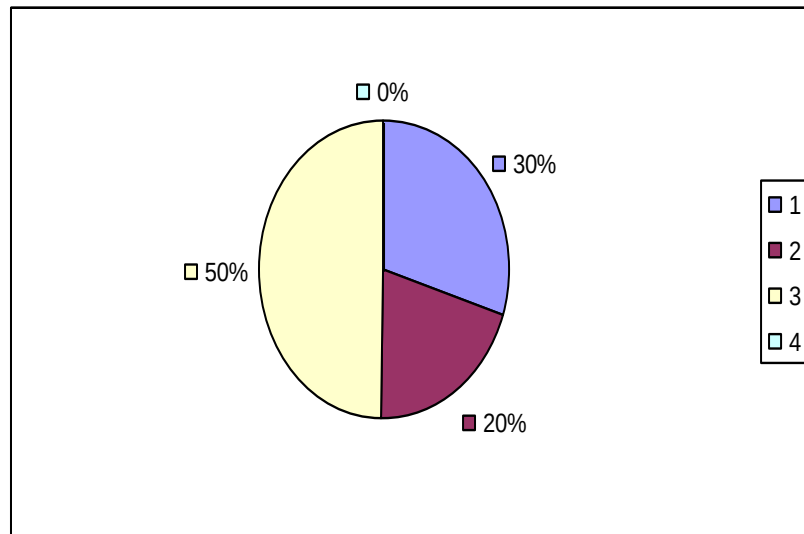
1. The respondents have answered the questionnaire with their level of knowledge that may not be indicative of actual situation.
2. Interaction with higher-level officials was limited due to their very busy schedules.
3. Not all the respondents answered in an unbiased manner.
4. Method of data collection was through personal interview and therefore personal basis becomes a major limitation
5. Non-availability of the consumers at the time when the survey was conducted.
6. Access to all the records and files of the company were not possible at all times.

ANALYSIS AND INTERPRETATION OF DATA

Table-1

1) What is the way of recognition of the company, by you?

Options	percentage
As well-known co.	30%
One among others	20%
Customers friendly	50%
Unknown	0%



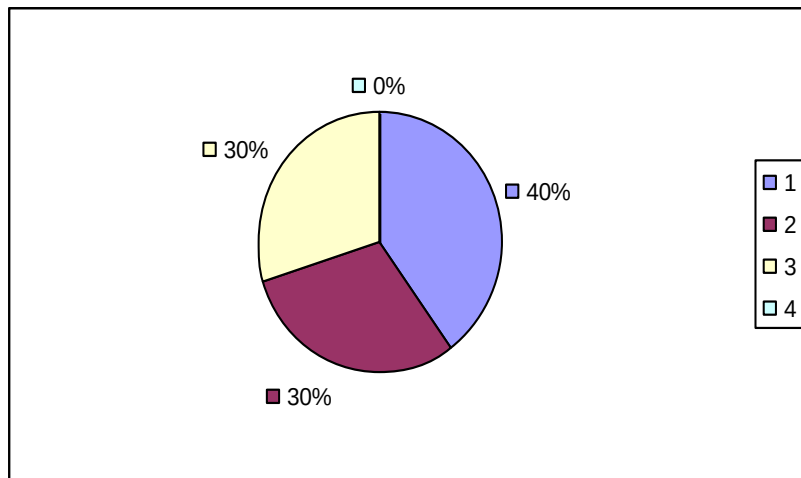
Observation:

From the above table it shows that, 50% of respondents were recognized the FERROTECH as a customer friendly and 30% of respondents were recognized the FERROTECH as a well-known company. And remaining 20% of respondent recognized the FERROTECH as on among other companies.

Table-2

2) Under what classification of customer you find yourself on the basis of buying pattern?

Options	Percentage
Continuously	40%
Periodically	30%
Occasionally	30%
Doesn't	0%

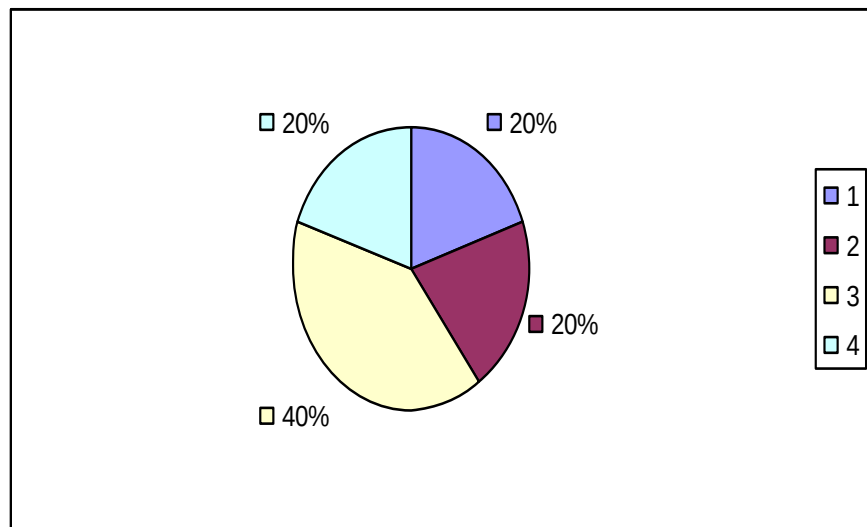


Observations:

From the above table it shows that, 40% of respondents are continuously buying customers of the FERROTECH product and 30% of respondents are periodically buying customers of the FERROTECH product. And the remaining 30% of respondents are occasional buying customers for the FERROTECH product.

Table-3**3) How do you feel the CRM system of the company?**

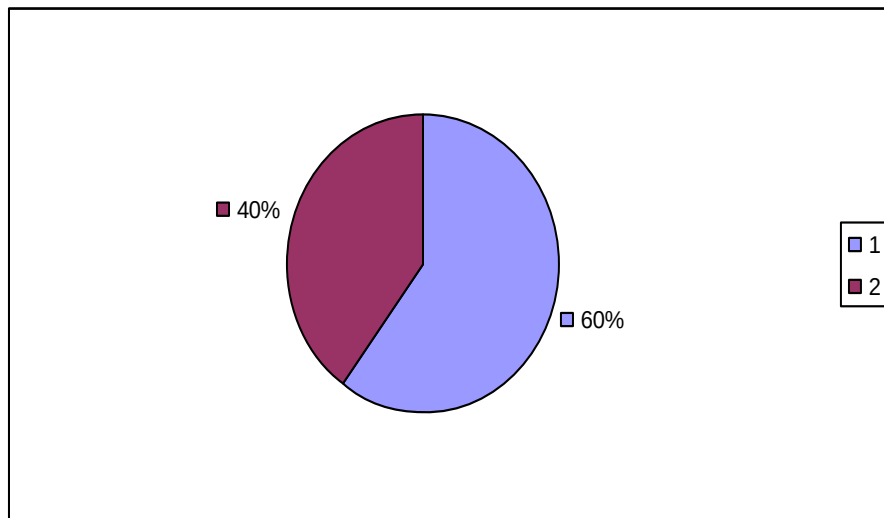
Options	Percentage
Best	20%
Very Good	20%
Good	40%
Fair	20%

**Observations:**

From the above table we could find that about 20% of respondents show a feeling of fairness and about 40% of respondents say that it is just good. From remaining people about 20% respondents say very good and about 20% of respondents say it as the best.

Table-4**4) Are you a regular customer of the company?**

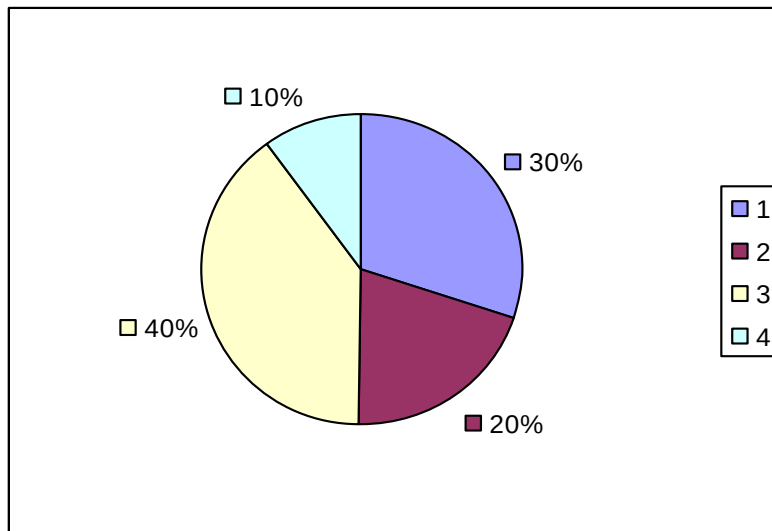
Options	Percentage
Yes	60%
No	40%

**Observations:**

From the above table we find that about 60% of respondents are saying that they are the regular customers of the company. And the remaining 40% of the respondents say that they are not the regular customers of the company.

Table-5**5) What are the customers requirements from the side of the company?**

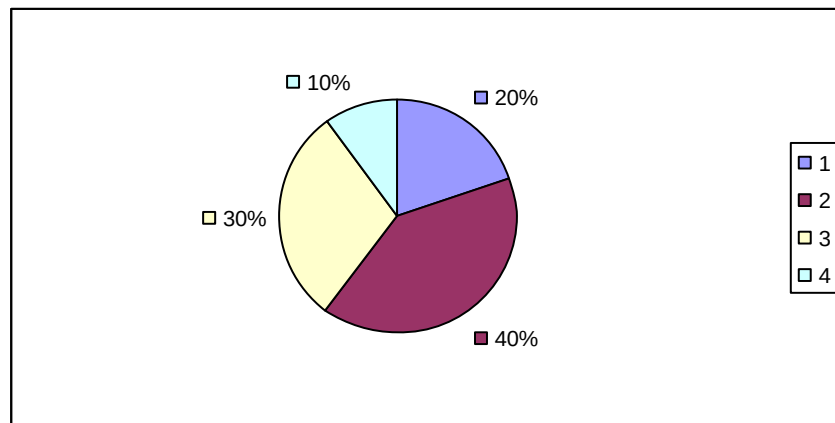
Options	Percentage
Product quality	30%
Supply chain management	20%
Customer Relationship Management	40%
Price	10%

**Observations:**

From the above table we find that about 40% of respondents say that FERROTECH has a very good customer relationship management system and about 30% of respondents say that product quality of product is so satisfactory to them. From remaining people about 20% respondents say that the company has a very good supply chain management system and about 10% of respondents say that pricing is of good.

Table-6**6) How well are you satisfied towards the company's transactions?**

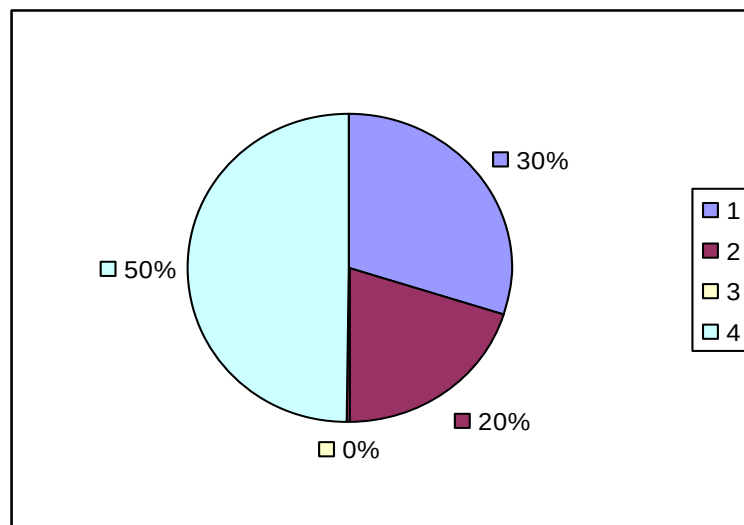
Options	Percentage
Fully satisfied	20%
More satisfied	40%
Less satisfied	30%
Fairly satisfied	10%

**Observations:**

From the above table we could find that about 40% of respondents are showing more satisfaction towards transaction with the company and about 20% respondents say that they are fully satisfied. From remaining people about 30% respondents say that they are less satisfied and about 10% of respondents say that they are bit fairly satisfied with the company transactions.

Table-7**7) Are you satisfied with the company's customer interaction level?**

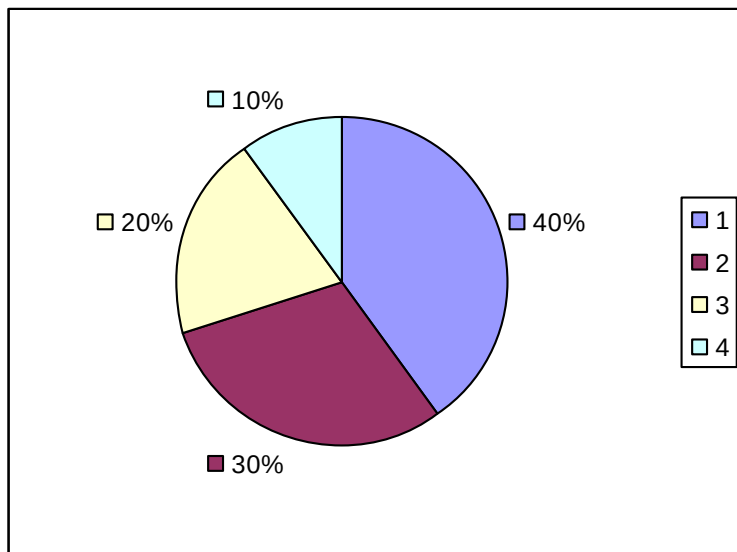
Options	Percentage
From order to delivery	30%
Pre-purchase to order	20%
After purchase only	0%
Always	50%

**Observations:**

From the above table we could find that about 50% of respondents say that the company does always keep track of its customers and about 30% of say that company keeps track of its customer from order to delivery. And remaining 20% of respondents say that the company keeps track of its customer from pre-purchase to order.

Table-8**8) How do you rate company's adoptability towards its customers?**

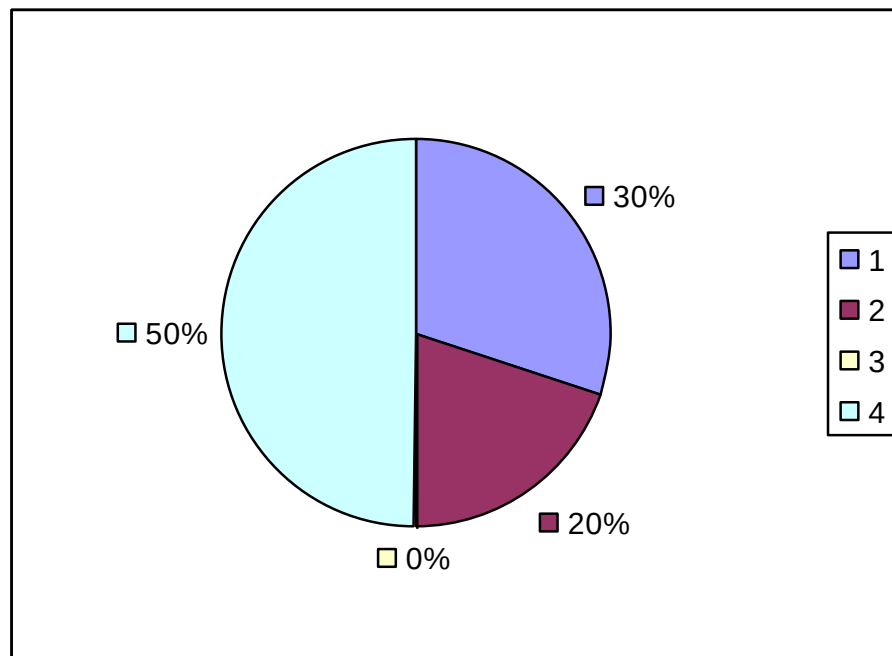
Options	Percentage
Excellent	40%
Very good	30%
Good	20%
Fair	10%

**Observations:**

From the above table we could find that about 40% of responded say that the level of company's adoptability with its customers is excellent and about 30% respondents say that level of company's adoptability with its customers is very good. About 20% of respondents say that the level of company's adoptability with its customers is good and just about 10% of respondents say that the level of company's adoptability with its customers is of fair.

Table-9**9) What you really mean for Customer Satisfaction?**

Options	Percentage
Keeping track with customers	30%
Satisfying customers	20%
Adjusting with the customers	0%
Building co-operative relationship	50%

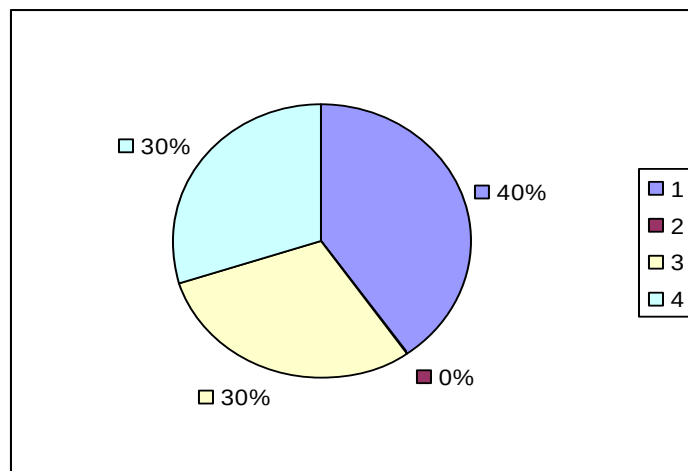
**Observations:**

From the above table we could find that about 50% of respondents say that they mean CRM as building co-operative relationship and about 20% of respondents say that they mean CRM as satisfying customers. And also 30% of respondents say that they are keeping track with customers.

Table-10

10) Do you feel that a very good customer relationship will increase the satisfaction of the customers?

Options	Percentage
Yes	40%
No	0%
Major contributor	30%
Also influenced by other factors	30%

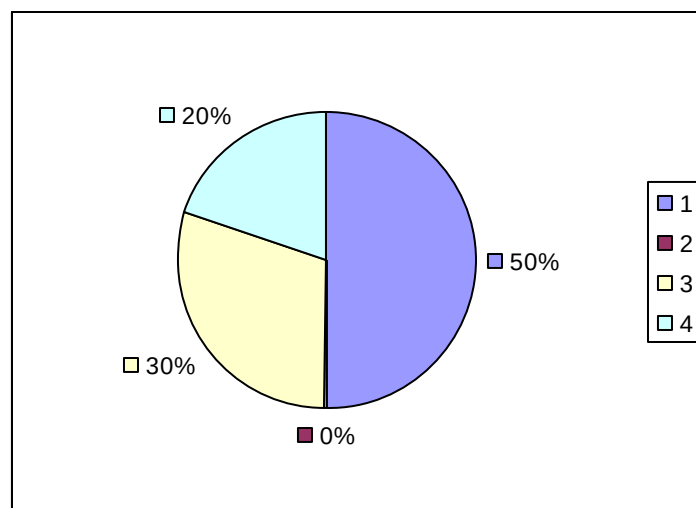


Observations:

From the above table we could find that about 40% of respondents agree with the thing that a very good customer relationship will increase the satisfaction of the customers and about 30% of respondents say that a very good customer relationship is a major contributor to increase the customer satisfaction. And about 30% respondents gave the thought that customer satisfaction is also influenced by other factor in addition to customer relationship.

Table-11**11) Are you ready to support FERROTECH when it is in need of your co-operation?**

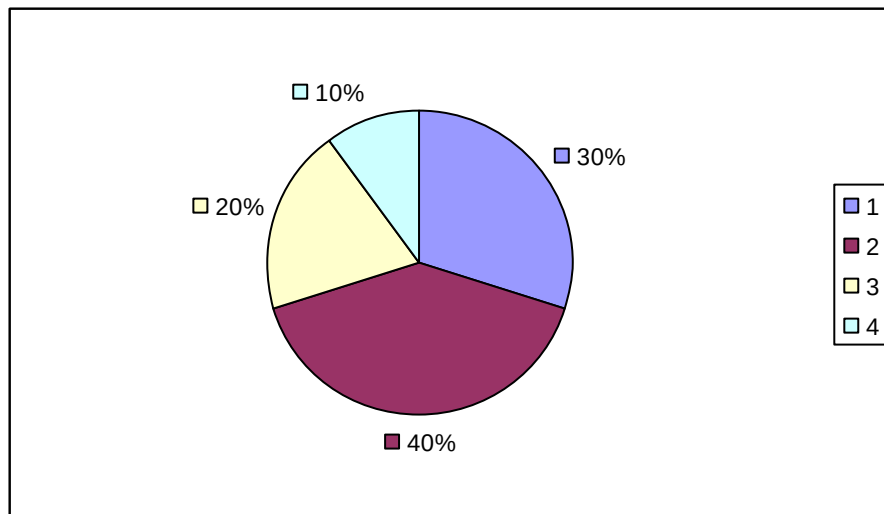
Options	Percentage
Yes	50%
No	0%
Many times	30%
Some times	20%

**Observations:**

From the above table we could find that about 50% of respondents say that they want to support FERROTECH when it is in need of their co-operation and about 30% respondents say that they are ready in many times to support FERROTECH when it is in need of their co-operation. And only about 20% of respondents said they will be available some times to support FERROTECH when it is in need of their co-operation.

Table-12**12) Do you feel that FERROTECH to implement new CRM-system?**

Options	Percentage
Yes	30%
Preferably	40%
If possible	20%
No	10%

**Observations:**

From the above table we could find that about 40% of respondents say that they preferably want FERROTECH to implement a new CRM-system. About 30% of respondents said yes. And remaining about 20% respondents said if possible let FERROTECH implement a new CRM-system and about 10% of respondents said no for new CRM-system.

FINDINGS

- 50% of respondents has recognized the Ferrotech as a customer friendly and 30% of respondents were recognized the Ferrotech as a well-known company.
- 60% of respondents are saying that they are the regular customers of the company. And the remaining 40% of the respondents say that they are not the regular customers of the company.
- 40% responded that the customer relationship management system is good and 30% of respondents say that product quality of product is so satisfactory to them. 20% respondents say that the company has a very good supply chain management system and about 10% of respondents say that pricing is of good.
- There is a proper co-operation between the employees which in turn is helping the company for its betterment.
- More than 70% of the employees feel that company should implement new CRM system.

SUGGESTIONS

- In Ferrotech the overall environment is customer friendly and supportive.
- In Ferrotech the continues buying customers are more than that of periodical buying customers which means the products of Ferrotech are more satisfied.
- Although the customers of Ferrotech are regular, but needs to provide more quality products so that the customers will stay for longer period of time.
- The company should organize more cooperative events so that employee can cooperate better.
- Although the companies CRM system is effective, but can be made more effective by providing good quality products at reasonable price.

CONCLUSION

This project work has given me a golden opportunity to understand the operations of FERROTECH INDUSTRY. It enriched my knowledge in the field of CUSTOMER SATISFACTION.

Opinions were collected through questionnaire method, which was very useful tool and has been carried out successfully.

In this specific study the working efficiency of CUSTOMER SATISFACTION in the organization were analyzed and the recommendation where made in order to improve its effectiveness.

I hope the above submitted report and recommendation will be helpful for betterment of the CUSTOMER SATISFACTION in the organization.

BIBLIOGRPAHY

[www.ferroteh industries.com](http://www.ferrotehindustries.com)

- Annual Reports
- Industrial Visit

QUESTIONNAIRE

Dear Sir/Madam,

I am **ROOPESH KUNDAP** pursuing BBA at People Education Society, Belagavi. As a part of my curriculum I am conducting a survey on “**CUSTOMERS SATISFACTION AT FERROTECH INDUSTRIES**” The information provided by you will be strictly kept confidential and used for academic purpose only.

PERSONAL INFORMATION

Name: _____ **MOB:** _____

Gender: (A) Male [] (B) Female []

Address: _____

- 1) What is the way of recognition of the company, by you?
 - a) As well-known co ☐
 - b) One among others ☐
 - c) Customers friendly ☐
 - d) Unknown ☐

- 2) Under what classification of customer you find yourself on the basis of buying pattern?
 - a) Continuously ☐
 - b) Periodically ☐
 - c) Occasionally ☐
 - d) Doesn't ☐

- 3) How do you feel the CRM system of the company?
 - a) Best ☐
 - b) Very Good ☐
 - c) Good ☐
 - d) Fair ☐

- 4) Are you a regular customer of the company?
- a) Yes ☐
 - b) No ☐
- 5) What are the customers requirements from the side of the company?
- a) Product quality ☐
 - b) Supply chain management ☐
 - c) Customer Relationship Management ☐
 - d) Price ☐
- 6) How well are you satisfied towards the company's transactions?
- a) Fully satisfied ☐
 - b) More satisfied ☐
 - c) Less satisfied ☐
 - d) Fairly satisfied ☐
- 7) Are you satisfied with the company's customer interaction level?
- a) From order to delivery ☐
 - b) Pre-purchase to order ☐
 - c) After purchase only ☐
 - d) Always ☐
- 8) How do you rate company's adoptability towards its customers?
- a) Excellent ☐
 - b) Very good ☐
 - c) Good ☐
 - d) Fair ☐

9) What you really mean for Customer Satisfaction?

- a) Keeping track with customers ()
- b) Satisfying customers ()
- c) Adjusting with the customers ()
- d) Building co-operative relationship ()

10) Do you feel that a very good customer relationship will increase the satisfaction of the customers?

- a) Yes ()
- b) No ()
- c) Marjory contributor ()
- d) Also influenced by other factors ()

11) Are you ready to support FERROTECH when it is in need of your co-operation?

- a) Yes ()
- b) No ()
- c) Many times ()
- d) Some times ()

12) Do you feel that FERROTECH to implement new CRM-system?

- a) Yes ()
- b) Preferably ()
- c) If possible ()
- d) No ()

SKE SOCIETY'S

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

Department of Business Administration- Belagavi
(Affiliated To Rani Channamma University, Belagavi)

RANI CHANNAMMA UNIVERSITY, BELAGAVI



A Project report on
“EMPLOYEE JOB SATISFACTION”

Undertaken At
“ANMOL ENGINEERING, BELAGAVI”

Submitted By
Mr. SampatgoudaN Biradar
REG.NO. B1811234

Submitted to
RANI CHANNAMMA UNIVERSITY, BELAGAVI
In The Partial Fulfilment of the Award of
BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION
2020-2021

SKE SOCIETY'S

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

Department of Business Administration- Belagavi



A project report on

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“ANMOL ENGINEERING, BELAGAVI”

Submitted By

Mr. Sampatgouda NBiradar

REG.NO. B1811234

BBA 5thSem.

Under the Guidance of

Organizational Guide

Mrs. S. U. Patil

Institute Guide

Prof. N.V.Hiremath

S.K.E. SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
BELAGAVI-590006

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that **Mr. Sampatgouda N Biradar** has satisfactorily completed the project at **Anmol Engineering Udyambag, Belagavi**. In partial fulfillment of award of Bachelor's Degree in Business Administration by **Rani Channamma University, Belagavi** for the year 2020-21.

Guide

Prof. N.V.Hiremath

Director

Prof. S. S. Shimangoudar

DECLARATION

I **Mr. SampatgoudaN Biradar** bearing the register no-B1811234 hereby declare that the project report entitled “Employee Job Satisfaction At Anmol Engineering, Udyambag, Belagavi” Submitted to **Rani Parvati Devi College of Business Administration Belagavi**, in partial fulfillment of the requirement for the award of bachelor’s degree of business administration during the year 2020-21, is a record of Bonafide report carried out by me under the guidance of **Prof. N. V. Hiremath** Rani Parvati Devi College of Business Administration and no part of it has been submitted for any other degree or diploma.

Date:

Place: Belagavi

NBiradar

Sampatgouda

ACKNOWLEDGEMENT

I would like to acknowledge my profound sense of gratitude

I heartily thanks to the Anmol Engineering, Udyambag, Belagavi. For giving me an opportunity to undertake project work in their esteemed organization.

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I would also like to thank the employees of the organization who have helped me directly and indirectly in the accomplishment of this project.

My thanks and appreciation also goes to my internal guide **Prof. N.V.Hiremath** in developing the project. I also feel great pleasure to take this opportunity to my humble and deep sense of gratitude to our esteemed Director **Prof. S. S. Shimangoudar** for his support throughout the curriculum.

Last but not least I am very grateful to my beloved parents and family members and friends for their encouragement which helped me in completion of this project.

Mr. Sampatgouda N Biradar

EXECUTIVE SUMMARY

Employee JOB SATISFACTION survey provides a channel for employees to communicate their view on a wide range of issues in total confidence.

Employee job satisfaction survey was conducted to find out the satisfaction level of the employees at “**ANMOL ENGINEERING**”. The other objective was to find out the areas of low satisfaction, where corrective measures can be taken.

The employee job satisfaction survey help companies to determine how their employees think and to identify employees needs and concerns so that improvement can be made and stronger team can be formed.

For this purpose a sample was selected by stratified systematic sampling and survey was done with the help of questionnaire the result were analyzed for all the employees.

TABLE OF CONTENTS

SI No.	CONTENT	PAGE NO
1.	Industry Profile	1
2.	Introduction to Project	7
3.	Research Methodology	20
4.	Data Analysis and Interpretation	22
5.	Findings & Suggestions	39
6.	Conclusion	41
7.	Bibliography	42
8.	Annexure	43

INDUSTRY PROFILE

The Indian industries have been set up based upon the variety of technological sources, the range of their specifications is very wide. Due to this range of products in the oil hydraulics is also quite wide resulting in very small batch for each product.

It is therefore, difficult to specify a minimum economically viable capacity for the industry. While there has been a continued overall growth in the oil hydraulic products business due to large variety of specialized products to meet specific individual applications, volume growth in individual products has been very low. With low volumes and high development costs concerning tooling, casting and forging, the industry has not been able to adopt modern production methods. Current production technologies in use are largely dictated by production of large volumes, quality requirements and costs.

Since the Indian Industries have to manufacture a large variety of products with low volumes, the industry is not able to use the modern high production lines. Most of the manufacturers, with exception to some (who have installed dedicated SPM'S and CNC machines for manufactures of components), are currently using general purpose machines with special tooling's and some purpose machines for specialized metal cutting operations

Although the industry has shown a reasonable growth over the years, but it is far away from the volumes which would lead to adopting modern production methods. Also the limited demand is being shared by over 20 firms resulting in uneconomical volumes for most of them. It is unlikely that the situation would change drastically in the coming decade due to various factors mentioned above.

Almost all the major manufacturers of hydraulic equipments have collaboration with foreign companies. Only two companies viz. Polyhedrons and Oscar Equipments are manufacturing products based on indigenous development. There has been very little attempt at developing indigenous technology for these products, although barring few items, all other equipments have been indigenized.

INTRODUCTION OF COMPANY

The“ANMOL ENGINEERING” is a company and is registered with the government of Indian registrar of companies Belagavi. Anmol engineers commenced operations in 1998, with the initiative of first generation young entrepreneurs. Mrs. SaritaUPatil with her first confidence steep to manufacture of Die, Pattern making and foundry and all types of engineering CI machined components in Belagavi.

The proprietor of the business is versed in this line of business. Proprietor is currently financed by many institutions, now wishes to expand her business over new horizons. For this proprietor wishes to consolidate her borrowings and achieve economy by cost reduction and savings in “running and interest” costs.

The proprietor has been approached with many proposals for Die and Pattern making of one of its kind in the market. The proprietor being one person in and around her vicinity who can undertake such work is very much assured of customers who would flocking to his doorsteps for such Dies and The proprietor had invested in infrastructure in form of new VMC machineries worth Rs. 30 lakhs.

The proprietor is currently engaged in making and selling of casting materials and also die and pattern making on a small-scale basis. The proprietor is now venturing into mainly making of dies and pattern in additions to her existing business of making casting.

VISION, MISSION AND SHARED VALUES

Vision:

“Vision is to provide right products to the exacting demands of the quality conscious customers at a competitive pricing structure. “Anmol Engineers” appreciates commitment for teamwork, continuous improvement, and developing mutually beneficial relationship with the customer”

Mission

Our mission is “customer satisfaction” through continuous efforts on always finding better ways to do things and protect the interests of our customers We appreciate the opportunity to earn our customers safety by providing quality products.

Shared Values:

- To measure the employees job satisfaction level at “Anmol Engineering”
- To study the employee’s perception towards organization.
- To know about the working conditions provided by the firm
- To identify the perceived importance of satisfaction factors and the issues causing dissatisfaction.

FACTORY UNIT:

The proprietor is already running her business of manufacture of casting materials of die and pattern making and is currently operating from 185, Udyambag, Belagavi. She has the required infrastructure along with requisite man power requirement to undertake the proposed activity of expansion into major die and pattern making activity.

The proprietor now is desirous of expanding his activity by procuring additional VMC machinery with installation at a cost about 30 lakhs. This new machinery will enable the proprietor to undertake additional order of Rs 3 lakhs per month which will yield a net inflow about 25%.

Location:

The company is situated at 185, Industrial Estate, Udyambag, Belagavi. The raw materials, labour, power and transportation and other infrastructural facilities are easily available for the company this industrial area has been developed by the Karnataka Small Industries Development Corporation LTD. Belagavi.

This existing factory building is located in 185, Industrial Estate Udyambag, Belagavi.

The Quality:

The stringent quality control procedure is followed at “ANMOL ENGINEERING”. Top class testing instruments in the well-equipped material testing laboratory has ably supported the quality control activity.

The Commitment:

“ANMOL ENGINEERING” with an open mind approach is always willing to accept new developments and technologies to ensure the strict adherence to the delivery schedule on time, every time. Restricting itself to a limited type of casting, “ANMOL ENGINEERING” ensures 100% focuses, on every minute’s quality needed.

Quality Policy:

- “ANMOL ENGINEERING” shall always strive for customer satisfaction.
- We shall endeavor to build quality product to satisfy our customers.
- We shall motivate and empower our employees and bring in a feeling of ownership in them.
- We shall strive for continuous improvement in QMS to achieve our goal of providing a quality product at a competitive price and on time.
- We believe that with this goal we shall be able to excel in competitive markets.

Company Policy

“We set to be the most preferred partner in manufacturing and supply of engineering products as well as production of tooling manufacturing like metallic patterns and fixtures required to develop the particular component.

Our motto is to give our entire efforts to get customer satisfaction & to prove our self as one of the good & renowned tooling manufacturers.

PROPOSED MACHINERY

The details of plant and machinery proposed to be installed are given below.

Name of the machine

1. BFW Make CHAKRA BMV65T24
2. Tool craft make Radial type
3. KMT make Pillar type
4. Hydrotech make Hydraulic Press
5. Bench Grinder's Electrocraft make
6. Flexible Shaft Grinder Electrocraft make
7. 4" Angle Grinder Dewalt make

Products:

Using various components for electric motors and alternators various types of terminal boxes and covers, For power transmission unit various types of gear boxes centers, top and bottom bearing housing, gear cases, shafts. Bearing housing for automobile industry back plates, face plates, drums. Etcis manufactured by the company.

Manufacturing Process:

The manufacturing process involves finished grinding, turning, boring, milling, salting, shaping, drilling, tapping, burnishing and painting etc by using lathes, milling machines, drillings, balancing machines. All the parameters mentioned by customers in their components, drawings are firstly shaped and finished on the above-mentioned machines.

SWOT ANALYSIS

SWOT analysis means Strengths, Weakness, Opportunities and Threats. Strengths are the internal, positive characteristics that the company possesses. One should look at these competitive advantages. Weaknesses are internal as well as negative aspects of the company and indicate competitive vulnerabilities. These should be distinguished from problems in that immediate collapse is not likely. Opportunities are external and provide areas of growth or improvement of the company. Threats are external to the company and action is required.

STRENGTHS

- Both the combination of work i.e. man and machinery
- Very simple and efficient management.
- Company has good management system

WEAKNESS

- The company requires land to increase the plant
- Safety measures are not followed very strictly
- There is no interaction between workers and management
- There is no such training is given to the employee

OPPORTUNITIES

- Well maintained valued for the business
- Scope in making the company fully machineries
- To create the nice manufacturing segment

THREATS

- Increase in number of competitors
- Heavy competition as industry is going global

INTRODUCTION OF THE PROJECT

1. Title of the Project

“Employee job satisfaction survey at “Anmol Engineering””

2. Statement of the Problem:

This particular topic is selected because Job Satisfaction is a very important element for the smooth functioning of an organization. Employee surveys provide a channel for employee to communicate their views on a wide range of issues in total confidence. They help management to build up an accurate picture of how employees perceive the organization.

3. Scope of the Study:

The survey was conducted on Operative Level of **Anmol Engineering**. The questionnaire for this survey was framed considering those factors where corrective action can be taken by firm. The result of the survey the HR department can take the corrective action to increase employee satisfaction and thereby increase productivity.

THEORETICAL BACKGROUND OF JOB SATISFACTION:

The topic selected for the project report is “Job Satisfaction”. It is a survey or analysis to interpret the level of satisfaction of the employees with their respective jobs in the organization.

Job satisfaction is one of the important factors which have drawn attention of managers in the organization as well as academicians. Various studies have been conducted to find out the factors which determine job satisfaction and the way it influences productivity in the organization. Though there is no conclusive evidence that job satisfaction affects productivity directly because productivity depends on so many variables, it is still a prime concern for managers.

Job satisfaction is the mental feeling of favorableness which an individual has about his job.

“Job satisfaction is the amount of pleasure or contentment associated with a job.

MEASURING JOB SATISFACTION:

There are many methods for measuring job satisfaction. The most common method for collecting data regarding job satisfaction is the Likert scale. The other less common method is Enterprise Feedback Management system wherein the survey is done by including the questions like Yes/No questions, True/False questions, point systems checklists and choice answers.

Determinants of Job Satisfaction:

There are two types of variables that determine the work Satisfaction of an individual,

They are 1. Organization Variables and
 2. Personal Variables

1. Organization Variables:

(a) Occupational level:

The higher the level of the work, the greater the satisfaction of the individual this is because higher level work carry greater prestige and self-control. People at higher level work find most of their needs satisfied than when they are in lower level ones.

(b) Work Content:

The extent to which work provides the individual with interesting tasks, opportunities for learning, and the chance to accept responsibility will increase work satisfaction.

(c) Considerable Leadership:

People like to be treated with consideration. Hence considerable leadership results in higher work satisfaction than inconsiderable leadership.

(d) Pay & Promotional Opportunities:

All the other things being equal these variables are positively related to work satisfaction.

(e) Interaction in the Work Group:

Work Satisfaction will result if interaction is most satisfying i.e., when

1. It results in recognition that other person's attitudes are similar to One's own.
2. It facilitates the achievement of goals.

2. Personal Variables:

For some people, it appears most jobs will be dissatisfying irrespective of the organizational conditions involved, whereas for others, most work will be satisfying, personal variables like age, educational level, sex etc., are responsible for this difference.

a) Age:

Generally, there is a positive relation between the two variables upto the pre-retirement years and then there is a sharp decrease in satisfaction. An individual aspires for better and more prestigious work in later years of his life. Finding his channels for advancement blocked his satisfaction declines.

b) Educational Level:

The higher the education, the higher the reference group which the individual looks for guidance to evaluate his job rewards,

c) Role Perception:

Different individuals hold different perceptions about their role that is the kind of activities and behaviors. They should engage in performing their job successfully. The more accurate the role perception of an individual the greater is satisfaction.

d) Gender:

There is yet no consistent evidence as to whether women are most satisfied with their jobs than men, holding such factors as work and occupational constant. One might predict this to be the case, considering the generally lower occupational aspirations of women.

NATURE OF JOB:

Job satisfaction is highly influenced by the nature of work. Employees are satisfied with job that involves intelligence, skills, abilities, challenges and scope for greater freedom. Nature of job determines job satisfaction which is in the form of occupation level and job content.

Effect of Job Satisfaction:

Job satisfaction has a variety of effects. These effects may be seen in the context of an individual's physical and mental health, productivity, absenteeism and turnover.

➤ Productivity:

There are two views about the relationship between job satisfaction and productivity:

1. A happy worker is a productive worker.
2. A happy worker is not necessarily a productive worker.

The first view establishes a direct cause that effects relationship between job satisfaction and productivity; when job satisfaction increases, productivity increases; when job satisfaction decreases, productivity decreases. The basic logic behind this is that a happy worker will put more efforts for job performance. However, this may not be true in all cases.

The second view that is a satisfied worker is not necessarily a productive worker this explains the relationship between job satisfaction and productivity. Various research studies also support this view. This relationship may be explained in terms of the operation and organizational expectations from individuals for job performance.

However, it does not mean that the job satisfaction has no impact on productivity. A satisfied worker may not necessarily lead to increase in productivity but a dissatisfied worker may even lead to higher productivity at some cases.

➤ **Absenteeism:**

Absenteeism refers to the frequency of absence of a job holder from the workplace either unexcused absence due to some avoidable reasons or long absence due to some unavoidable reasons. This absence is due to lack of satisfaction from the job which produces a 'lack of will to work' or many other reasons of employees. Thus, Job satisfaction is related to absenteeism.

➤ **Employee Turnover:**

Turnover of employees is the rate at which employees leave the organization within a given period of time. As discussed in defense mechanism, when an individual feels dissatisfaction in the organization, he tries to overcome this through the various ways of defense mechanism. If he is not able to do so, he opts to leave the organization. Thus, in general case, employee turnover is related to job satisfaction. However, job satisfaction is not the only cause of employee turnover, the other cause being better opportunity elsewhere.

IMPROVING JOB SATISFACTION:

Job satisfaction plays significant role in the organization. Therefore, managers should take concrete steps to improve the level of job satisfaction. These steps may be in the form of job redesigning to make the job more interesting and challenging, improving quality of work life, linking rewards with performance, and improving overall organizational climate by way of motivation & moral support.

As part of a larger project whose goal was to create an employee-driven, survey-improvement process **six factors that influenced job satisfaction**. When these six factors were high, job satisfaction was high. When the six factors were low, job satisfaction was low. These factors are similar to what we have found in other organizations.

➤ **Opportunity:**

Employees are more satisfied when they have challenging opportunities at work. This includes chances to participate in interesting projects, jobs with a satisfying degree of challenge and opportunities for increased responsibility.

Actions:

- Promote support & motivate as & when required.
- Reward promising employees with roles on interesting projects or worked done.
- Divide jobs into different levels so that it helps to increase leadership and responsibility.

It may be possible to create job titles that demonstrate increasing levels of expertise, which are not limited by availability of positions. They simply demonstrate achievement.

➤ **Stress:**

When negative stress is continuously high, job satisfaction is low. Jobs are more stressful there is more workload, relevant to employees' personal lives or other reasons.

Actions:

- Distribute work evenly (fairly) within work teams.
- Manage the number of interruptions employees have to endure while trying to do their jobs.

➤ **Leadership:**

Employees are more satisfied when their managers or management are good leaders. This includes motivating employees to do a good job, striving for excellence or just taking action.

Actions:

- Make sure your managers are well trained. Leadership combines attitudes and behavior.
- People respond to managers that they can trust and who inspire them to achieve meaningful goals

➤ **Work Standards:**

Employees are more satisfied when their entire workgroup takes pride in the quality of its work.

Actions:

- Encourage communication between employees and customers. Quality gains importance when employees see its impact on customers.
- Develop meaningful measures of quality. Celebrate achievements in quality.

➤ **Fair Rewards:**

Employees are more satisfied when they feel they are rewarded fairly for the work they do. Consider employee responsibilities, the effort they have put forth, the work they have done well and the demands of their jobs.

Actions:

- Make sure rewards are for genuine contributions to the organization.
- They have to be consistent in their reward policies.
- If your wages are competitive, make sure employees know this.
- Rewards can include a variety of benefits and perks other than money.

Employees with higher job satisfaction:

- Believe that the organization will be satisfying in the long run
- Care about the quality of their work
- Are more committed to the organization
- Have higher retention rates, and
- Are more productive.

Recognition:

Individuals at all levels of the organization want to be recognized for their achievements on the job. Their successes don't have to be monumental before they deserve recognition, but your praise should be sincere. If you notice employees doing something well, take the time to acknowledge their good work immediately. Publically thank them for handling a situation particularly well. Write them a kind note of praise. Or give them a bonus, if appropriate. You may even want to establish a formal recognition program, such as "employee of the month."

STATEMENT OF THE PROBLEM

“A STUDY ON EMPLOYEES JOB SATISFACTION:”

Employee job satisfaction and retention have always been important issues for Management. After all, high levels of absenteeism and staff turnover can affect the organizations bottom line. But few practices (in fact, few organizations) have made job satisfaction a top priority, perhaps because they have failed to understand the significant opportunity that lies in front of them.

Satisfied employees tend to be more productive, creative and committed to their employers, and recent studies have shown a direct correlation between staff satisfaction and patient Satisfaction.¹ Family physicians who can create work environments that attract, motivate and retain hard-working individuals will be better positioned to succeed in a competitive health care environment that demands quality and cost-efficiency.

OBJECTIVES

Objectives of the Study:

PRIMARY OBJECTIVE:

- To understand the employ job satisfaction level and their expectations from the firm.

Secondary Objectives:

- Analyze the importance of “job Satisfaction” towards “Anmol Engineering”.
- To understand the core problems faced by customers if any.
- To study the level of employ satisfaction towards his/her salary and also other benefits which are provided by the company.
- To study the ESI facilities and safety measures which are provided by the company

ESI- Employ State Insurance

LIMITATIONS OF THE STUDY:

- Due to less educated employees and limited employees this survey is made only on few employees.
- Limited time allotted for the survey.
- Very less time for the employees to interact due to their workload time.

RESEARCH METHODOLOGY:

There are two ways in which data are collected, they are:

Primary Data:

The data collected for specific reason for the first time is original known as Primary Data. At ANMOL ENGINEERING, the Primary Data is collected through Questionnaire & Personal Interview with the concerned persons working in various departments.

Secondary Data:

The data that is collected from the published sources which were made available by the company i.e., not originally collected for the first time is called Secondary Data. The Secondary Data is collected through Reports, Magazines, Manuals, and Prospects of the Organization.

Tools Used For Data Collection:

- Primary Data - Questionnaire & Personal Interview.
- Secondary Data - Reports, Magazines, Website, etc.

Statistical tools and technique used:

- Pie chart
- Column chart

DATA COLLECTION METHOD:

The data is collected in following methods:

Survey Method:

The most widely used technique of gathering primary data is the survey method. The sources interviewed personally at the place of work and also with questionnaires. It is a direct and more flexible form of investigation involving face- to- face communication and through recorded questionnaires filled in personally.

The information is qualitative, quantitative and accurate. The rate of refusal is low; it offers a sense of participation to the respondents. It usually leads to broader range of data than observation on experimentation methods. The data collected is tabulated and interpreted to draw conclusion.

Field Work:

It is an important method of data collection. The questionnaire is used for interviewing the respondents. Additional questions (Personal interviews) can be used to secure more information. The respondents are interviewed in the factory.

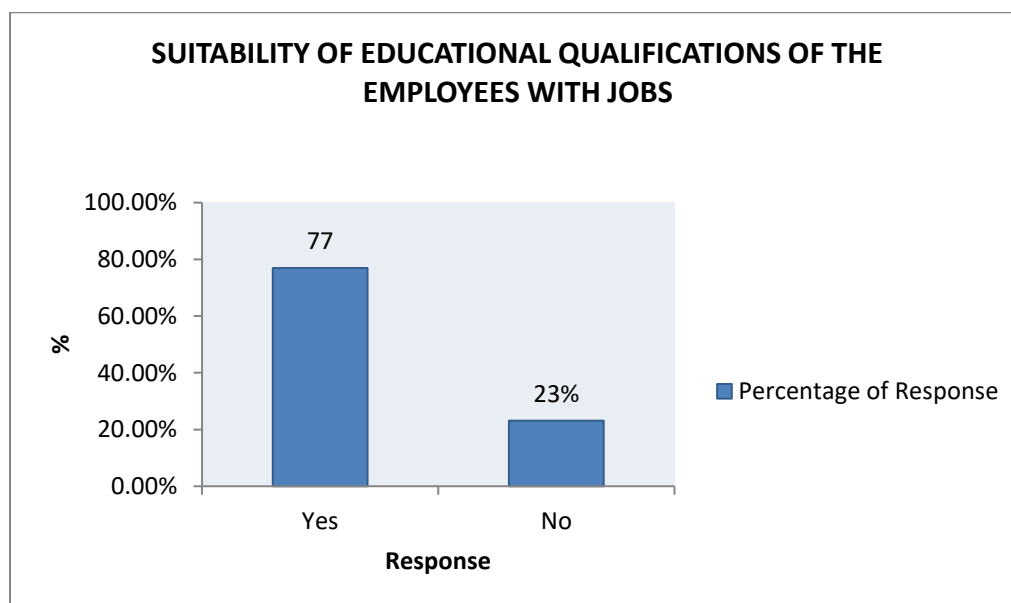
DATA ANALYSIS AND INTERPRETATION:

1. Does the educational qualification of the employees suit their respective jobs?

PERCENTAGE ANALYSIS:

Options	Number of respondents	Number of respondents (%)
Yes	39	77%
No	11	23%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

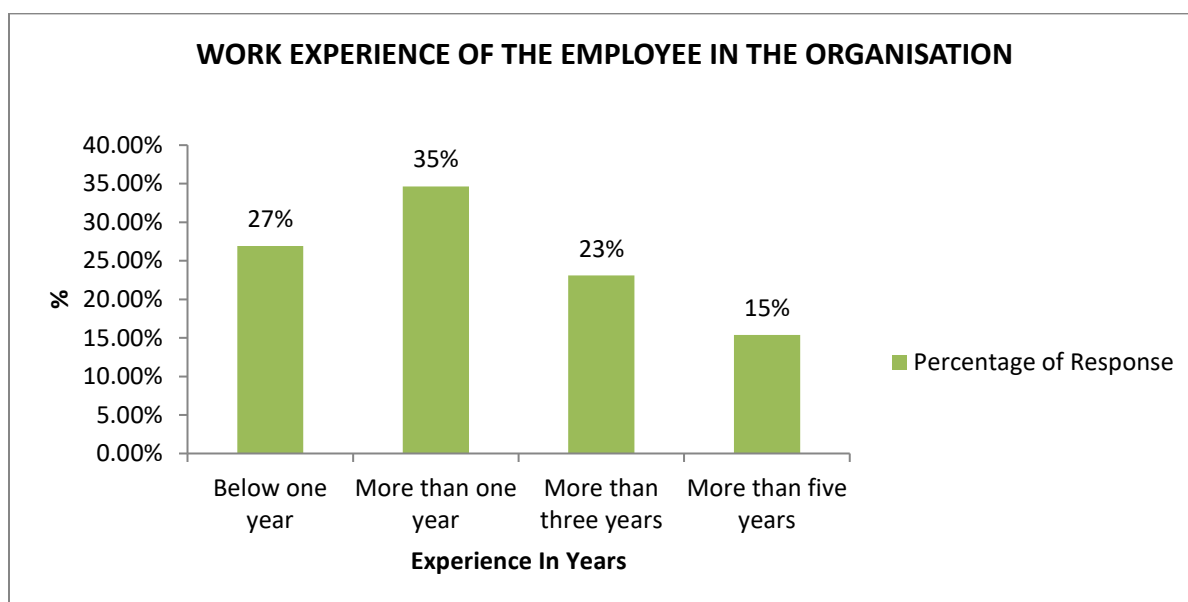
The above chart shows that most of the employees feel that their respective jobs suits (77%) their respective educational qualification due to selection process (**good placement**) adopted in the organization.

2. Work experience of the employee in the organization

PERCENTAGE ANALYSIS:

WORK EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGES
Below one year	14	27%
More than one year	18	35%
More than three years	11	23%
More than five years	7	15%
TOTAL	50	100%

CHART ANALYSIS:



Interpretation:

The data provided in the above table shows that the work experience of the employees in the organization is recorded as 27 % belonging to below one year, 35 % belonging to more than one year, 23 % belonging to more than three years and finally 15% of employees belonging to more than five years.

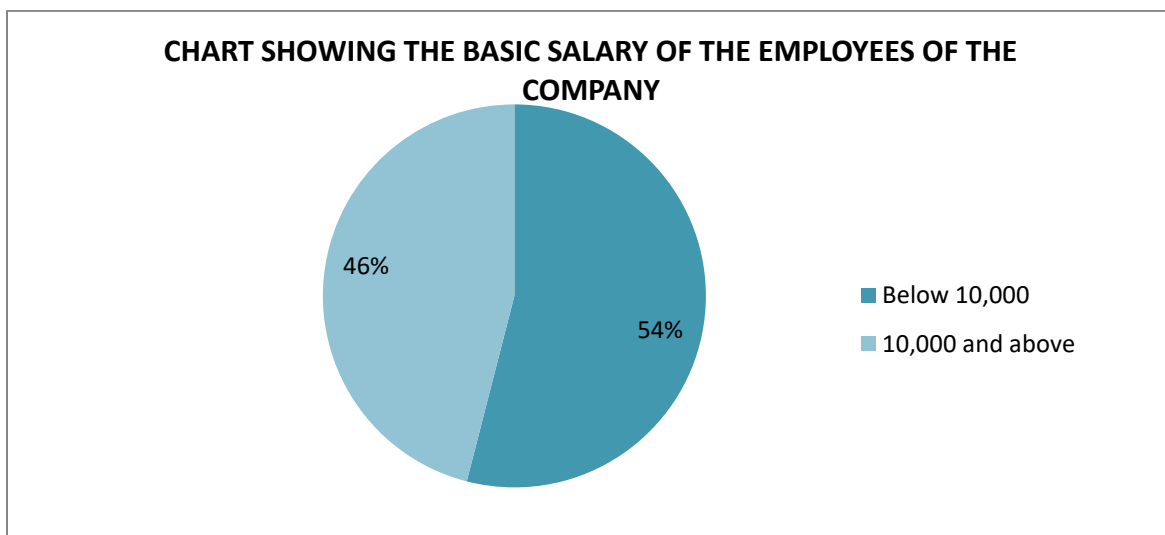
3. What is employees basic salary: []

A) Below 10,000 B) 10,000-15,000

PERCENTAGE ANALYSIS

S.NO.	BASIC SALARY	NO OF RESPONDENTS	PERCENTAGES
1	Below 10,000	27	54%
2	10,000 and above	23	46%
	TOTAL	50	100%

CHART ANALYSIS:



Interpretation:

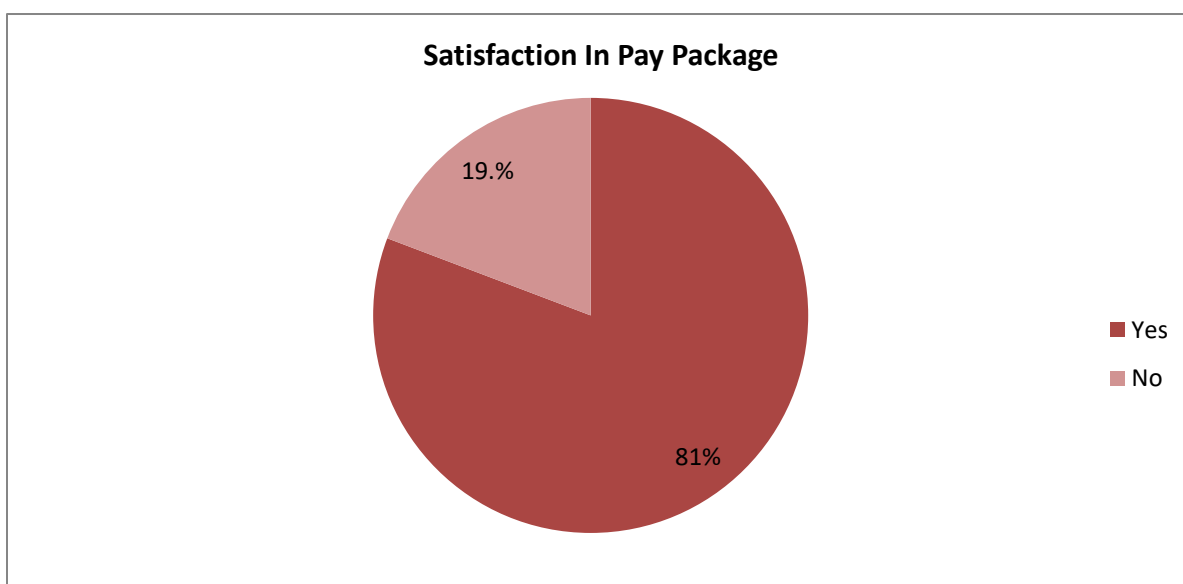
The data provided in the above chart shows the respondent's basic salary. 54% respondents getting below 10,000 as their basic salary and 46% are getting above 10,000. This can be concluded that most of the respondents are getting below 10,000 as basic salary.

4. Are you satisfied with the companies pay package?

PERCENTAGE ANALYSIS:

Options	Number of respondents	Number of respondents (%)
Yes	41	81%
No	9	19%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

The above chart shows that most of the employees (81%) feel that they are satisfied with their pay package given to them for their respective jobs due to their appropriate wage and salary.

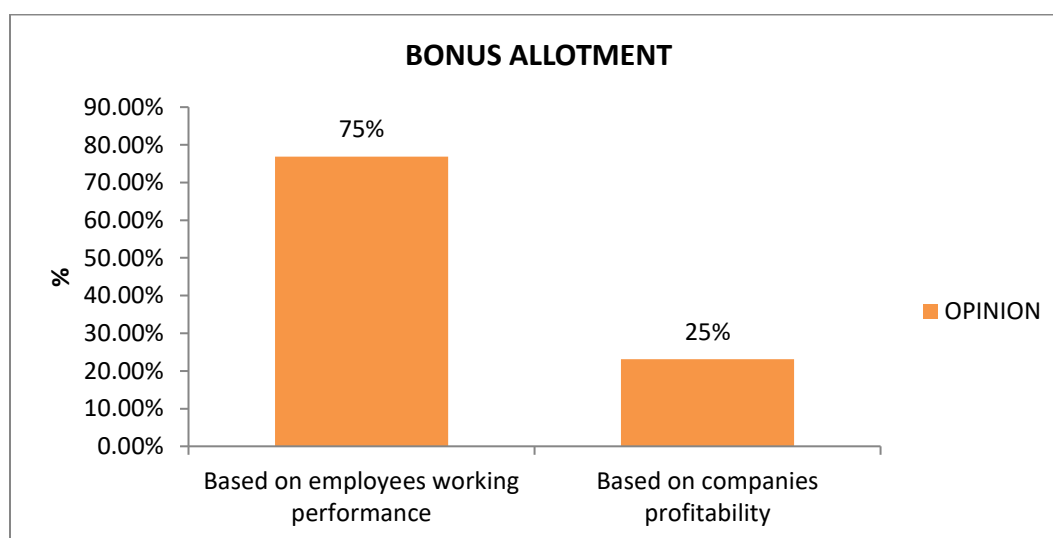
5. Are bonus been announced on basis of:

1. Based on employees working performance []
2. Based on companies profitability []

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Based on employees working performance	38	75%
Based on companies profitability	12	25%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

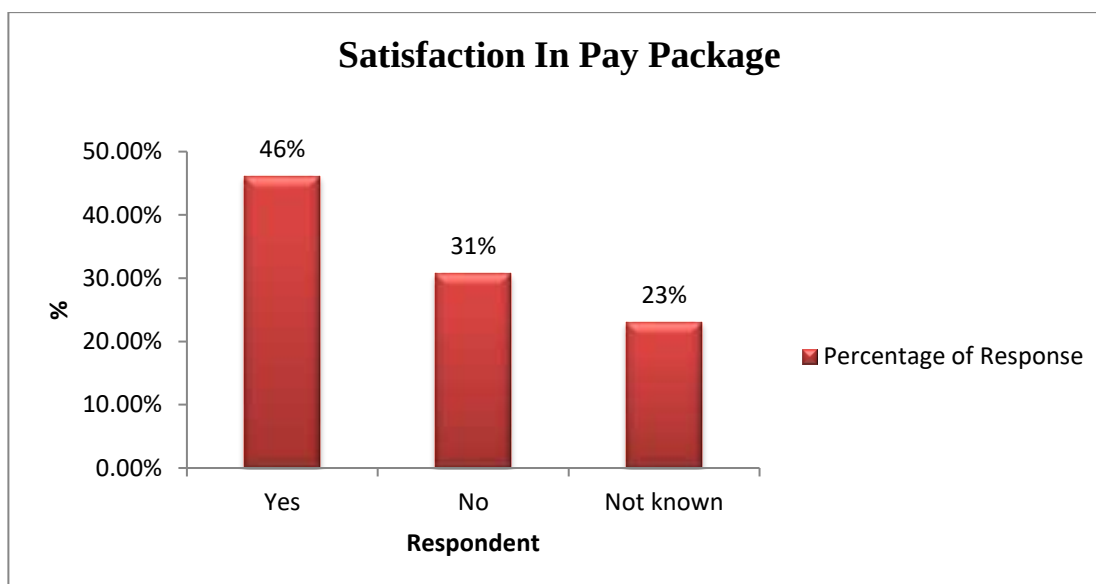
The above chart shows that most of the employees (75%) feel that the bonus should be allotted on the basis of employees working performance. And the remaining (25%) of the employees feel that bonus should allotted on the basis of companiesprofitability.

6. Is company providing any financial help to employees?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Yes	23	46%
No	16	31%
Not known	11	23%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

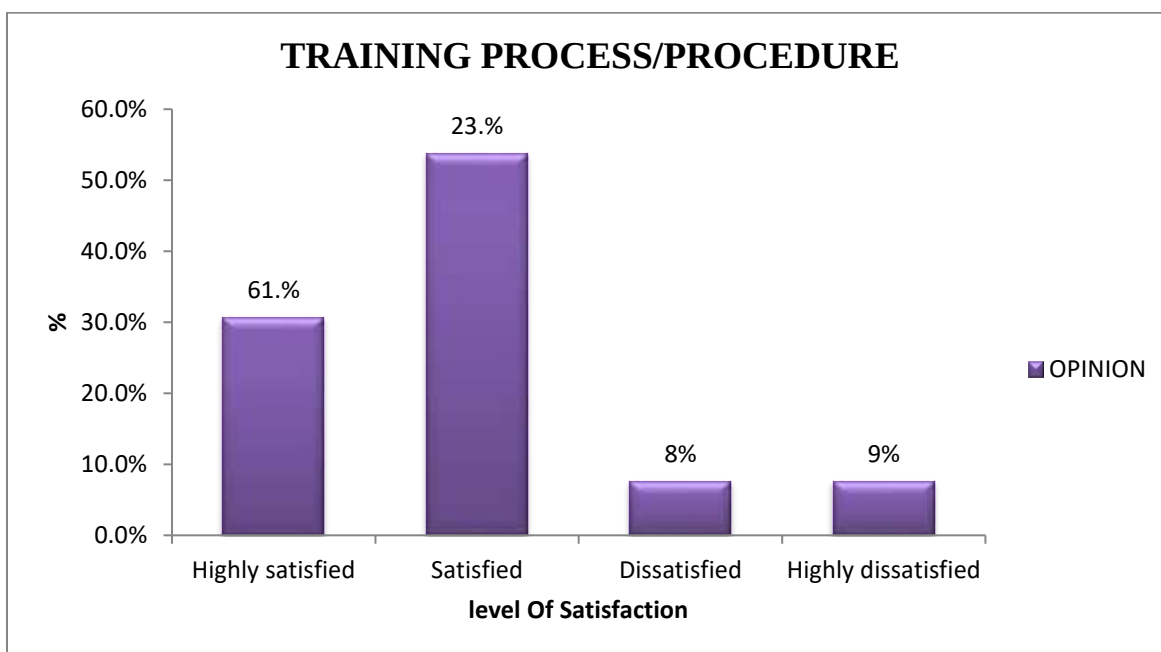
The above chart shows that the company is providing financial help to their workers. In the respondents 46% of the employee agreed, 31% of the respondent said no and the remaining 23% of the employees said that they don't know about the financial facility provided by the company. This response shows companies concern on their employees 'difficulty and it responds to their wants.

7. Are employees satisfied with training process/procedure implemented in the organization?

PERCENTAGE ANALYSIS:

Options	Number of respondents	Number of respondents (%)
Highly satisfied	16	31%
Satisfied	27	54%
Dissatisfied	4	8%
Highly dissatisfied	3	9%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

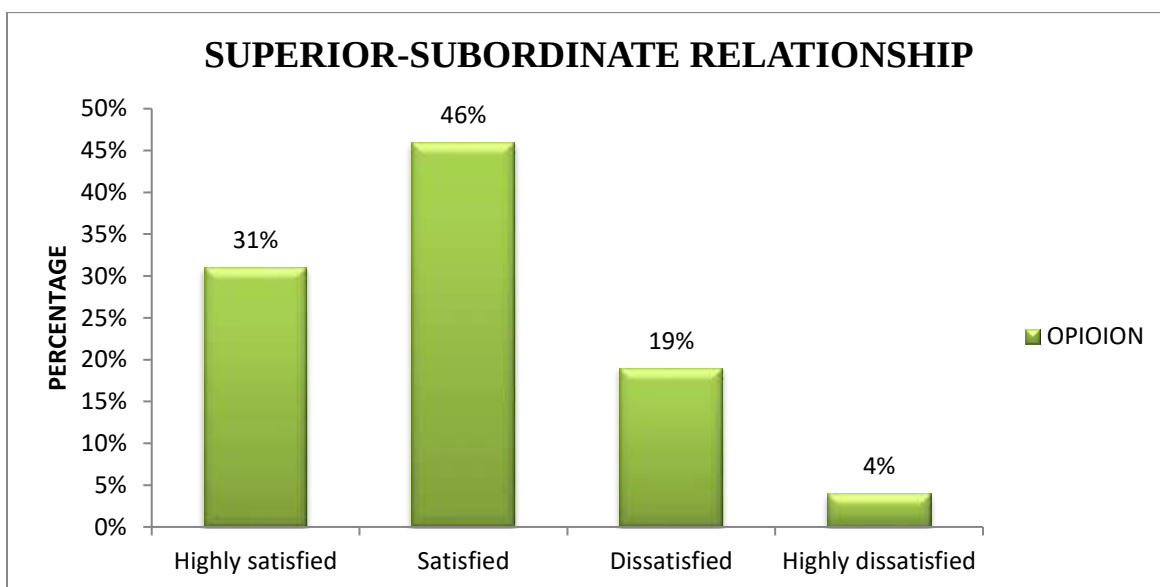
The above chart shows that more than half of the total employees (84%) are satisfied with the training process (ON THE JOB METHOD) adopted in the firm especially in production department. And remaining (15%) employees feel they must get more clear training to effectively operate on the machines.

8. What is the level of satisfaction regarding superior subordinate relationship?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Highly satisfied	16	31%
Satisfied	23	46%
Dissatisfied	9	18%
Highly dissatisfied	2	4%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

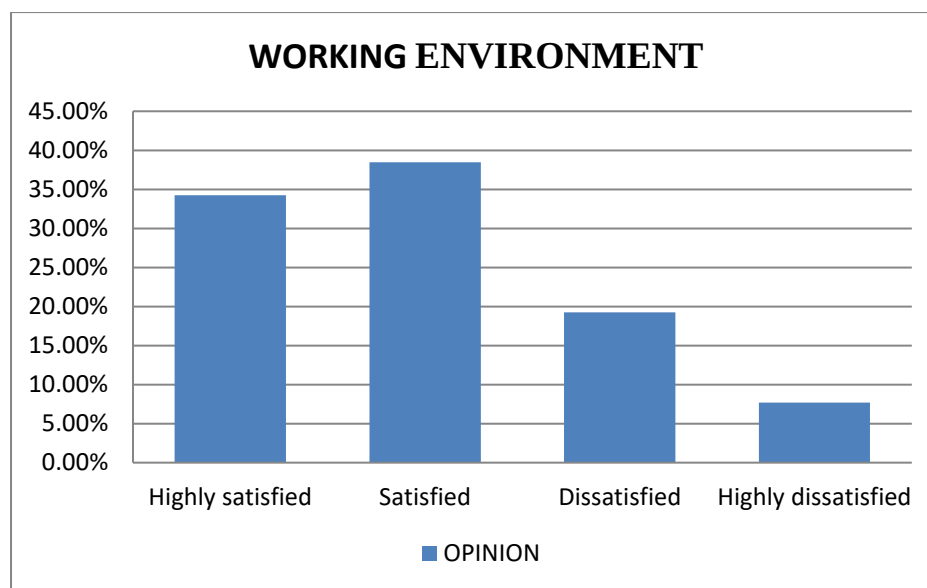
The above chart shows that 77% of the employees are happy with the relationship with their supervisor through interaction and feedback between them. But remaining employees are disappointed with their superior attitude.

9. Are employees satisfied with working environment provided in the organization?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Highly satisfied	18	35%
Satisfied	19	38%
Dissatisfied	10	20%
Highly dissatisfied	3	7%
Total	50	100

CHART ANALYSIS:



INTERPRETATION:

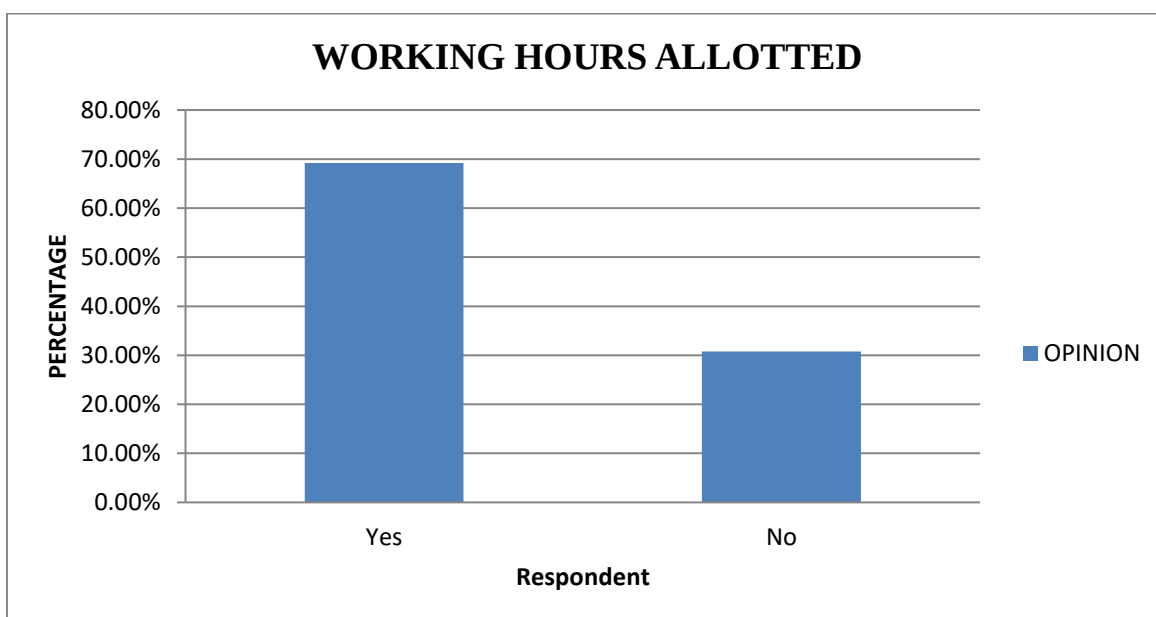
The above chart shows satisfactory level of employees on working environment provided in the organization. It shows that 35% of the employees are highly satisfied; most of the employees that is 38% are just satisfied and remaining employees 20% are dissatisfied with working environment provided in the organization.

10. Is the working hours allotted flexible for Employees?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Yes	35	69.0%
No	15	31.0%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

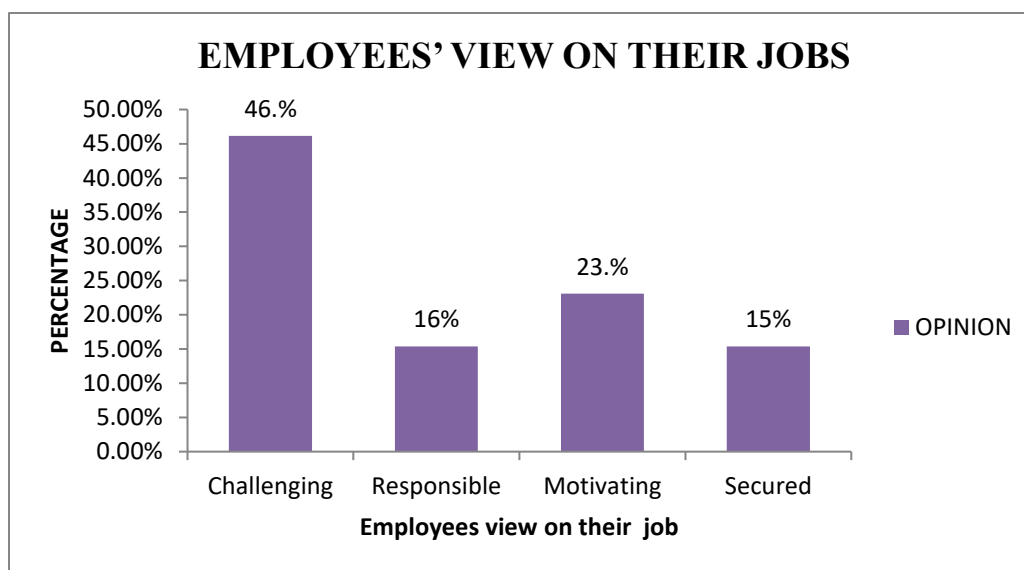
The above chart shows that more than half of the employees (69%) are happy with the working hours allotted to complete a particular job. It always motivates the employees to work more efficiently and effectively to achieve the target in time.

11. What is employees view on the jobs in the organization?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Challenging	23	46%
Responsible	8	16%
Motivating	12	23%
Secured	7	15%
Total	50	100%

CHART ANALYSIS:



Interpretation:

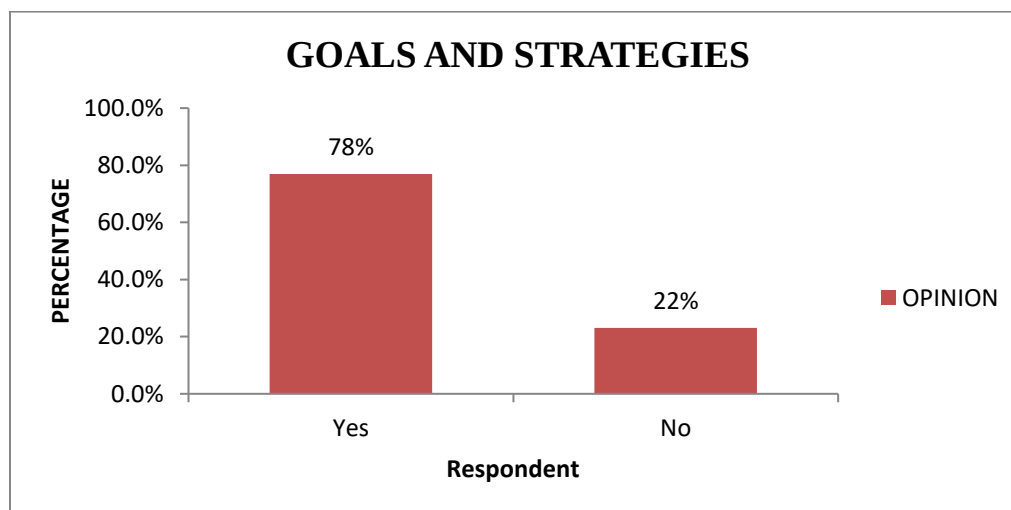
The above chart shows that 46% of employees feel their jobs as challenging in the organization due to the employees' dedication towards their job. 23% of the employees feel their job as motivating. And 15% of employees think their job as secured and responsible in the organization.

12. Whether the company clearly communicates its goals & strategies to the employees?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Yes	39	78%
No	11	22%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

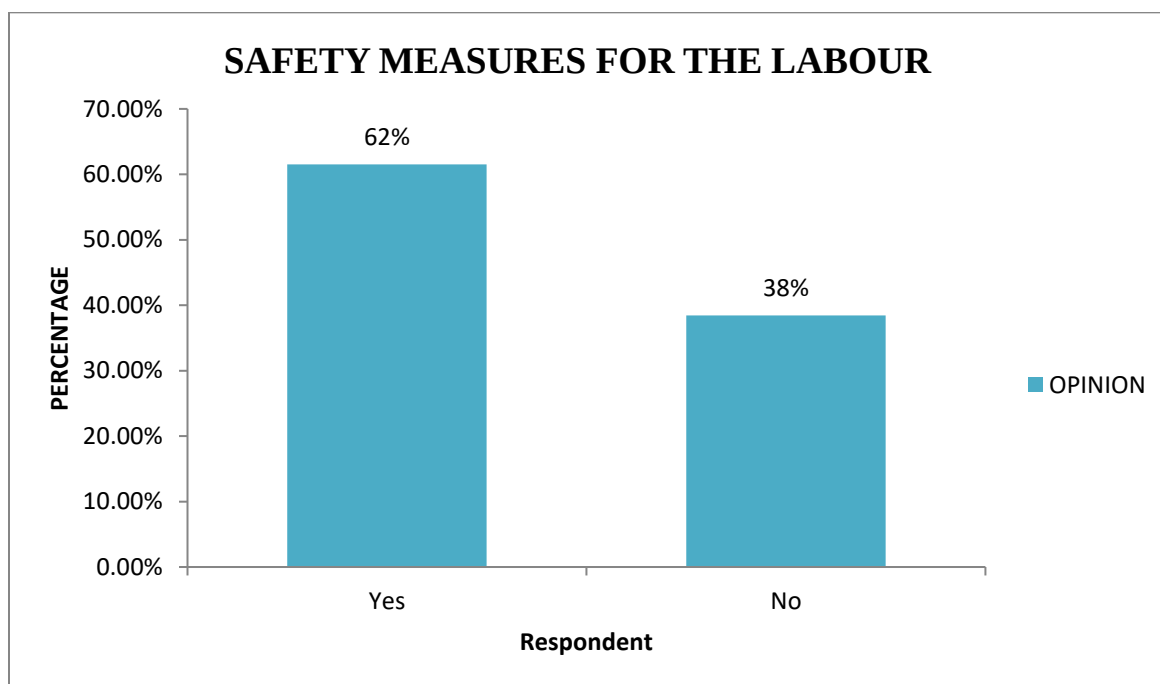
The above chart shows that more half of the employees (76.9%) are communicated about company's goals and strategies. And remaining 23.1% employees are feeling that they are not communicated about company's goals and strategies.

13. Is there any safety measures for the labour who are working with huge machineries?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Yes	31	62%
No	19	38%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

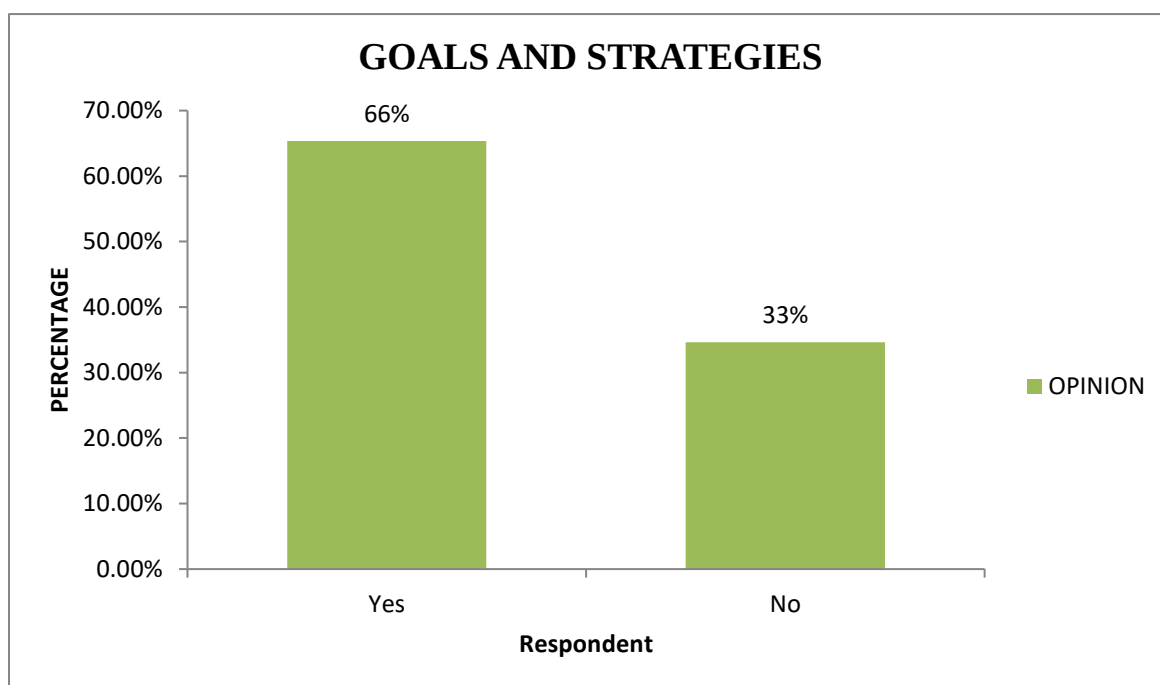
The data provided in the above chart shows that, 61.54 % employees said that the company is providing safety measures, and the remaining 38.46 % said that there is no safety measure taken by the company towards the employees who are working with huge machineries.

14. Are the employees satisfied with the team spirit in work?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Yes	33	63%
No	17	33%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

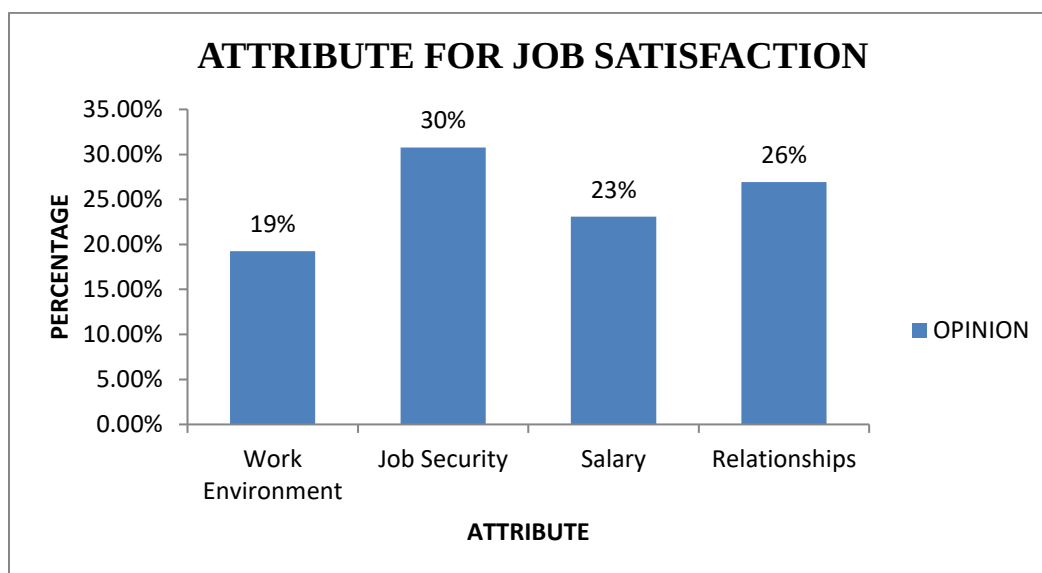
The above chart shows that more than half of the employees (65.38%) are happy with the team spirit in work environment in the organization due to their cordial relationship with the employees.

15. Which of the following is the attribute (characteristics) for job satisfaction?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Work Environment	10	19 %
Job Security	15	30%
Salary	12	23%
Relationships	13	26%
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

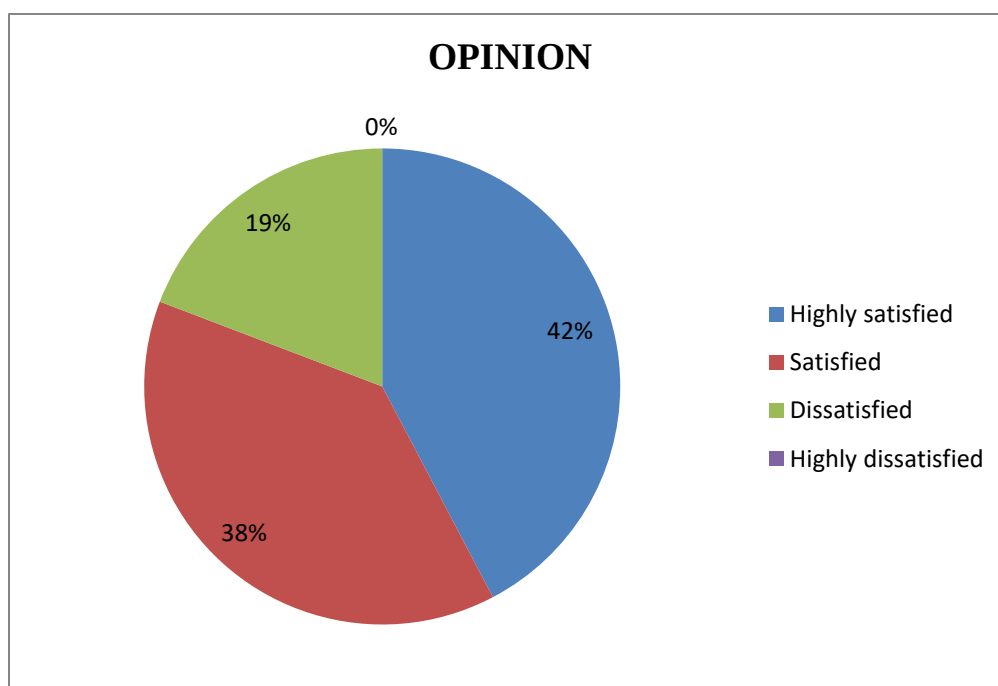
The above chart shows that more employees prefer job security (30%) as the best attribute for the satisfaction for their respective jobs

16. Evaluation of the overall satisfaction with respective to employees' jobs in the organization?

PERCENTAGE ANALYSIS

Options	Number of respondents	Number of respondents (%)
Highly satisfied	21	42%
Satisfied	19	38%
Dissatisfied	10	19%
Highly dissatisfied	-	-
Total	50	100%

CHART ANALYSIS:



INTERPRETATION:

The above chart shows that more than half of the total employees (80.8%) are satisfied with the overall satisfaction of their respective jobs.

FINDINGS AND SUGGESTIONS

FINDINGS:

At the end of the survey, the following are the findings relating to the topic and they are:

- The employees of the company are happy and satisfied with their respective jobs.
- The jobs of employees are secured which motivates them to work/perform the tasks in a proper manner.
- The main aspects of employees' job satisfaction are well maintained and cordial supervisor-subordinate relationship and good working environment in the company.
- Most of the employees are happy with their present position in the company and feel responsible about their respective jobs because the jobs are suitable with the employees' educational qualifications.
- There is always a good team work to achieve their targets and goals.

SUGGESTIONS

The following are the suggestions for the improvement relating to employees' job satisfaction and which are:

- The employees should be motivated to build even more team spirit among themselves so that they will become more productive.
- Promotions must be done on the basis on merit cum seniority.
- Orientation programs and training program must be organized for every new employee which will help them to improve and develop their skills.
- More and regular interaction sessions are a must between the employees and the top level management which helps top level management for the appraisal.

CONCLUSION

ANMOL ENGINEERING has always maintained its standard of best quality products in producing best of engineering products.

The main reason for the success of the company is the dedication and hard work of their employees which help the company to achieve its goals in time and in proper manner. The reason behind the dedication of the employees is the satisfaction of the job for the employees to work more efficiently to achieve success. The involvement and support from the top-level management also helped and motivated the employees to work more efficiently.

I would like to wish with my best compliments to all the employees and the management lots of success in coming years.

BIBLIOGRAPHY

- Company Brochure
- Magazine
- Annual report of company

Book Referred:

- Essentials of Human Resource Management : P. Subba Rao

QUESTIONNAIRE

1. Does the educational qualification of the employees suit their respective jobs?

Yes ☐

No ☐

2. Work experience of you in the organization

Below one year ☐ More than one year ☐

More than three years ☐ More than five years ☐

3. What is your basic salary:

A) Below 10,000 ☐ B) 10,000-15,000 ☐

4. Are you satisfied with the companies pay package?

A) Yes ☐

B) No ☐

5. Are bonus been announced on basis of:

A) Based on employees working performance ☐

B) Based on company's profitability ☐

6. Is company providing any financial help to employees?

A) Yes ☐

B) No ☐

7. Are you satisfied with training process/procedure implemented in the organization?

A) Highly satisfied ☐

B) Satisfied ☐

C) Dissatisfied ☐

D) Highly dissatisfied ☐

8. What is the level of satisfaction regarding superior-subordinate relationship?

- A) Highly satisfied ☐
- B) Satisfied ☐
- C) Dissatisfied ☐
- D) Highly dissatisfied ☐

9. Are you satisfied with working environment provided in the organization?

- A) Highly satisfied ☐
- E) Satisfied ☐
- F) Dissatisfied ☐
- G) Highly dissatisfied ☐

10. Is the working hours allotted flexible for you?

- A) Yes ☐
- B) No ☐

11. What is your view on the jobs in the organization?

- A) Challenging ☐
- B) Responsible ☐
- C) Motivating ☐
- D) Secured ☐

12. Whether the company clearly communicates its goals & strategies to the employees?

- A) Yes ☐
- B) No ☐

13. Is there any safety measures for the Labour who are working with huge machineries?

- A) Yes ☐
- B) No ☐

14. Are the employees satisfied with the team spirit in work environment?

- A) Yes ☐
- B) No ☐

15. Which of the following is the attribute (Characteristics) for job satisfaction?

- A) Work environment ☐
- B) Job security ☐
- C) Salary ☐
- D) Relationship ☐

16. Evaluation of the overall satisfaction with respect to your jobs in the organization?

- A) Highly satisfied ☐
- B) Satisfied ☐
- C) Dissatisfied ☐
- D) Highly dissatisfied ☐

SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

Department of BBA- Belagavi
(Affiliated To Rani Channamma University, Belagavi)

RANI CHANNAMMA UNIVERSITY, BELAGAVI



A Project report on
“EMPLOYEE SATISFACTION”

Undertaken At
“PRAKASH HOME INDUSTRY”

Submitted By
Ms. SANJANA REDEKAR
REG.NO. B1811235

Submitted to
RANI CHANNAMMA UNIVERSITY, BELAGAVI
In the Partial Fulfilment of the Award of
BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION

2020-2021

**S.K.E SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE,
BELAGAVI
(DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION)
(Affiliated to Rani Channamma University, Belagavi)**



**A Project Report on
“EMPLOYEE SATISFACTION”
At
“PRAKASH HOME INDUSTRY”**

**Submitted by:
MS. SANJANA REDEKAR
Reg.No.B1811235
BBA 6th SEM**

Under the guidance of

**Organizational guide
MS. ANAGHA NAIK**

**Institution guide
Prof. N. V. HIREMATH**

S.K.E SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE,
BELAGAVI
(DEPT. OF BACHELOR OF BUSINESS ADMINISTRATION)
(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that **Ms. SANJANA REDEKAR** has satisfactorily completed the project at “**PRAKASH HOME INDUSTRY**” In partial fulfillment of award of Bachelor's Degree by Rani Channamma University, Belagavi for the year 2020-21.

Institution Guide
Prof. N. V. HIREMATH

Director
Prof. S. S. SHIMANGOUDAR

DECLARATION

I **MS. SANJANA REDEKAR** bearing the register **No. B1811235** hereby declare that the project report entitled “A Study on EMPLOYEE SATISFACTION” At “**PRAKASH HOME INDUSTRY**”**BELGAUM** is genuine and original work of study prepared by me independently and carried out by me as part of BBA Degree under the guidance of **Prof. N. V. HIREMATH** for partial fulfillment required for the award.

Date:

Place: Belgaum

MS. SANJANA REDEKAR

ACKNOWLEDGEMENT

I have take this opportunity to express my deep sense of gratitude to the **“PRAKASH HOME INDUSTRY”** for their kind permission to undertake this in plant training in their organization.

I am highly indebted to **MISS. ANAGHA NAIK** (HR Manager) for permitting me to do project in his organization and I am thankful to him for providing necessary information regarding the project subject, to teach me various aspects of employee satisfaction and to make me experience the practical process and real reactions of employees and workers by allowing me to go for field work and to interact with workers.

I would also like to thank all the employees for spending their precious time for me to explain the things and clarifying my doubts with their kind support.

I would like to thank **Prof. S.S.SHIMANGOUDAR (Director)** and **Prof. N. V. HIREMATH** for their guidance and correction of my project with immense care and attention.

MS. SANAJANA REDEKAR

EXECUTIVE SUMMARY

Employee's satisfaction survey provides a channel for employees to communicate their view on a wide range of issues in total confidence.

Employee's satisfaction survey was conducted to find out the satisfaction level of the employees at "PRAKASH HOME INDUSTRIES". The other objective was to find out the areas of low satisfaction where corrective measures can be taken.

The employee's satisfaction survey helps to companies to determine how their employees think and to identify employees needs and concerns so that improvements can be made and stronger teams can be formed. Business performance is expected to increase as more satisfied employees will increase a company's competitiveness, and they are better able to recognize opportunities and threats, and better leverage limited resources to maximize the company's profits. Others intangible benefits include the reinforcement of company goals and values, better internal and external communication, a positive working and social environment, an improved company image and increased employee loyalty.

For this purpose a sample was selected by random sampling and survey was done with the help of questionnaire the result were analyzed for all the employees.

TABLE OF CONTENT

SL.NO	PARTICULARS	PAGE NO.
1	Industry introduction	3
2	Company profile	4
3	Vision and mission	5
4	Organization chart	7
5	Departments	8
6	Production profile	10
7	Swot anlyasis	15
8	Introduction to the company	16
9	Methodology	17
10	Analyasis and interpretation	18
11	Finding	36
12	suggestions	37
13	conclusion	38
14	Bibliography	39
15	Questionnaire	40

INDUSTRY INTRODUCTION

The project consists of the topic “**A study on Employees satisfaction to enhance the present working conditions at Prakash Home Industries**”. The company manufactures of small machine tools, initially it started producing hand operated punching machines, hand presses and sheet metal components.

It is a great opportunity for me to do the project at such good organization which grew very fast in just one and half year and it is presently booming in the Belagavi district.

As employees are the most valuable asset, who are responsible for the growth and prosperity of the organization. Management wants to know the level of satisfaction of the employees towards the organization and wants to enhance the present working condition if any improvements are to be made.

So keeping the objective in mind, a questionnaire was framed which covered most of the questions which would provide valuable inputs to the managements, to enhance the working conditions and the make any improvements if needed.

COMPANY PROFILE

Name of company:	PRAKASH HOME INDUSTRIES.
Location:	695c, near Channamma Nagar, 2 nd stage UdyambagBelagavi 590008 Karnataka state, India.
Telephone no:	2442390
Fax no:	08312445026.
E-mail:	www.phibelgaum.com
Year of establishment:	1960.
Type of ownership:	Partnership.
No of employee's:	86.
Office hours:	8.30am to 5.00pm.
Weekly holiday:	Sunday.
Shift timings:	
1 st shift	8.30am to 5.00pm.
2 nd shift	7.00pm to 3.30am.

VISION AND MISSION

VISION

The vision is to be the best in class, with a profitable growth model that embraces continuous improvements in human resources, skills, facilities and capabilities. Ultimately we will achieve the realization of our corporate and individual goals through the empowerment of each team member.

- To produce world class product and built up.
- To be a Rs. 20 core. Company.

MISSION

We have a proven team of professionals dedicated to setting the standards of quality and service by providing Machine Tools, Precision Machined and Fabricated Components. We aspire to be a respected and reliable resource by developing and utilizing proven streamlined systems, as well as practicing open and honest communications with our employees, customers and suppliers.

- To make full use of infrastructure and resources.
- To adopt and develop state of art technology.
- To adopt ethical transept management practices.
- To make it a debt free unit.

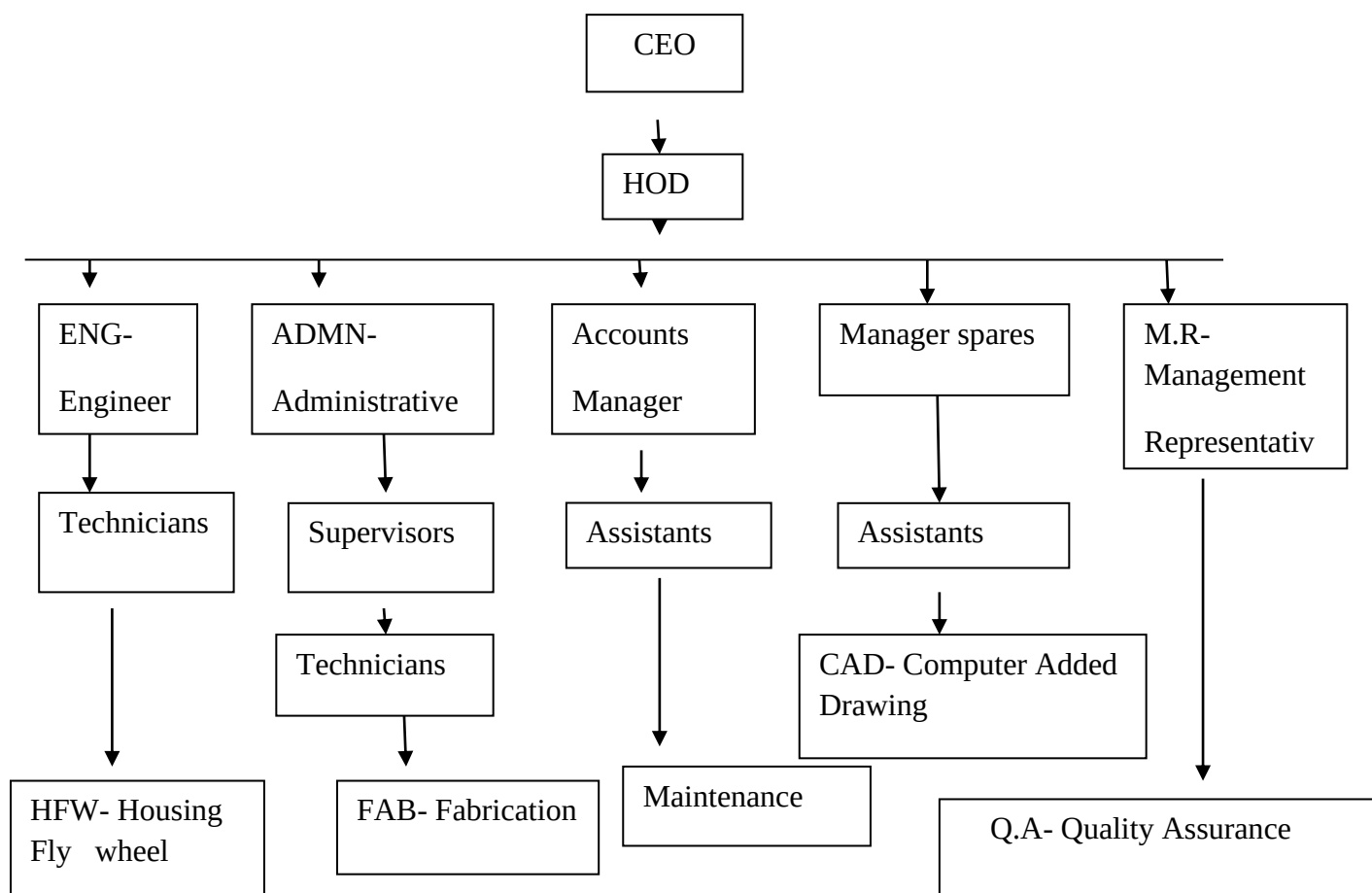
COMPETITORS AND SUPPLIERS

Competitors

- Rajkot.
- Punjab.
- Chennai.
- Gujarat.

Suppliers

- AMIJEET FOUNDRIES.
- BELGAUM PIPES AND TUBES.
- INDUSTRIAL STEEL SUPPLY CO.
- J.P.F. METACAST PVT LTD.
- K.S.S.I.D.C LTD. (BEGLAVI).
- NATIONAL INDUSTRIAL SERVICE.
- GAURAV STEELS.
- PARMAR METALS PEFORATORS.

ORGANIZATION CHART

DEPARTMENTS

- **HR Department**
- **Purchase Department**
- **Stores Department**
- **Production Departments**
- **Account / financial Department**

➤ **Human Resource Development Dept :-**

HRD is an organization is a function to improve the attitude and culture of employees to meet the productivity requirements and to achieve the customers satisfaction always. In today's business scenario employees are also considered as stake holders like other shareholders customers and society.

In "PRAKASH HOME INDUSTRIES" employees are subjected to process for improving moral discipline and over all personality development annually through appraisal system for rewarding them suitably.

➤ **Purchase Department**

Purchase officer is over all responsible for purchase activities. The department receives the monthly requirements and individual purchase requisition from stores department. After receiving each requisition is serially numbered so that they can be available in emergency period and they are kept in a separate file. On the purchase requisition there will be materials specification numbers name of the material quality schedule specified.

➤ **Stores Department**

HOD of the stores department reports daily transactions to the manager the material which is purchased is properly stored in racks with proper identification numbers and specification to know how much material is in stock paper register bin card and maintained it is done a centralized manner it becomes easy to to issue the required materials.

➤ **Production Department**

The department has a following division

1. Pattern shop:-
To ensure production tooling equipments are in proper working condition.
2. Milling:-
Machine to be fully effective it should be provided with a comprehensive rank of cutters and this should be looked after not being allowed to depreciate for lack of regular sharp ending and maintainace.
3. Drilling:-
Holes may be produced by drilling with twist drill, flat drill, D bit etc.
4. Core shop:-
To continuously improve and boring down are rejection and to supply core to milling lines maintaining at least an hour stock in advance.

PRODUCTION PROFILE

Item manufactured

❖ Sheet metal components and assemblies

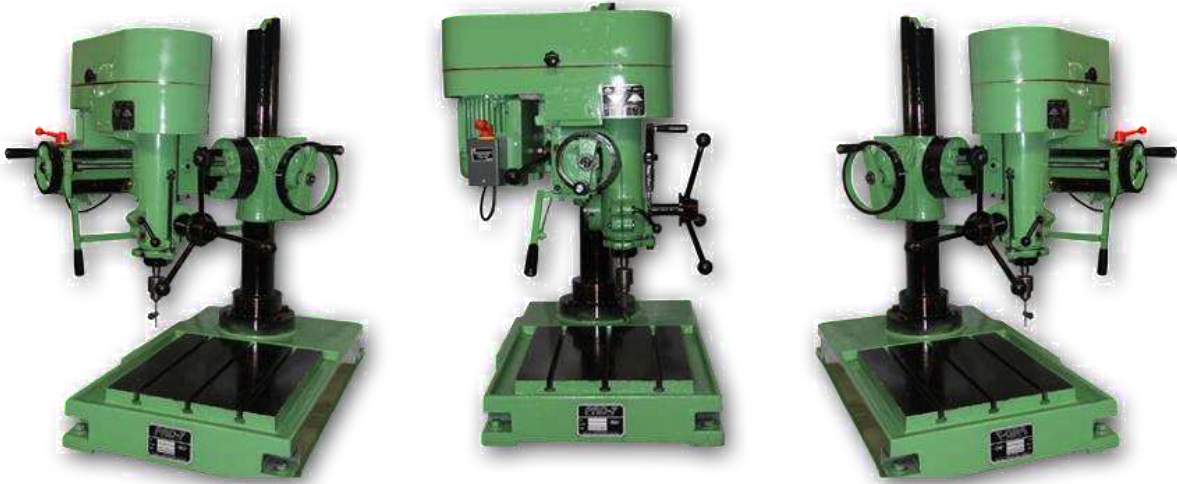
- Air cleaner housings.
- Manifolds.
- Silencers.
- Expansion tanks.
- Brackets pipe connections , hoods etc

❖ Small machine tools

- Radial drilling machines.
- Vertical spindle rotary table surface grinder.
- Machinery of heavy cast iron and steel component.

DRILLING MACHINE

The production of cylindrical holes is such an important part of work shop practice that number types of drilling and boring machines are available, each being adapted to certain classes of work holes may be produced by drilling with twist drill, flat D BIT etc,



GRINDER (ACCUGRIND 300) MACHINE

SURFACE GRINDER is designed and precisely engineered for precision grinding of work pieces the strong steel fabricated stand acts as base. Accommodates rotating table which is on mounted on precision taper roller bearings. Table is driven by heavy duty reduction gear box. Column is mounted in housing with precision bearing at two places for smooth swiveling wheel head is provided with balanced rotor with grinding spindle wheel with adaptor is mounted for correct location. Surface paralleled 20 microns after grinding is obtained normally with surface finish of 5 microns.



AIR CLEANER HOUSING

Air cleaner housing is basically used for cleaning the air intake from atmosphere for mixture with the fuel in the combustion chamber of power generation diesel engine. In addition to the main air inlet port(s), there are other hoses attached to the air cleaner.

With the inlet air cold and the engine running, the air cleaner sensor feeds vacuum to the mechanism on top of the air inlet, which opens the regulating valve allowing warm air from inside the air cleaner warms up, the sensor shuts down the vacuum and the air inlet gradually switches to the cold air inlet as the vacuum bleeds out of the inlet flap mechanism.



HOUSING FLYWHEEL

We are machining housing flywheel inside of which flywheel is mounted. We machine housing flywheel for K6, K12 and NTBC Engine models. A flywheel is defined by its weight. While spinning, the flywheel acts as a sort of “battery,” storing the power generation diesel engine kinetic energy for later recovery. This can come in handy on large displacement engines of any type (anything larger than a four-cylinder and eight cylinder), which tend to vibrate more with the individual cylinder explosions. If not for a flywheel, the engine’s crankshaft would be constantly accelerating and decelerating, which manifests itself as high RPM vibration.

SWOT ANALYSIS

➤ **Strength**

- We relied on quality products.
- Less competitors resulted in more and more demand, need for our products.

➤ **Weakness**

- More absents of workers.
- Absent of workers resulted in let delivery of production.
- Since our industries project oriented the turnover is not continuant.

➤ **Opportunities**

- It is engineering product there is a huge scope and potential for the technical, production and marketing department.
- Most of the time they interact with good MNC customers who are professional system oriented.

➤ **Threats**

- Less price of other industries we lose customers.
- Because of lower price of other industry, we have lost many orders from government.
- We cannot compromise on our quality.

INTRODUCTION OF THE COMPANY

PRAKASH HOME INDUSTRIES (PHI), Manufacturer of small machine tools, started its activity in small workshop in the year 1960 in Belagavi city. Initially it started producing hand operated punching machines, hand presses and sheet metal components. In the year 1976 it shifted its factory in modern building in Udyambag, Belagavi for better production. Now PHI is manufacturing small machine tools – radial drilling machine, vertical spindle surface grinder. All the machines are designed and manufactured indigenously. Machine tools are produced with good quality of raw material, rigorous quality control and skilled workmanship. PHI is known for producing quality machine tools in small sector, for reliability and prompt after sales services.

PHI, an ISO 9001-2015 certified Company also has a sheet metal shop and is equipped with machines like hydraulic shearing machine, hydraulic press, press brake, TIG welding seamier, Co2 welding lathe and other standard sheet metal machinery. PHI has the facility to design and manufacture its own tools – press tools, jigs and fixtures. PHI manufactures air cleaner housings, pre cleaners, fabricated exhaust manifold, small and big silencers, tanks, brackets, hoods; pipe bends etc. for Gas/Diesel engines. PHI supplies these sheet metal parts too reputed concerns like Cummins India Ltd., Fleet guard Filters Ltd etc.

PHI has installed recently CNC Hydraulic Pipe Bending machine for supplying wrinkle free bends of thin walled tubes for Automobile industries. And heavy machine shop for machining of cast iron and steel components.

Capacity:-

- Sheet metal components and assemblies 250 mt/year.
- Machine tools 50 no/ year.
- Heavy machine shop -400 mt/year.

METHODOLOGY

- Title of the project:

“To study the Employees Satisfaction with reference to Prakash Home Industries”

- Statement of the problem:

The main objective of this project is to find out the “Employee Satisfaction levels towards the Prakash Home industry”

- Need for study:

The study has been carried out for gaining practical knowledge about employee satisfaction and to know the opinions of employees about organization.

- ✓ To know the employees satisfaction level towards the organization.
- ✓ To understand the relationship within the organization.
- ✓ To study the communication flow within the organization.
- ✓ To determine the worker’s participation in decision-making.
- ✓ To find whether there is scope for improvement within the organization.
- ✓ To learn the practical aspects of the business.

DATA SOURCES:

- ✓ **Primary data:**

Primary data was collected by administering questionnaire. It is collection of information directly from the employees as well as interviews conducted to the employees in the organization.

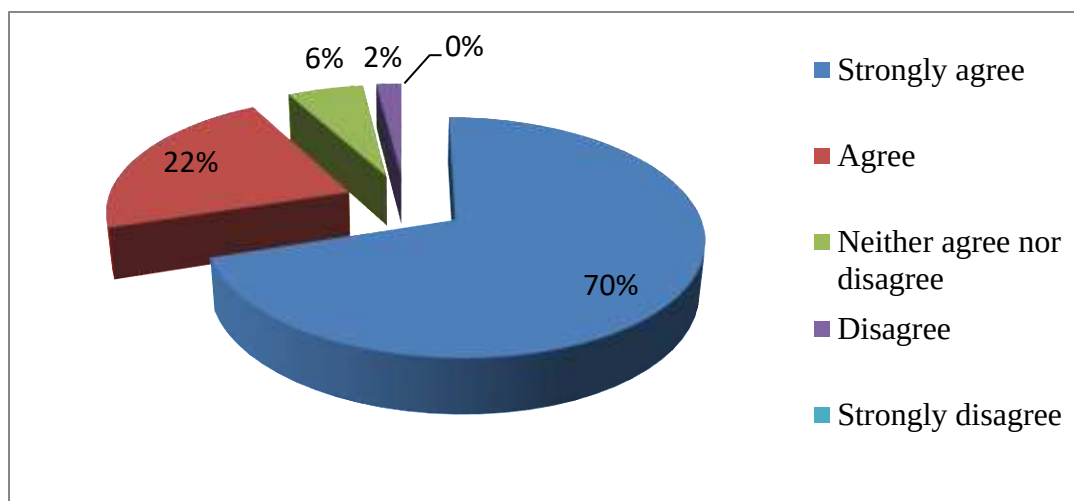
- ✓ **Secondary data:**

Company data, which includes profile of the company, manuals and through company website.

ANALYSIS AND INTERPRETATION

1. Is your infrastructure provided by the organization enables to do job better?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	35	70%
Agree	11	22%
Neither agree nor disagree	3	6%
Disagree	1	2%
Strongly disagree	0	0%
Total	50	100%



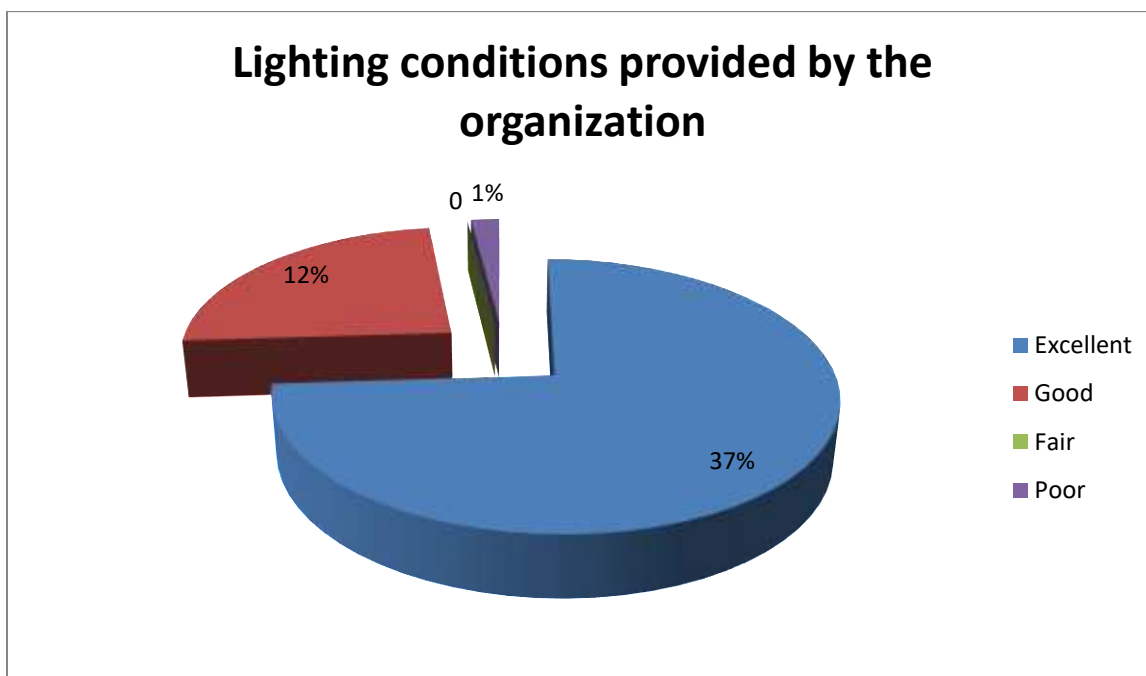
Interpretation:

- 70% of the employees strongly agree that the infrastructure provided to them enables them to do their job better.
- 22% of the employees agree to the same.
- 6% of the employees neither agree nor disagree.
- 2% of the employees disagree with this statement.

This question was asked to know whether the infrastructure provided to the employees helps them to do their job with enthusiasm and to their satisfaction or not. From the graph we can infer that the infrastructure provided to the employees is good and helps them to do their job better.

2(A). Is lighting conditions provided by the organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Excellent.	37	74
Good.	12	24
Fair.	0	0
Poor.	1	2
Total	50	100%

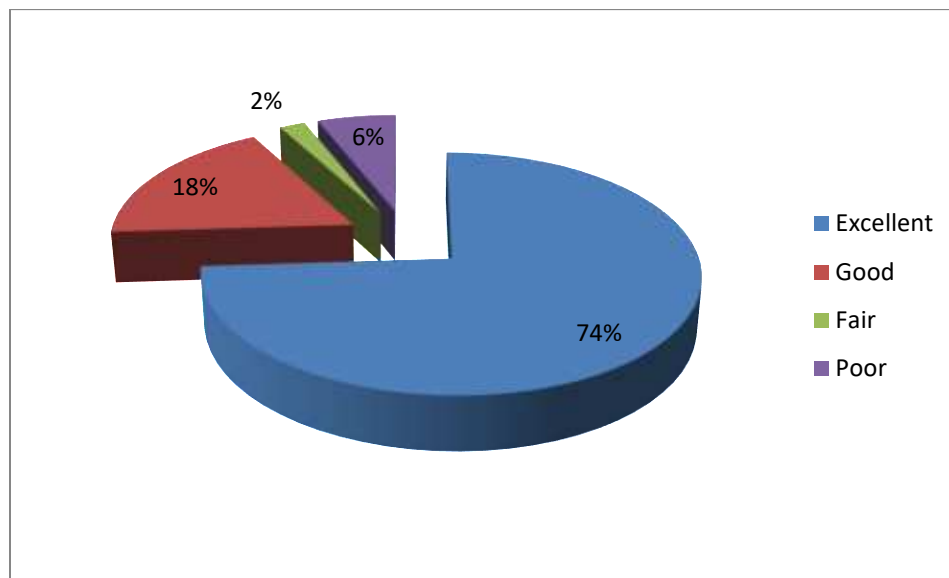
**Interpretation:**

- 74% of the employees say that the lighting conditions provided by the organization are excellent.
- 24% of the employees say well to the same.
- 2% of the employees say that it is poor.

The graph shows that the lighting conditions provided by the organization are excellent. The organization should continue to maintain the same conditions in future also.

B. Is Cleanliness conditions provided by the organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Excellent.	37	74
Good.	9	18
Fair.	1	2
Poor.	3	6
Total	50	100%

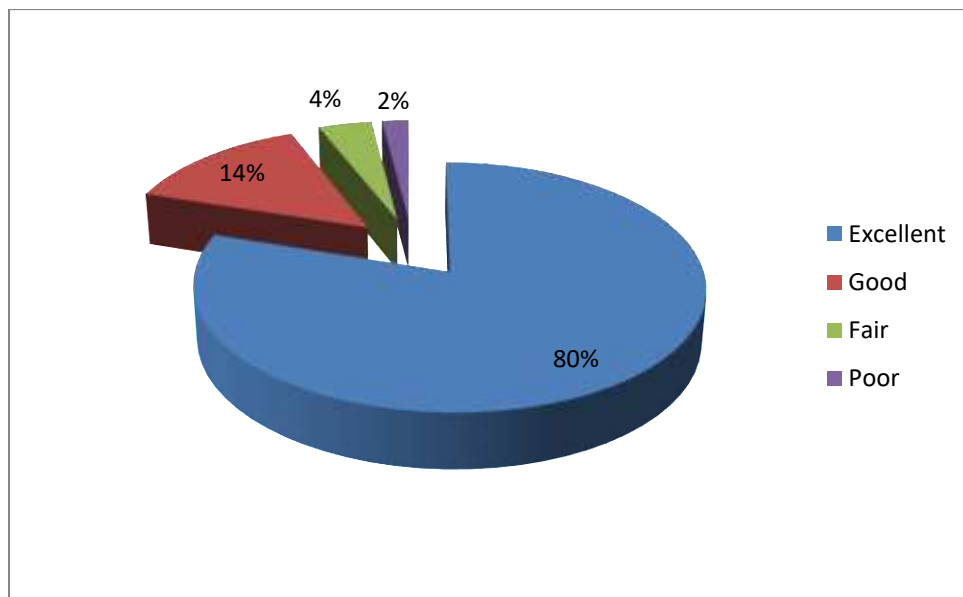
**Interpretation:**

- 74% of the employees say that the cleanliness maintained in the organization is excellent.
- 18% of the employees say goods.
- 2% of the employees say fair.
- 6% of the employees say poor.

The graph shows that excellent cleanliness is maintained in the organization. The organization should continue to maintain the same conditions in future also.

C. Is Ventilation conditions provided by the organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Excellent.	40	80
Good.	7	14
Fair.	2	4
Poor.	1	2
Total	50	100%

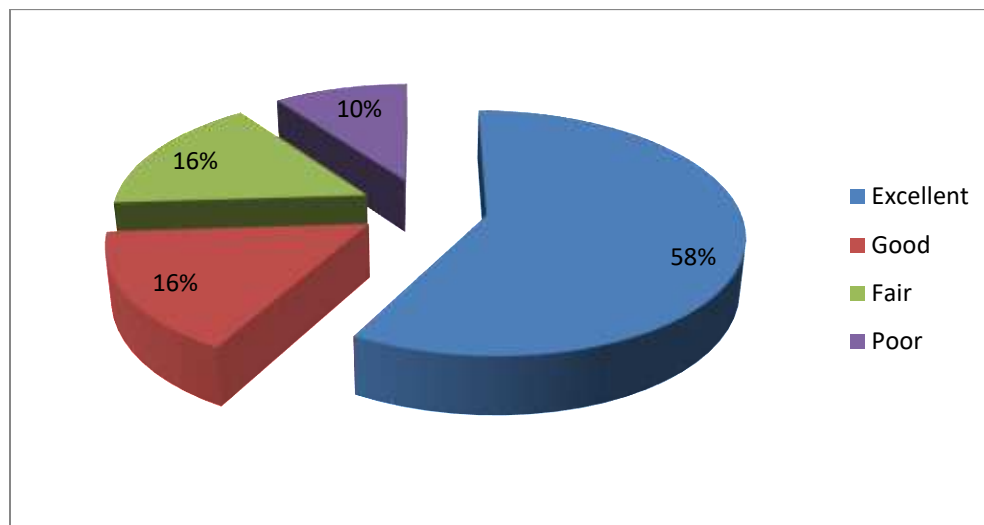
**Interpretation:**

- 80% of the employees say that the ventilation in the organization is excellent.
- 14% of the employees say goods.
- 4% of the employees say fair.
- 2% of the employees say poor.

The graph shows that ventilation in the organization is excellent.

D. Is Space conditions provided by the organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Excellent.	29	58
Good.	8	16
Fair.	8	16
Poor.	5	10
Total	50	100%

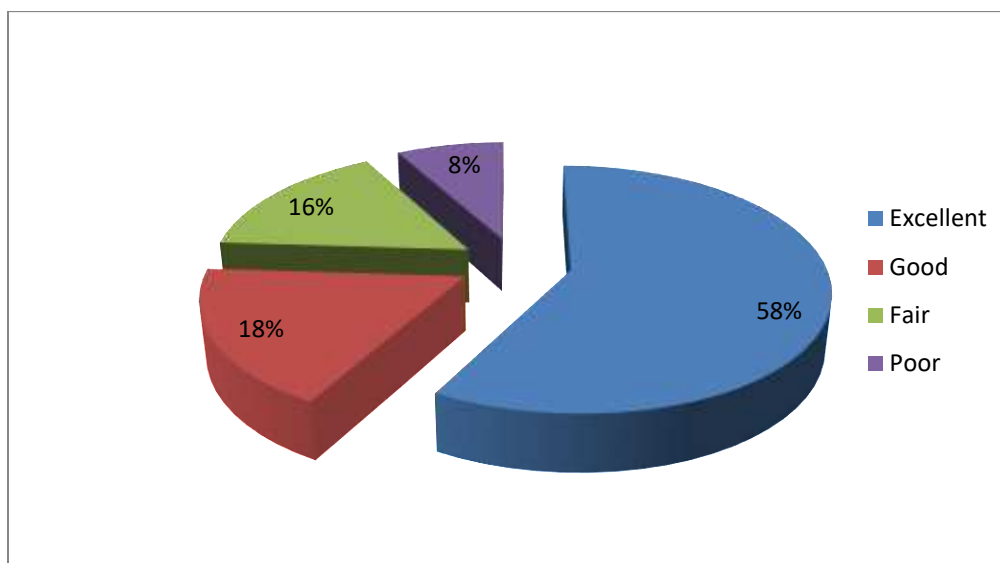
**Interpretation:**

- 58% of the employees say that the space at work provided by the organization is excellent.
- 16% of the employees say goods.
- 16% of the employees say fair.
- 10% of the employees say poor.

The graph shows that most of the employees are satisfied with the space provided by the organization to work. But we can also find that there are employees who are not satisfied with space at work. They are the employees from spares section and the washing section who are not satisfied with this condition.

E. Is working culture conditions provided by the organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Excellent.	29	58
Good.	9	18
Fair.	8	16
Poor.	4	8
Total	50	100%

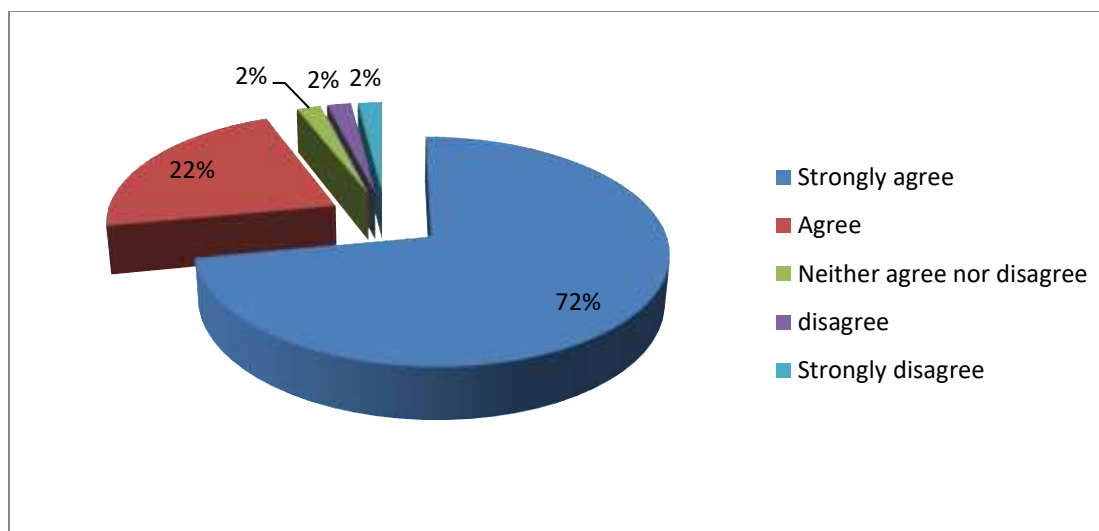
**Interpretation:**

- 58% of the employees say that the working culture in the organization is excellent.
- 18% of the employees say goods.
- 16% of the employees say fair.
- 8% of the employees say poor.

From this graph we can see that most of the employees are happy with the working culture of the organization. Management should continue to maintain the same in future and should regularly enhance the working culture with innovativeness and also with good values and beliefs. This can be an influencing factor for the management to retain the employees in the long run.

3. Does your task entrusted to lies within capabilities?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	36	72
Agree	11	22
Neither agree nor disagree	1	2
Disagree	1	2
Strongly disagree	1	2
Total	50	100%



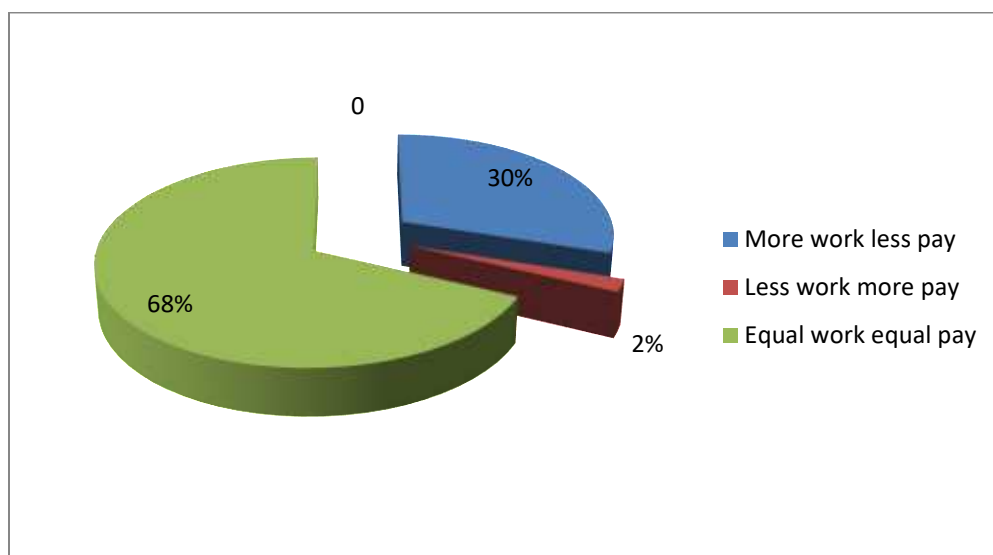
Interpretation:

- 72% of the employees strongly agree that the task provided to them lies within their capabilities.
- 22% of the employees agree to the same.
- 2% of the employees neither agree nor disagree to this statement.
- 2% of the employees disagree.
- 2% of the employees strongly disagree.

This question was asked to know whether the employees are really capable of doing the given job or not. From the graph we can see that maximum number of employee's claim that the given job lies within their capabilities which is a good thing for organization for its progress.

4. What is your opinion about the task provided and compensation?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
More work less pay	15	30
Less work more pay	1	2
Equal work equal pay	34	68
Total	50	100%



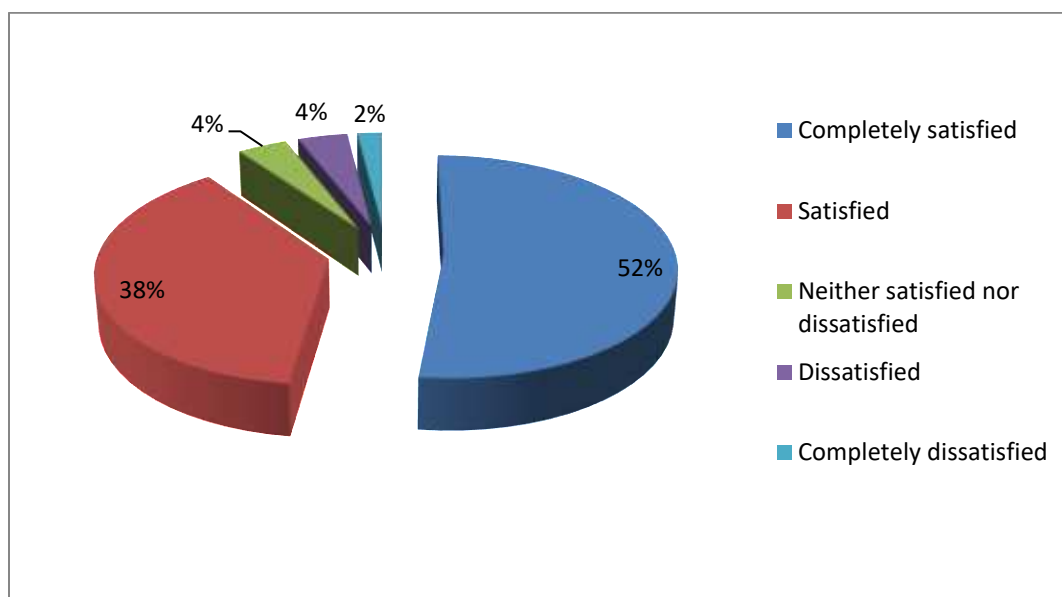
Interpretation:

- 68% of the employees say that they are paid equally for the job which they are doing and it is fair.
- 30% of the employees say that they are paid less compared to the job which they are doing.
- 2% of the employees say that they are paid more for the job they doing.

This question was asked to know the employees opinion about the compensation paid to them for the work they are doing. From the graph we can see that maximum number of employees saying that they are paid fairly but also we can see that most of the employees are not satisfied by the compensation paid. This can be a problem for the management to retain their employees in the long run. So the management must look in to this problem seriously and must pay accordingly to the work assigned.

5. State the level of satisfaction towards the wages/salary paid?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Completely satisfied	26	52
Satisfied	19	38
Neither satisfied nor dissatisfied	2	4
Dissatisfied	2	4
Strongly dissatisfied	1	2
Total	50	100%



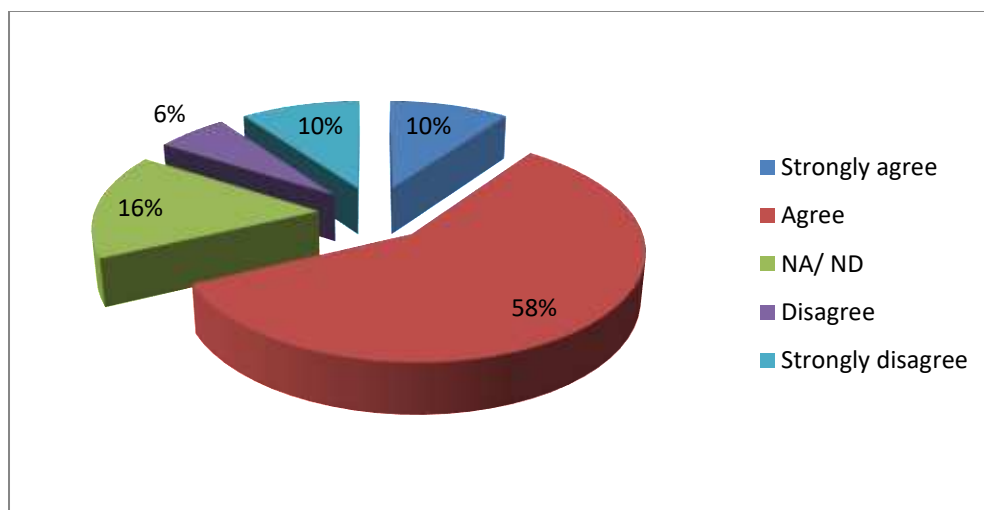
Interpretation:

- 52% of the employees completely agree that they are satisfied with the task provided by the organization.
- 38% of the employees satisfied to the same.
- 4% of the employees are neither satisfied nor dissatisfied.
- 4% of the employees are dissatisfied.
- 2% of the employees are completely dissatisfied.

This question was asked to know the satisfaction level of the employees towards the task provided.

6. Do you get Material and Equipment's at the right time and right place?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	5	10
Agree	29	58
Neither agree nor disagree	8	16
Disagree	3	6
Strongly disagree	5	10
Total	50	100%



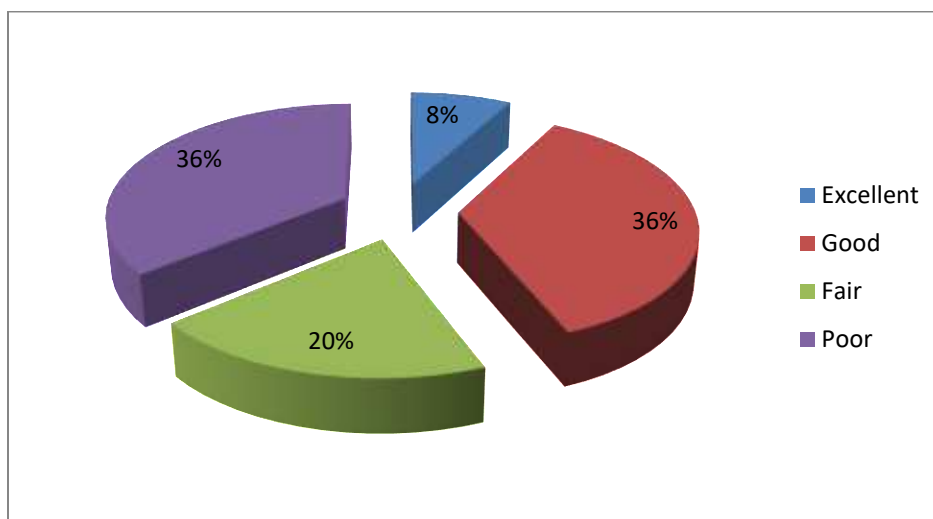
Interpretation:

- 10% of the employees are strongly agreeing with the salary paid.
- 58% of the employees are agreeing with the salary paid.
- 16% of the employees are neither agree nor disagreeing.
- 6% of the employees are disagreeing.
- 10% of the employees are strongly disagreeing.

Management should try to provide material an equipment at the right process at right time.

7. What is your opinion about the incentive scheme?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Excellent.	4	8
Good.	18	36
Fair.	10	20
Poor.	18	36
Total	50	100%



Interpretation:

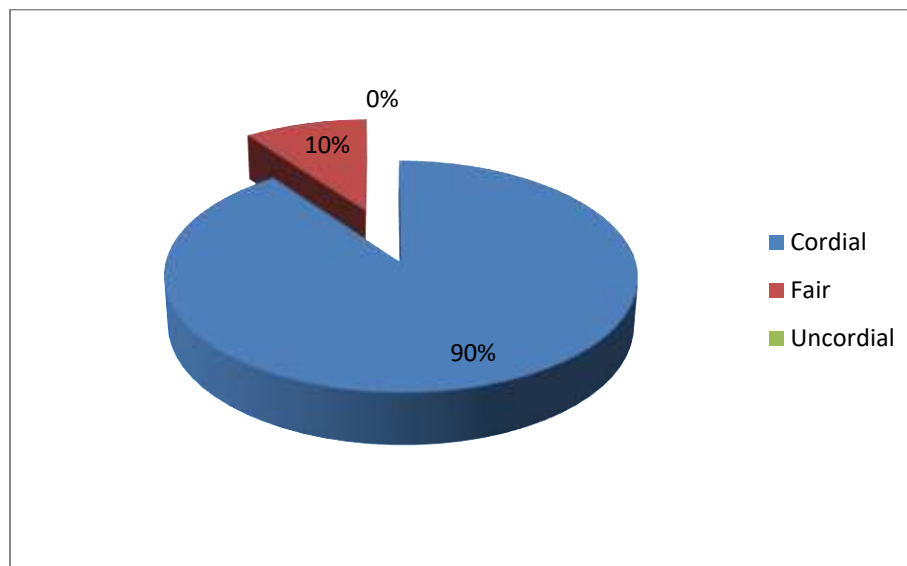
- 8% of the employees say that the incentive scheme is excellent.
- 36% of the employees say that the incentive scheme is good.
- 20% of the employees say that the incentive scheme is fair.
- 36% of the employees say that the incentive scheme is poor.

This question was asked to know the opinion about the incentive scheme followed in the organization.

Management may improve the incentive scheme to satisfy all the Employees.

8. How is the employee – employer relation in your organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Cordial	45	90
Fair.	5	10
Un-cordial	0	0
Total	50	100%

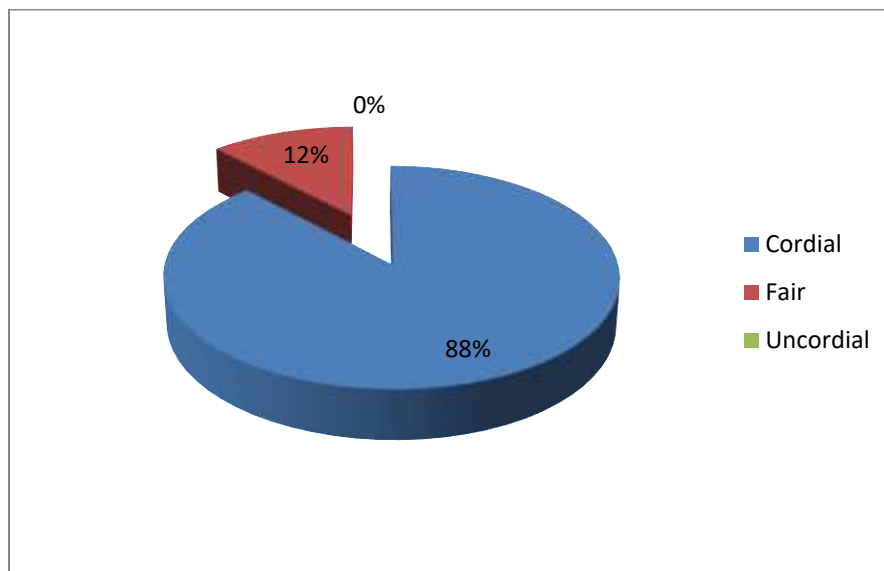
**Interpretation:**

- 90% of the employees say that their relations with the employer are cordial.
- 10% of the employees say that the relations are fair.

This question was asked to understand the relationship within the organization. From the graph we can find that the relations within the organization are very good. Management must continue to maintain such relations in future for smooth running.

9. How is the worker- supervisor relation in your organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Cordial	44	88
Fair.	6	12
Un-cordial	0	0
Total	50	100%

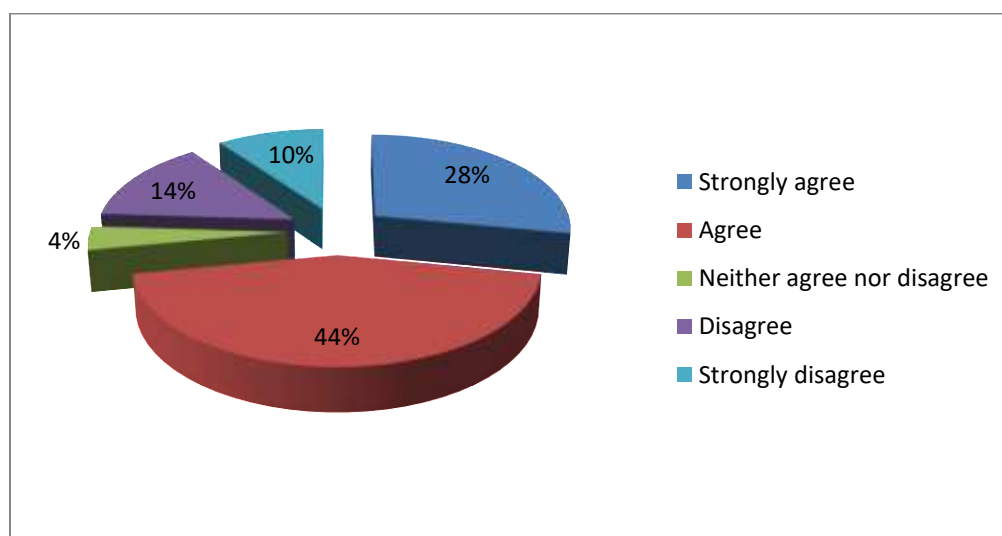


Interpretation:

- 88% of the employees say that their relations with the supervisor's/managers are cordial.
- 12% of the employees say that the relations are fair.

10. Does your Management encourages worker's participation in decision making?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	14	28
Agree	22	44
Neither agree nor disagree	2	4
Disagree	7	14
Strongly disagree	5	10
Total	50	100%



Interpretation:

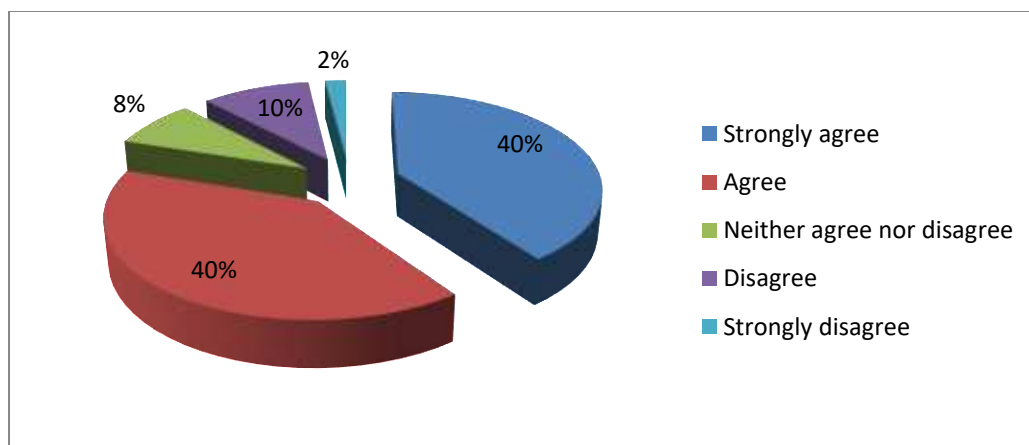
- 28% of the employees strongly agree that the management encourages worker's participation in decision making.
- 44% of the employees agree to the same.
- 14% of them disagree.
- 10% OF them strongly disagree.

This question was asked to know whether the management encourages worker's participation in decision making. By encouraging the worker's participation in decision-making the management makes the employees feel that they are important to the organization. This feeling helps the employees to bond themselves strongly with their organization.

Management shall may try to involve all the decision making process.

11. Does your my manager/supervisor clearly communicates what is the expected of me?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	20	40
Agree	20	40
Neither agree nor disagree	4	8
Disagree	5	10
Strongly disagree	1	2
Total	50	100%



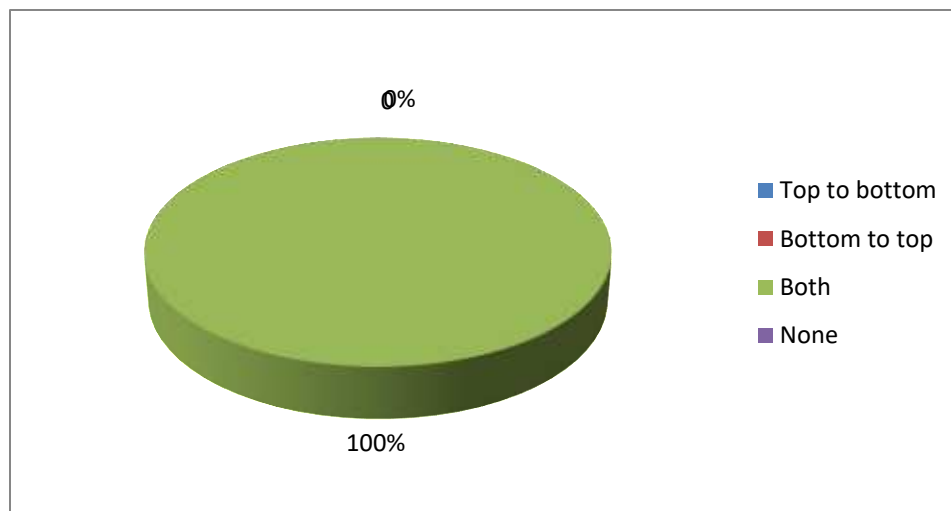
Interpretation:

- 40% of the employees strongly agree that their manager/supervisor encourages high achievement by reducing the fear of failure.
- 40% of the employees agree to the same.
- 8% of the employees neither agree nor disagree.
- 10% of the employees disagree.
- 2% of the employees strongly disagree.

This question was asked to know whether the manager's/supervisors reduce the fear of failure within the employees while performing any tasks. From the graph it is clear that the employees are motivated and made to think positive by the supervisor/manager. This will help the employees to perform their job even more confidently and effectively. Manager may be advised to improve communication when dealing with subordinates.

13. How is the flow of communication in your organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Top to bottom	0	0
Bottom to top	0	0
Both	50	100
None	0	0
Total	50	100%



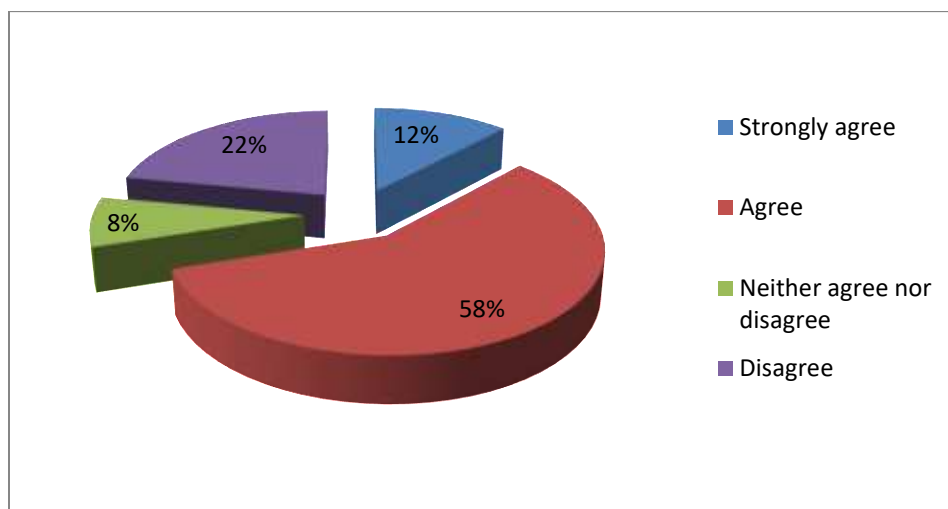
Interpretation:

- 100% of the employees say that the communication flow is both ways.

This graph shows that the management is transparent enough and behaves fairly with the employees. The management must continue to maintain the same always.

14. Is Timely training provided to you by the organization?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	6	12
Agree	29	58
Neither agree nor disagree	4	8
Disagree	11	22
Total	50	100%



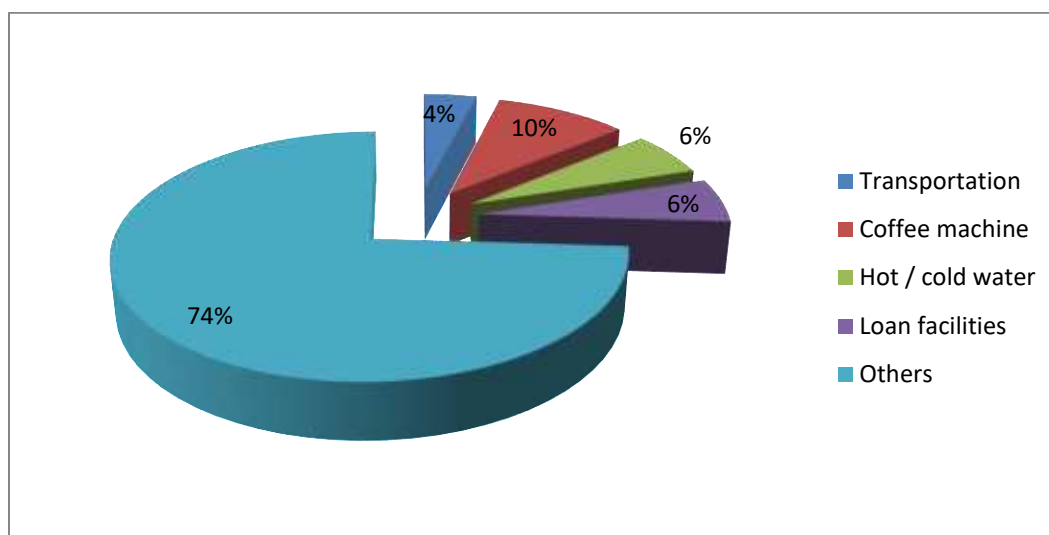
Interpretation:

- 12% of the employees strongly agree that timely training is provided to them by the organization.
- 58% of the employees agree the same.
- 8% of the employees neither agree nor disagree.
- 22% of the employees disagree.

From the graph we find maximum number of employees is satisfied with the training provided. Training equips the employees with the necessary skills to perform his job better. Management must periodically provide training to the employees to enhance their skills for better and improved performance.

15. Which welfare facilities are you looking for?

EMPLOYEES	NO. OF RESPONDENTS	PERCENTAGE
Transportation	2	4
Coffee machine	5	10
Hot / cold water	3	6
Loan facilities	3	6
Others	37	74
Total	50	100%



Interpretation:

- 4% of the employees are looking for transportation facilities.
- 10% of the employees are looking for coffee machine.
- 6% of the employees are looking for hot/cold water.
- 6% of the employees are looking for loan facilities.
- 74% of the employees are looking for other facilities. like toilet, water

This question was asked to know the employees needs regarding welfare facilities. Most of the employees are looking for other facilities such as tea, lunchroom, And Restroom etc.

FINDINGS

- . More employees are satisfied with the lighting conditions, sanitation, cleanliness, ventilation conditions, space and working culture provided by the organization.
- 94% of the employees believe that the task entrusted to them lies within their capabilities.
- Many employees feel that the pay is equal to the work they do and is fair, and few of the employees feel that they are paid less for the work they do which is not fair.
- All employees believe that they like to accept responsibilities and more challenging tasks provided to them by the organization.
- Employees are satisfied with the task provided to them by the organization.
- All most all employees agree that the management encourages the employees' participation in decision-making.
- 70% of the employees agree that timely training is provided to them by the organization.

SUGGESTIONS

- In some departments, workers want more space for efficient work. In Stitching Department, the machines like “DRILLING MACHINE, GRINDER MACHINE, AIR CLEENER HOUSING” Which occupies more in department.management should try to modify the arrangement of machines.
- Conduct the workshop on team development so that all every employee can interact with each other's by which they can increase Skills like communication Skills and get to know the benefit of team work .
- More employees are satisfied with the salary paid whereas few of the employees are not satisfied.
- More employees are satisfied with the incentive scheme followed by the organization whereas there are few who are not satisfied with the same
- 74% of the employees are looking for other welfare facilities such as tea, lunch room, rest room, provident fund etc.

CONCLUSION

Employees at Prakash Home Industries satisfied with employee satisfaction provided by the organization, yet they need some improvements that are non-monitory benefits like promotion. Transfer, appreciation, job recognition. And the management should provide medical transport, and canteen facilities. And also the organization wants to provide training program.

BIBLIOGRAPHY

Text books: - Personal Management and Industrial Relations

 -By: Subbarao

Websites: www.phibelgaum.com

QUESTIONNAIRE

Dear Sir/Madam,

I am pleased to introduce myself as Sanjana Redekar, student of RPD arts and commerce of Business administration, Belagavi. As a part of curriculum, I have undertaken a study report on -Employee Satisfaction to enhance the present working conditions for the organizational growth and prosperity at Prakash Home Industries... The information provided by, will be kept strictly confidential and use for academic purpose only.

1. The amount of work expected of you expected?

A. Strongly agree. B. Agree.

C. Neither agrees nor disagrees. D. Disagree.

2. What is your opinion about the working conditions provided to you by the organization?

	Excellent	Good	Fair	Poor
A. Lighting	☐	☐	☐	☐
B. Cleanliness	☐	☐	☐	☐
C. Ventilation	☐	☐	☐	☐
D. Space	☐	☐	☐	☐

3. Does your task entrusted to lies within capabilities?

A. Strongly agree. B. Agree. C. Neither agrees nor disagrees.

D. Disagree.

4. What is your opinion about the task provided and compensation?

A. Gain. B. fair. C. satisfactory D. not satisfactory

5. Do you get Material and Equipment's at the right time and right place?
A. Strongly agree. B. Agree. C. Neither agrees nor disagrees.
D. Not always
6. What is your opinion about the incentive scheme?
A. Excellent. B. Good. C. Fair. D. Poor.
7. How is the employee – employer relation in your organization?
A. Cordial. B. Fair. C. Un-cordial D..Satisfactory
8. How is the worker- supervisor relation in your organization?
A. Cordial. B. Fair. C. Un-cordial. D. Satisfactory
9. Does your. Management encourages worker's participation in decision making?
A. Strongly agree. B. Agree. C. Neither agrees nor disagrees.
D. Disagree. E. Sometimes
10. Does your my manager/supervisor clearly communicates what is the expected of me? A.
Strongly agree. B. Agree. C. Neither agrees nor disagrees.
D. Disagree. E. Strongly disagree.
11. How is the flow of communication in your organization?
A. Top to bottom. B. Bottom to top. C. Both. D. None.
12. Is Timely training provided to you by the organization?
A. Strongly agree. B. Agree. C. Neither agrees nor disagrees.
D. Disagree

S.K.E. Society's
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPT. OF BUSINESS ADMINISTRATION
BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)



A project report on

“CAPITAL BUDGETING”

KARNATAKA.

Submitted by

MISS. SHASHIKALA ARTAL

Reg. No. B1811236

Submitted to

RANI CHANNAMMA UNIVERSITY, BELGAVI

In the partial fulfilment of the award of

BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION

2020-2021

**SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
DEPARTMENT OF BBA**

BELAGAVI-590006

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that MISS.SHASHIKALA ARTAL has satisfactorily completed the project at “**MASTER PRECISION BELAGAVI**” In partial fulfilment of award of Bachelor's Degree in Business Administration by **Rani Channamma University, Belagavi** for the year 2020-2021

Institution Guide

Prof. Sonal kalburgi

Director

Prof. S. S. Shimangoudar

Acknowledgement

I wish to express my heartfelt gratitude in all earnest to the following persons without whose support and guidance this study would not have been a success.

I would like to convey my grateful thank to **Mr Rajesh kareler** for providing me an opportunity to learn under his able guidance and following to do my project in this company.

I would like to express my gratitude to the Director **S.S.Shimangoudar** for providing me an opportunity to undertake this project.

I sincerely thank **Mr Rajesh kareler** my external guide who constantly guide me and inspired me in completion of this work and provided with all the information required.

I would like to express a special gratitude to thank to every department and employees for helping me and providing valuable information for my project.

I am also thankful to all the member of the staff from different departments who at various instances have been very helpful in furnishing information and making this study possible.

I express my thank to **Prof. Sonal kalburgi** my internal guide (my mentor) for her guidance and constant support.

Shashikala artal

DECLARATION

I hereby declare that project titled “Capital budgeting” towards Master precision belagavi. original piece of research work carried out me under the guidance and supervision and manager and faculty guide Prof .sonal kalburgi

The information has been collected from genuine and authentic sources. The work has been submitted in partial fulfilment of BBA course of RCU University.

MISS.shashikala
artal

Executive summary

This project work is undertaken as part of academic requirement for Graduation of Bachelor of Business Administration it is titled as “Capital budgeting” at Master precision belagavi This research work has been undertaken of the organisation at Master precision belagavi. The research deals with Capital budgeting at master precision belagavi .

This study is for a period of 1 month i.e. from 2nd August 2021 to 2nd september 2021. This study has employed both primary and secondary data such as websites which helped me to analyse my topic that is “Capital budgeting at master precision belagavi.

CONTENTS

PARTICULARS	PAGE NO.
CHAPTER-1: INTRODUCTION ➤ Industry Profile ➤ Company Profile	1-7
CHAPTER-2: ORGANISATION STRUCTURE	8-41
CHAPTER-3: THEORETICAL BACKGROUND ➤ Outline of the study ➤ Research Methodology ➤ Theoretical background of Working Capital	42-51
CHAPTER-4: ANALYSIS AND INTERPRETATION ➤ Capital budgeting	52-60
CHAPTER-5: SUMMARY OF FINDINGS AND RECOMMENDATIONS ➤ Findings ➤ Suggestions ➤ Conclusion ➤ Bibliography ➤ Appendix	61-66

CHAPTER – 1

INTRODUCTION

CHAPTER - 1

EXECUTIVE SUMMARY

The study is undertaken in MASTER PRECISION, BELAGAVI. It is summer training wherein an attempt has been made to understand the management problem and a small research has been undertaken so as to get an insight into the management problem and later to give possible suggestion.

The project work is a requirement of the partial fulfilment of BBA course. This report is the result of the project work under taken at MASTER PRECISION.

MASTER PRECISION has started producing Printing machine Rollers in the year 1996.They are producing the qualitative product & so that this company is well known for their qualitative products.

Capital budgeting concept very important to the financial manager for making the decision since they determine the choice of investment project that will affect the company value.

The project is done based on the information provided by the company, project guide, company manuals etc. A great amount of care has been taken to furnish accurate data in the report if there are mistakes in the facts I apologize for the same

SCOPE OF THE STUDY:

The study is limited to Capital budgeting. The focus of all corporate today in the highly deregulated and competitive environment has been to cut costs optimize their operations and with the realization that only efficient structures which can cut their transactional costs can survive in the current scenario. With the technology advent in all spheres it would only follow that organizations would use it as a platform to cut their operating cycles and to take advantage of all the available investment opportunities which may arise. This can be done only with the help of better cash management, which for long has been a neglected area, by Indian corporate. The project attempts to understand the tolls offered by institutions today that make this possible.

OBJECTIVES OF STUDY:

- To understand the Capital budgeting Techniques and Strategies used in the Master Precision Company.
- To find out the margin of safety on the bases of an increase in the sales revenue.
- To analyse the impact of change in various parameters in the Operating profit of the company.

RESEARCH METHODOLOGY:

The sources of information for the project are primary data, secondary data also projected data.

Primary data required by the project has been collected by direct interaction With the Finance (VP) and other officials in the company.

Secondary data required by the project has been collected by Annual Reports of the company and Internet.

LIMITATIONS OF THE STDUY:

- The study restricted only to one plant of the company.
- The study concentrates only on Capital budgeting.

CHAPTER – 2

INDUSTRIAL PROFILE

CHAPTER II

INDUSTRIAL PROFILE

INTRODUCTION

Liberalization policies currently being followed by Indian government has shaken up the Indian industries. The fear of shut down has gripped many an existing protected industries and has made them realize the need to improve efficiency, quality and customer service. It is also being felt necessary to reduce costs and prices of the products so as to provide better value for money to the customer.

To achieve the above mentioned goals, it is necessary for the industries to use tools technique that can help to improve productivity of every functional area with as little investment as possible.

History of industrial engineering though not very old but it has passed through various stages to reach present formidable stage. Historians might dispute the period of beginning of industrial engineering but most of them agree that it has started with F. W. Taylor who was concerned primarily with productivity.

Functions of Industrial Engineering:

Factions of the industrial engineering may be classified into three groups as under:

1. Those which are usually assigned.
2. Those which are frequently assigned.
3. Those which are less frequently designed.

Degree of centralization:

The degree of centralization implies the extent to which industrial engineering activities in a multi plant organization are performed by the centralized fabrication engineering staff.

Fabrication shops are generally limited in their ability to create overly complex machining capabilities. In terms of manufacturing, the fabrication process is essential in crating the shell of the machinery or product and it takes the skills of other parties to complete the mechanical. Once a fabrication shop has finished a particular order the product is inspected and shipped to the client.

Employment:

The industry directly employs about 5,00,000 people & indirectly about 1,50,000 people & is labour intensive. The small units are mainly dependant on manual labour However, the medium & Large units are semi/ largely mechanized & some of the large units are world class .Most foundries use cupolas using LAM Coke. There is growing awareness about environment & many foundries are switching over to induction furnaces&some units in Agra are changing over to coke less.

PRODUCT PROFILE

CNC stands for Computer Numerical Control and has been around since the early 1970's. Prior to this, it was called NC, for Numerical Control. (In the early 1970's computers were introduced to these controls, hence the name change.)

CNC refers specifically to a computer "controller" that reads code instructions and drives the machine tool, a powered mechanical device typically used to fabricate metal components by the selective removal of metal.

The method of controlling machines by the application of digital electronic computers and circuitry. Machine movements that are controlled by cams, gears, levers, Or screws in conventional machines are directed by computers and digital circuitry in computer numerical control (CNC) machines.

Computer numerical control provides very flexible and versatile control over machine tools. Most machining operations require that a cutting tool be fed at some speed against a work piece. In a conventional machine such as a turret lathe, the turning tool is mounted on a slide with hand-operated in feed and cross feed slides. The operator manually turns a crank that feeds the cutting tool into the work piece (in feed) to the desired diameter. Another crank then moves the turning tool along the longitudinal axis of the machine and produces a cylindrical out along the work piece. The feed rate of the turning tool is sometimes controlled by selecting feed gears. These gears move the axis slide at the desired feed. A CNC machine replaces the hand cranks and feed gears with servomotor systems.

In modem CNC systems, end-to-end component design is highly automated using CAD/CAM programs. The programs produce a computer file that is interpreted to extract the commands needed to operate a particular machine via a postprocessor, and then loaded into the CNC machines for production. Since any particular component might require the use of a number of different tools-drills, saws, etc.-modem machines often combine multiple tools into a single "cell".

HISTORY OF THE COMPANY:

MASTER PRECISION, an ISO 9001 2008 Unit has emerged as multicore business, is a Registered firm promoted by technically experienced Technocrats, at Sy.No.7/2, Gajanan Nagar, Majagaon, Udyambhag, Karnataka, India, in the year 1996 & is engaged in manufacturing of Precision Engineering Components like Printing Machinery Rollers, Shifts required for Pumps, Valves & Electric Motors, etc to name a few required by Original Equipment Manufacturers (OEM).

MASTER PRECISION has sound infrastructure and Machine Capacity includes both Indian & Imported machines like Heavy CNC Lathes, Drilling, Milling & Grinding Machines, 20 Ton Hydraulic Press, Balancing Machine, Welding Machines, Compressor, Hacksaw & Bandsaw Cutting Machines , Measuring Instruments and fully dedicated Inspection Department. Hence, complete machine shop in its Armory.

COMPANY PROFILE

Name	MASTER PRECISION BELGAUM
Address	7/2, Behind K.E.B Sub-Station Udyambag ,Belgaum.
Telephone Number	0831-2405541/42
Fax Number	0831-2440813
Email Address	masterprecision@rediffmail.com
Total Area	6000sq ft
Nature of Business	Partnership Firm
Partners	Mr. B. P. Parmuji, and S. V. Patil
Year of establishment	1996
Total Employee	142
Working hours	8hrs
Weekly Holiday	Sunday
Annual Turnover	6 crore
Manufacturer	Manufacturing and Selling of Hydraulic Jack
Banker	Bank of Maharashtra

NATURE OF THE BUSINESS CARRIED

“Manufacturing & Supply of Machined Components & Assemblies as per customer requirements”

- Identified the processes needed for the quality management system.
- Determined the sequence & interaction of these processes as shown in section QM/4 of the manual.
- Monitoring, measuring & analysing these processes, is done
- Clearly defining the controls in the various procedures.
- Setting objectives to achieve for all the processes.

VISION, MISSION AND QUALITY POLICY

Vision

The vision was to become a leading supplier of components in assembled condition which is a win-win situation for both the customer Master precision in terms of quality, cost & delivery.

Mission

Due to the focused effort of the Management of Master Precision on work commitment & infrastructure leading to high quality, adequate cost & on time delivery to the customer, master precision has grown into a fully-fledged manufacturing unit supplying a major share of roller & related accessories.

COMMITMENT

- Is committed to meet customer expectation by improving product quality through continual improvement process.
- By improving delivery schedule as per varying needs of the customer.

QUALITY POLICY

- All of us, at Master Precision are committed to achieve total customer satisfaction & assurance of our customers by meeting & exceeding their expectations.
- We shall achieve our objective and exceed it by continuously improving our processes and strive to be known as a company implementing good management systems.

QUALITY OBJECTIVES

In the future Master Precision wants to continuously expand & cater of the other assembly need of customers & create a name for itself in the field of quality, delivery & good management systems.

- Achieving best performance rating from customers aiming at fullest customer satisfaction.
- Minimizing wastage and rejection levels to optimize the cost
- Upgrading technology.
- Employee development through continuous training.

CUSTOMERS NAME:

1. Manugraph India Ltd., unit I &II, Kolhapur,
2. Bobst India Pvt. Ltd., Pune,
3. Mather & Platt Pumps Ltd., Pune,
4. Beirsdorf India Pvt. Ltd., Goa,
5. Excel Print, Goa,
6. Engineering Heat Transfer Pvt. Ltd., Dharwad,
7. Chemiflow Rubber Industries, Belgaum,
8. Orione Hydraulics Ltd., Belgaum,

LIST OF THE SUPPLIERS:

1. ISMT LTD
2. Nagardas Kanji Shah
3. Jindal Saw Ltd
4. MTS LTD
5. Rolex India
6. Vikrant Sales Corpn.
7. J . V. Enterprises
8. Yashodha Engineering
9. Dattakrupa Industries
10. Prasad Engineering
11. Micro Finish
12. Rahul Forge
13. Siddheshwar Engineering
14. Accurate Engineers

SERVICES:

Master Precision has applied International standard for a quality management system so as to demonstrate its ability,

- To consistently provide product that meets customer and applicable regulatory requirements.
- Enhance customer satisfaction through the effective use and application of this system, including processes for continual improvement of the system.
- Assurance of conformity to customer and applicable regulatory requirements.

PRODUCTS OF MASTER PRECISION COMPANY:

➤ Hydraulic Machine Parts



➤ Conveyor Rollers



➤ **Friction Rollers**



➤ **Hard Chrome Plating Rollers**



➤ **Ink Transfer Rollers**



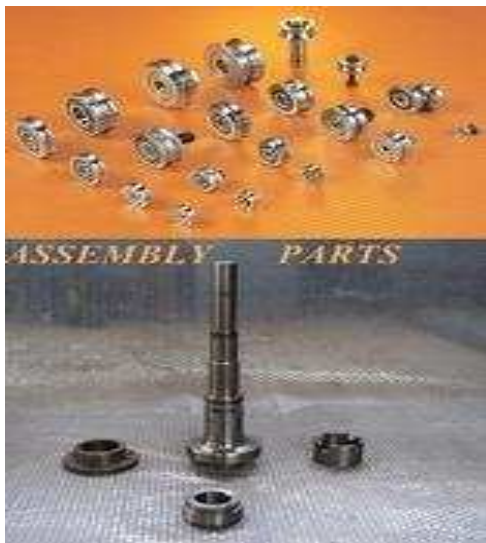
➤ **Rotating Cylinders**



➤ **Rotogravure Cylinders**



➤ **Machine Assembly Parts**



OWNERSHIP PATTERN:

PARTNERSHIP : MR. B. P. PARMUJI

:MR. S. V. PATIL

ACHIEVEMENTS/AWARDS:

- T0 consistently provide product that meets customer and applicable regulatory requirements.
- Enhance customer satisfaction through the effective use and application of this system, including processes for continual improvement of the system.
- Assurance of conformity to customer and applicable regulatory requirements.

Being a unit devoted to subcontract services the Top management of master Precision does not see any statutory requirements. In case any requirements do come up the same will be taken care of documents amended suitably

THE SEVEN ELEMENTS:

The McKinsey 7 S model involves seven interdependent factors which are categorized as either "hard" or "soft" elements:

HardElements	Softelements
Strategy	Shared values
Structure	Skills
Systems	Style
	Staff

"Hard" elements are easier to define or identify and management can directly influence them: These are strategy statements; organization charts and reporting lines; and formal processes and IT systems.

"Soft" elements, on the other hand, can be more difficult to describe, and are less tangible and more influenced by culture. However, these soft elements are as important as the hard elements if the organization is going to be successful.

The way the model depicts the interdependency of the elements and indicates how a change in one affects all the others.

STRATEGY:

The plan devised to maintain and build competitive advantage over the competition.

Strategy used by the company.

- Providing better quality product.
- Maintaining good relation with clients.
- Providing procedures at right time and in right place.

The company maintains good relation by providing the right quality of products as ordered and in case of rejection attending the clients problem and trying to improve the quality of the product to the customer satisfaction. The company attends the client during the time of audit (quality audit, pattern audit, process audit) and serves their level best to serve the customer demand. The company also facilitates with the right time product delivery's which helps to maintain the good relation with their client.

SYSTEMS:

The daily activities and procedures that staff members engage in to get the job done. Systems refer to all the rules, regulations and procedures, both formal and informal that complements the organization structure. It includes production, planning and control, cost accounting procedures, quality control systems, capital budgeting, recruitment, training and development systems, performance evaluation systems, etc. Often change are seen in system rather than in the organization structure.

Every organization has some systems or internal processes to support and implement the strategy and run day-to-day affairs. Traditionally the organizations have been following a bureaucratic-style process model where most decisions are taken at the higher management level and there are various and sometimes unnecessary requirements for a specific decision (e.g. procurement of daily use goods) to be taken. Increasingly, the organizations are simplifying and modernizing their process by innovation and use of new technology to make the decision-making process quicker. Special emphasis is on the customers with the intention to make the processes that involve customers as user friendly as possible.

SHARED VALUES:

Shared Values called "super ordinate goals" when the model was first developed, these are the core values of the company that are evidenced in the corporate culture and the general work ethic.

At AAPL Foundries (P) Ltd they presents their faith, they believe their core values. They strive towards the achievement of their customer satisfaction, to provide safe working condition, to maintain discipline at all levels, to provide a friendly, congenial working atmosphere, employee satisfaction to the maximum. Their main concern is for their employees and their welfare. Equal importance is given for the environment protection and towards production.

STYLE:

The style of leadership adopted. The businesses have traditionally been influenced by the military style of management and culture where strict adherence to the upper management and procedures was expected from the lower-rank employees. However, there have been extensive efforts in the past couple of decades to change to culture to a more Open, innovative and friendly environment with fewer hierarchies and smaller chain of command. Culture remains an important consideration in the implementation of any strategy in the organization.

The company follows both styles such as

- Top down / Bottom up
- Authoritarian / participative

TOP DOWN / BOTTOM UP:

The company follows top down / bottom up style which means the rules & responsibility will be followed from top level authorities to their respective workers or supervisors. The same way the suggestion or idea or thoughts given by supervisors will be passed to their respective heads or division managers.

AUTHORITIAN / PARTICIPATIVE:

Here the company accepts both authorities and participative among the organization which means the employees in the organization have the right to participative in meeting and can suggestion or ideas and thoughts where they can share their views concerned to the organization.

The company also strongly believes that in sustaining the challenge posed by the competitors, the companies' strength will lie in customer satisfaction, quality assurance and innovative solutions through standard production methods and technical expertise. The company expects that the customer loyalty will remain safely, by facing challenges posed to the industry through innovative and quality leadership.

STAFF:

The human resource of management process used to develop managers socialization process, shaping basic value of management ways of introducing young recruit to the company way of helping to manage the cries of the employees. The company has different selection process depending on the candidate's qualification, experience, communication skill, leadership quality and decision making skill for long term or short term.

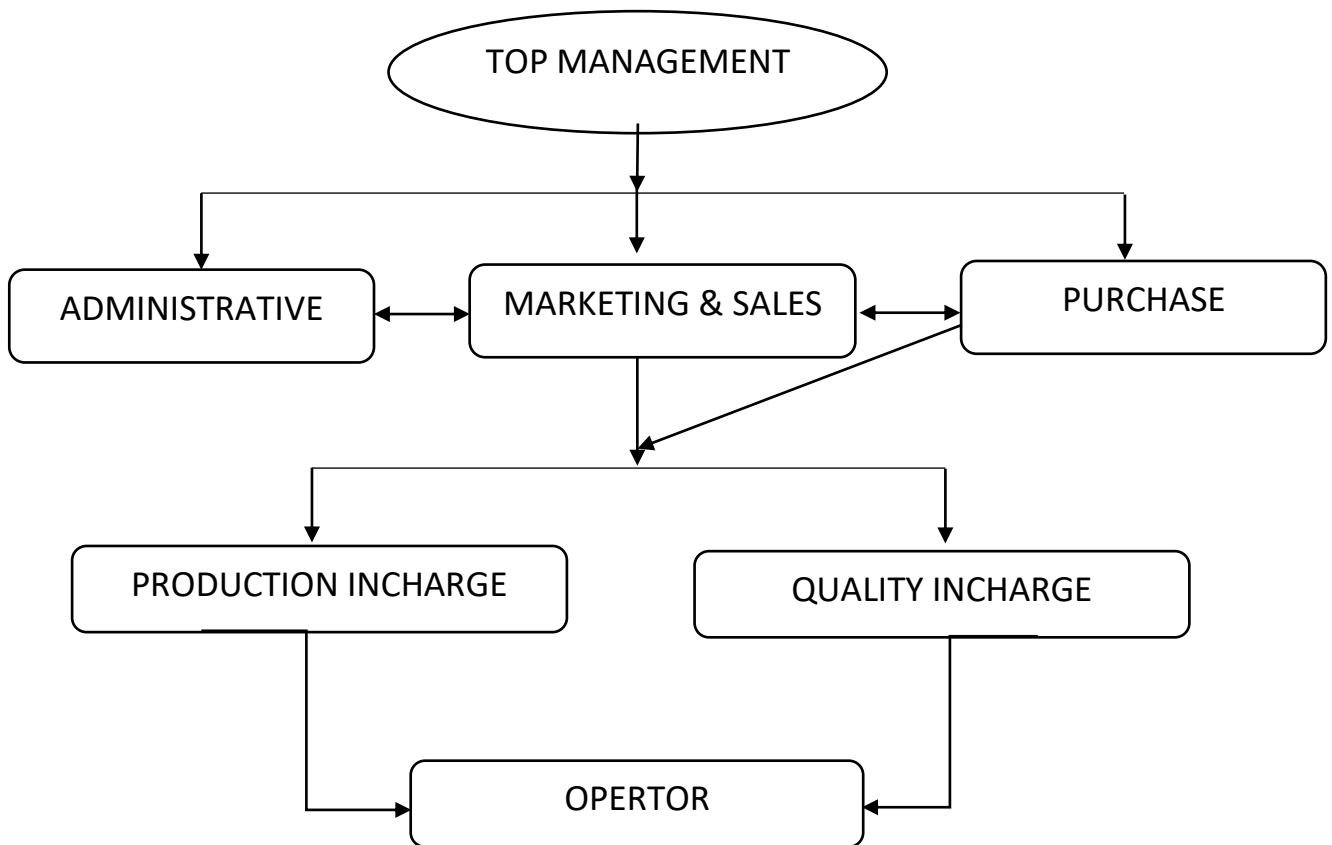
The company follows different procedure in shaping fresher. Staffing is one of the important procedures that is carried out in the organization. An organization development depends if the staff are will trained and have enough knowledge of the job properly to execute it in the right time.

SKILLS:

The actual skills and competencies of the employees working for the company. AKP Foundries (P) Ltd having no of skilled employees which jointly and effectively produce the end result most of the employees are multi skilled. This makes the company to work without any intervention. The managers in each department are having high attitude to motivate the employee to achieve the organizational goals. The middle level management in the firm is highly dedicated. All the middle level management people are professionals and are capable of taking decisions whenever it is required. Top level management has the ability to engage all work groups in coordinate manner which enhance successful results in all the departments.

Training programs are conceived, designed and implemented on need basis. Several training programs like on the job training and off the job raining are conducted to make the work force more efficient and effective. Each and every new employee is trained to cope up them with necessary skill required for that job.

ORGANIZATION STRUCTURE:



Managing Partner:

- Product marketing.
- To place orders for raw materials for timely execution.
- To maintain proper control on the work flow.
- To handle dialogues with Manu graph India ltd.
- To achieve maximum production by maintaining cordial relation with the workers.
- To gain orders for new designs.
- To pursue progress of the organization.
- To take precautionary measures to avoid any kind of loss in business.
- Financial planning and maintenance of sound balance
- To meet the needs of the organizations.
- To make regular follow-ups for outstanding recovery.
- To create an environment in the organisation for constant up gradation of the work system.
- To held the management review meeting every month and take note of the organisation's performance.

Management Representative:

- Maintain all system document updated.
- Co-ordinate to conduct audit & MRM as per plan.
- Co-ordinate with external appearance.
- Spread awareness of systems in company through training, posters, and interactions.
- Co-ordinate to ensure that adequate corrective & preventive actions are taken by all HOD's.
- Attend MRM.

Administration incharge:

- Maintain all communications clearly between company & customer.
- Prepare dispatch papers.
- Prepare invoices.
- Handle bank activities & provide information to managing partner.

Production Incharge :

- To record the “daily machine loading chart”.
- To get the “operator performance chart”, filled-up from the workers.
- To make regular inspection of the setup.
- To carry changes in the planning at times of urgency without affecting the delivery performance.
- To identify NC jobs and update the NC reports and NCPR forms.
- To maintain the machineries in good condition. To identify the workers training as per skill matrix system.
- Attend MRM.
- Co-ordinate with QA for resolution of complaints, NC etc.
- Incharge of development work.
- Update all lists of development work like list of machines, jigs, quality plans etc.

Quality Incharge:

- Inspect all items at incoming stage as per quality plans.
- Inspect all items at in process stage.
- Separate NC items.
- Co-ordinate with production incharge & managing partner for resolution of customer complaints.
- Ensure calibration of instruments. Discuss NCR related to product with managing partner & customer (if required).
- Calculate supplier performance rating & submit to top management for review.
- Maintain stock register after inspection / issue of material.
- To make final inspection of the jobs and take necessary measures to avoid customer's complaint.
- To get the measuring instruments calibrate at regular intervals.
- To record all inspection reports.
- Attend MRM.

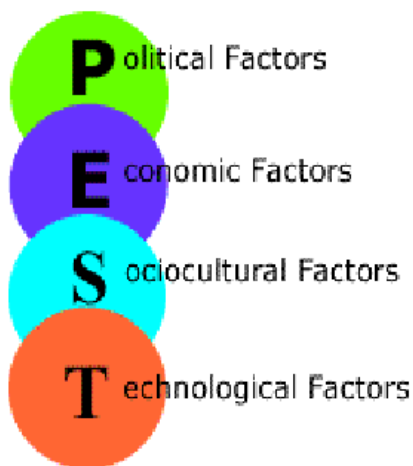
OPERATORS:

- Carry out work as per planned, instructed & drawing.
- Use calibrated instruments.
- Use safety measures while operation.
- Segregate NC items & inform to incharge.
- Inform ahead of taking leave.
- Maintain discipline.

Maintain machine in good working condition.

PEST ANALYSIS:

PEST analysis is a methodology that classifies effects of environment as political, economic, social, and technological features. A study of the PEST analysis method and examples related to this technique is beneficial for the growth of any organization. PEST analysis considers the influence of these factors on the business. The results of this analysis are useful for obtaining the benefit of opportunities, and consequently prepare contingency plans for the imminent threats. PEST analysis is considered to be a valuable strategic method to anticipate the market decline or growth, business status, potential for improvement, and develop future operational strategy.



POLITICAL:

Politics has a significant impact on the control of business, and the consumer capability of expenditures. The following should be considered while analysing this element:

- Political stability in the environment.
- Influence of government policies that control the business.
- Government economic policies.
- Influence of government on religion and culture. Involvement of government in trade agreements.
- Laws of employment.

ECONOMIC:

The following are important economic factors which affects the industry.

- Rate of interest.
- State of inflation.
- Per capita income.
- Gross Domestic Product (GDP) Production level.

SOCIAL:

The social factors influence the industry at various levels, and need to be carefully examined.

These factors are:

- Leading religion.
- Attitude towards foreign goods and services.
- Influence of language on use of products in the markets.
- Time available with the consumers for leisure.
- Demographics of the population.
- Lifestyle, education, health, fashion trends, earning capacity.

TECHNOLOGY:

Technology is commonly identified as an essential element of the organization since it is a useful tool for the attainment of market advantage. Technology can be used, and this is affected by government support. Technological advancement can produce new industries, and also provides valuable input to service and manufacturing industries. The following are important features in this regard:

- The manufacture of products at economical rates, without compromising quality.
- Modern communication channels, like Customer Relationship . Management banners, etc.

SWOT ANALYSIS:

STRENGTHS:

- Up gradation of technology competitive and knowledgeable team works.
- Development of intricate casting.
- Empowerment of employees.
- Having dared strategic direction.
- Having positive cultural working environment.
- Good at manufacturing of S.G Iron Casting.
- Awareness in domestic customer.

WEAKNESS:

- Less space as compared to production.
- Communication gap at different levels.
- Improper working condition from health and safety point of view.

OPPORTUNITIES:

- Learning more in different areas of operation.
- Shifting towards export trends. 0 Tracking latest technology. 0 Maximum utilization of work force efficiency.
- Scope for expansion.

THREATS:

- To meet the requirements of pollution control norms.
- Rate exploitation.

SL NO	Particulars	2018-19Rs in lacs	2019-20 Rs in lacks	2020-21 Rs in lacks
1	Share capital	84	84	84
2	Reserve & surplus			
	Capital reserve			
	Depreciation Reserve & general Reserve	2631.11	3989	5059.86
3	Secured loan			
	Term loan	543.7	45514	578.91
	Cash credit	245.16	337.85	394.26
	Deferred tax liabilities	217.33	242.96	258.03
4	Unsecured loan			
	CS.T.payable /VAT payables /T.D.S /differed tax			44.06
5	Current liabilities			
	Sundry creditors	627.36	593.54	721.92
	Other liabilities & provisions	232.87	310.59	339.51
	Provision for taxation	50	46	55
	Total liabilities	4631.53	6059.99	7451.55
	ASSETS			
1	Gross block	3263.7	4672.78	5308.84
2	Investment	13.26	417.43	579.05
3	Current assets			
	Closing stock	162.07	191.69	424.44
	Sundry debtors	800.58	702.63	1016.4
	Cash & bank balance	8.37	11.74	1.34
4	Loans & advances	383.55	63.72	121.48
	Total assets	4631.53	6059.99	7451.55

Profit & loss account

SL NO.	Particulars	2018-19 Rs in lacs	2019-20 Rs.in Lacs	2020-21Rs. In lacs
1.	Net sales	2964.15	3695.18	4400.89
2.	Add increase in stock			
3.	Add total income	18.43	8.79	14.56
4.	Total	2964.56	3703.98	4415.46
5.	Raw material	942.65	1310.98	1587.46
6.	Consumables	61.96	101.7	224.97
7.	Power(only electricity)	368.26	452.01	524.52
8.	Employees cost	668.06	858.68	1023.97
9.	Manufacturing exp.	328.91	372	443.89
10.	Depreciation	146.17	160	215.37
11.	Sub total	2516.01	3254.76	4020.18
12.	Gross profit	448.57	449.22	395.27
13.	Admin & selling exp.	93.15	158.64	138.79
14.	Cost of finance	43.93	64.22	65.31
15.	Sub total	137.08	222.86	204.1
16.	Operating profit	312	226.36	191.17
17.	Add extra ordinary income	-	-	--
18.	Operating profit	312	226.36	191.71
19.	Provisions for tax	103	50	53.17
20.	Provision for dividend	-		...
21.	Net profit after tax & div	209	176.36	138

CHAPTER 2

Conceptional background and Literature Review

INTRODUCTION

Capital budgeting is an investment decisions in long term assets for the purposes of generating revenue for the business entity in the form of increasing production, sales, and profit sequentially. These long term assets are land building , plant machinery, furniture etc. Capital budgeting is a decision making process by which firm evaluates the purchase of major fixed assets are mentioned above this many sided activity which includes search for a new and more profitable investment proposals and the making an economic analysis to determine the profit potential of each investment praposals.it involves the long term planning and monitoring of capital expenditure, besides anticipate each proposal in a very logical and scientific manner so as to finalise the best Investment proposal.

CAPITAL BUDGETING PROCESS

Capital budgeting process divided into the following Phases.

1. Identification of potential investment opportunities
2. Assembling of proposed investments
3. Desion making
4. Preparation of capital budget and appropriations
5. Implementation
6. Performance review

1) Identification of potential investment opportunities :

The capital budgeting process start with the identification investment opportunities. Typically, the planning body which means if, may be individuals or a committee organised formally or in formally, to develops estimated of future sales which serve as basis for setting production targets. This information in turn is helpful in identifying required in plant and equipment.

1) Assembling of proposed investments:

Investment proposals found by the production and other department are generally submitted in standardised capital investment proposals firm.the main purpose of going praposals through

many peoples to view the prokect proposal from different sides.. It also helps for bringing about coordination of interrelated activities.

2) Decision making:

Under these stage Authority decide on the investment opportunity on the basis of monetary power, with the respect to the delegation of an investment proposal. For example in a company A plant superintendent , work manager and managing director may okay with the investment outlay up to the certain limit and if the outlay is more than the limit of the lower level management , then the approval of the board of directors is necessary.

3) Preparation of capital budget and Appropriations:

These is stage where actual budgets are prepared where the fund are allocated and expenditure are mate to set targets to be achieved based on the cash flow available of the company. under these investment outlays are classified into the higher value and the smaller values where lower is approved by the lower level management generally covered with the blanket appropriations. But if the investment outflowis of higher value then it become part of the capital budget The main intension behind these appropriation is to analyse the investment performance during project implementation

4) Implementation:

Translating an investment proposals into a actual project. This may be difficult time consuming and risky task. Delay in implementation which is common, which leads to substantial cost overrun. capital budgeting process committee must ensure that the project has been formulated within the time and inclusive formulation of the project is done beforehand.

5) Performance Review:

After the project has been implemented next step is to compare the actual performance of the project against the projected performance. It may be conducted near when the operation of the project have stabilized. It is useful in several ways

- It provides a documented log of experience that is highly valuations for decision making.
- It helps in uncovering judgement element
- It includes alertness among the project sponsors

SIGNIFICANCE OF CAPITAL BUDGETING:

Capital budgeting for decision making is the most important and powerful tool. Because any decision taken by the financial manager in this areas affect the working and the profitability of the firm many years to come.

The following are the reasons for placing a greater importance on capital budgeting decisions.

1. Long term implication:

Capital budgeting decisions has long term effect for the firm because they affect the future profitability of the firm and cost structure. Unwanted investment on fixed assets will result in unnecessary operating cost to the firm. On the other side inappropriate investment in fixed assets would create difficulty for the firm to complete successfully and to stop the loss of its portion of the market share.

2. Risk and uncertainty :

Capital budgeting decisions are based on two important aspect ie investment and return. A lot of risk associated with future investment decisions. Uncertainty and risk directly proportion to the period of project. A long term project has a higher degree of risk and uncertainty.

3. Irreversible Decisions:

The capital budgeting decision involves a heavy amount of funds. In many cases the capital budgeting decisions are irreversible and amount invested cannot be taken back.it is very difficult to find a market for the second hand capital goods, and their conversation into other users may not be financially feasible.

4. It affects company future cost- structure:

By taking capital expenditure decision, a firm spend itself to sizable amount of the fixed cost in term of labour, supervisors salary, insurance, rent of the building and so on. If the investment in future result is unsuccessful, or generate less profit than anticipated profile, the firm will have to bear burden of fixed assets cost unless the assets completely writ off.

5. Affect on the competitive position of the firm:

Capital budgeting decisions is also have a impact on the profitability of a company the capital investment in fixed assets decisions also have bearing on the competitive position of the firm because fixed assets represent as a true earning asset of the firm. They make unable the firm to

produce finished goods that can be sold profit. Profit can increase or decrease market value of the company's share also fluctuates accordingly so ultimately affects the competitive position of the firm.

6. Large funds :

Large amount of fund required by any business firm for taking up any capital investment. And large amount of funds can be arranged only by making determined of ensure their availability of funds at right time. And any error may lead to the company uncontrollable situation and heavy financial loss to the company.

7. Worth maximisation

By choosing the more profitable project it helps the firm to protect the interest of the shareholder by avoiding over investment and under investment in fixed assets.

FACTORS AFFECTING CAPITAL BUDGETING :

Before going to discuss about various techniques which are used to evaluate capital expenditure. It is important to know the factors which are directly bearing on capital expenditure decision.

1. Cash Flow

In capital expenditure analysis we should with the accounting profits which may be influenced by many factors such as accrual. The investment to be made in a project to bear positive cash flows there are large enough to generate profit. Here we are consider only the cash inflows and cash outflows, because a capital expenditure decision has to be made considering its impact on increase in future operating cash flows.

2. Cash outlay for the project

Cost outlay required for the project should be carefully prepared for understanding the heavy outlay is need in the first or second year. It is necessary to pump in fresh money for overhaul and periodical replacement. They should also be included in the project outlay

3. Estimate the time:

The time at which cash flow is expected to take place this relates to the forecast of the time when the the initial capital expenditure take place. Timing of each cash flows affect the present

value of cash flows and affect the investment future revues. Expected production life of the investment affect the profitably.

4. Risk involved:

In all the project risk is involved which is uncertain and take place in future. which is difficult to asses at the beginning of capital investment decision.

TECHNIQUES OF SELECTION CAPITAL BUDGETING PROPOSALS:

A wide range of criteria has been suggested to judge the desirability of investment projects.

The following techniques are in use to evaluate the investment proposals.

Non-discounted methods:

- A. Pay-back period method
- B. Average rate of return method

1. Pay- back period method:

The process of capital budgeting is designed to help the firm to make decisions on future projects. Here are the basic of the payback period and whether you should use it in capital budgeting for your business.

Payback period:

The basic idea behind this method is to choose the project whose original cost of an investment will be paid back in the shortest time.in order to calculate this, you are required to take the cost of each potential project and divide it by the annual inflow of cash it will bring. This will let you know how many years it would take to recover the initil investment.

Calculation of pay back period:

Formula:

$\frac{\text{Initial outflownflow of the project}}{\text{Annual cash inflow}}$
--

Merits of Pay- back method:

- This method is simple and easy to calculate. it is an improvement over the criteria of urgency.
- The cost incurred to adopt this method is less than the other method. it is preferred by the executives who like snap answer for the selection of the proposals.
- this method favourable to the short term projects rather than the long term projects which may turn out to be risky projects with higher risk in the future.
- Industries which are subject to uncertainty, rapid technological change, may adopt the pay back period method for a simple reason that the future uncertainty does not allow protection of annual cash inflows beyond a limited period.

Limitations of Pay- back period :

- It completely ignores the cash inflows earned after the payback period.
- this method does not considered pattern of cash inflows.ie the magnitude and timing cash inflows. It only considered the period of pay back.
- It fails to considered the total return on investment and thus it is not an suitable method to measure the profit ability of an investment project.
- The method is delicate and rigid . a small change in operation cost will affects the cash inflows and as such pay back period is affected.

2. Average Rate of return Method:

This method is also called as accounting rate of return (ARR) method. These method revealed the accounting information by the financial statement are used to measure the profitability level of the investment proposals. Various proposals are ranked on the basis of earning on investment in project. The project which shows highest rate of return is selected and ruled out.it can be found out by dividing the total return on the investment after tax and depreciation by initial investment pf the project.

Formula

$$\frac{\text{Average Annual earnings after tax}}{\text{Average or Initial Investment}}$$

Merits of Accounting Rate of return

- As these method uses the rigidly available data It is very simple to understand and use
- The system give more importance to the profitability of the project if based om average rate of return. Project having higher rate will be accepted.
- It take investment and the total earning from the project during its life time into consideration.

Demerits of Accounting rate of return

- Accountant profits are considered and not the cash inflows in appraising the project.
- It is considered rate of return and not the length of project lives.
- The method ignores tha fact that profit can be reinvested and generate the profit from such reinvestment, which turn will affect the rate of return
- Time value of money is ignored and it does not consider the fair rate of return on investment.it is left to the management.
- Discounted cash flow method
- Net present value method
- Internal rate of return method
- Profitability Index Method (PI)

Discounted Cash flow Method

Merits of Discounted cash flow method

The method is superior to the other methods of investment appraisal in several ways-

- Entire economies life of the project investment and income take into the account
- It produce a measure which is properly comparable among projects, regardless of the character and time shape of their receipt and outlays.

- This approach provides for uncertainty and risk by recognizing the time factor. It measures the profitability of capital expenditure by reducing the earning to the present value.
- It is the best method of valuating project where the cash flows are uneven.
- Limitations of discounted cash flow method-
- It involves a huge amount of calculation hence it is difficult and complicated
- Cash flows are selected on the basis of sales a forecast which is in itself an inculcated element
- It is difficult to forecast exactly the economic life of an investment
- The method considers discount on expected rate of return but the determination of rate of return is in itself a problem.
- Along with the above defects, the method provides an achievability for making valid comparison between long term competitive capital project.

1. Net Present value method-

The net present value is an economic method of evaluating the investment proposals. It is one of the discounted cash flows technique that identifies the time value of money. It energizes that cash flows arising in different time periods are having different values, are compared with present values of total cash outflows and the net present values are found out.

Calculation of NPV-

- A table is prepared showing the cash flows of the investment project year wise based on realistic assumption
- Identify the appropriate discount rate to discount the forecasted cash flows. The appropriate discount rate is the firm's opportunity cost of capital which is equal to the required rate of return expected vs investor on investment equivalent
- By using the opportunity cost of capital as the discount rate, the present value of cash flows should be calculated.

NPV should be calculated by removing present value of cash outflows. If the NPV is positive it indicates the project should be accepted. ($NPV > 0$)

$NPV = \text{Present value of cash inflows} - \text{Present value of cash outflow}$

2. Internal rate of return method

The internal rate of return is the rate at which the discounted net returns equal to the original investment on the project. It is rate at which the NPV IS zero. This method is also known as time adjusted rate of return method, yield rate method, Marginal efficiency of capital method.

We have discussed earlier the NPV method in which required earning rate is selected in advance but under the IRR method rate of interest or discount is calculated. Both these method are time adjusted or discounted cash flows methods of evaluation of investment projects. Internal rate of return is rate of interest or discount at which the present value os expected cash flows is equal to the investment outlays.

Calculation of IRR

$$IRR = \frac{P_x - 1}{P_x - P_y}(Y - X)$$

Y= highest rate of return

X=Lower discount rate

P_x= Present value of cash inflows at X

P_y = Present value of cash inflows at Y

I = initial investment

3. Profitabilty index:

If we use the present value method , it is not possible to compare the two projects unless the investment are of the same size. In order to make the two proposals comparable , the size of the cash flows to investment must be related. This is done by dividing the present value of earnings by the amount ods investment, to give the ratio that is called ‘profitability index’ or desirability ratio.

CHAPTER 3

RESEARCH DESIGN

TITLE OF THE PROJECT

A study on capital budgeting and Investment decision at master precision belagavi.

Statement of the Problem

Study has been undertaken in the organisation for the purposes of selecting alternative courses of action to achieve the objectives. It involves a current investment in which the benefits are expected to be received continuing one year in the future. It also includes deciding upon the various techniques of capital budgeting are applied for selecting appropriate project machine.

Need of the study

- The study is undertaken to understand and analyse capital budgeting process in the financial sector which helps for the practical implication of theory knowledge.
- To know the various capital budgeting techniques useful for the company's operations
- To know how the company, get finance from various sources.
- To evaluate various proposals regarding capital investment so as to choose best out of many proposals.

Objectives of the study

- To find out the finance required for the capital expenditure
- To understand the different types of capital budgeting problems faced by the organisation
- To understand the different methods of determining the size of capital investment decisions
- To assess the various sources of finance required for capital expenditure
- To give the suggestions to the company for the better performance

Scope of the study

The study is conducted at “master precision” for the one month duration. The study of capital budgeting is purely based on secondary data and all the data and information available in form of records to get the proper understanding about the concept. I have studied the financial statement for the financial year, and also gathers the information from the management representative of the company. So the study is limited to availability of official records and information provided by the company. The research is used tables and charts for data analysis.

Research Methodology

The term research refers to the systematic method consisting of articulate the problem, formulating a hypothesis, collecting the data, analysing the facts and reaching the certain conclusion in the form of solution towards the concern problem.

Research methodology is a way to find out the result of a given problems on specific matter or problem in methodology, research use the different criteria for solving / searching the given research problems. The Information for the report has been collected from Master precision belagavi.with the help of primary and secondary data sources.

Research design

Descriptive and Analytical study based on primary and secondary data source.

DATA SOURCES AND DATA COLLECTION METHODS:

Primary data

Secondary data

Primary data

The data which is originally collected by an investigator or an agency for the first time is called primary data. When a suitable, reliable adequate data is not available then the investigator has to collect himself for the purpose of enquiry.

The first-hand information is collected from informal discussion with the concern authorities of the company.

Secondary data:

Data that has been collected earlier for some purpose other than the purpose of present data. It acts as a reference for the present study. It can be benchmark against which the findings of the study can be tested.

Sources of secondary data are:

- Previous past records of company
- Annual report
- Published & unpublished data
- Books and Newspapers

Limitations of the study:

- The study is only for particular fixed assets which are not compared with other assets, because of non-availability of data
- Some of the information is confidential to the management
- Uncertainty is another limitation in evaluation of capital investment decision.

Chapter 4

Analysis and Interpretation

Table No.1

Plan 1	
Machine landed cost	Rs 448800
Projected life	10 years
Company is profit rate	5%
Company is projected profit selling price	Rs 15
Average profit value (15*5/100)	0.75
15 - 0.75	14.25
Approximately daily output	400
Working days	310
Annual output of the product(400*310)	124000
Annual average cash flow (124000*0.75)	93000
Cash flow before tax and depreciation	

The company uses the straight line

methodScrape value is the 15% inve

depreciation= $\frac{\text{original cost}-\text{scrap value}}{\text{life of the project}}$

$\frac{448800-}{44880/}$

40392=depriciatin

Table No.1.1

Particular	Rs.
Annual cash flow	93000
Before tax & Depreciation	
less Depreciation	40392
cash flow Before tax	52608
Less Tax 12%	6313
After tax & dep.	46295
Add. Depreciation	40392
cash flow after tax but before dep.	86687

Use capital Budgeting Techniques

Pay Back Period MethodTable No –

1.2

Year	Cash Flow	Cumulative cash flow
1	86687	86687
2	86687	173374
3	86687	260061
4	86687	346748
5	86687	433435
6	86687	520122
7	86687	606809
8	86687	693496
9	86687	780183
10	86687	866870

$$\begin{aligned} \text{Pay Back Period} &= \frac{\text{Initial Investment}}{\text{Annual cash flow}} \\ &= \frac{448800}{86687} = 5.17 \text{ yrs} \end{aligned}$$

Post pay – Back Period

Net cash Inflow - out flow (Initial Investment)

$$= 866870 - 448800$$

$$= 418070$$

Discoupa

ybackperi

odTable

No.1.3

Year	Cash flow	P.V factor(10%)	Discounted cash flow	Cumulative cash flow
1	86687	0.909	78798	18798
2	86687	0.826	71603	150401
3	86687	0.751	65101	215502
4	86687	0.683	59207	274709
5	86687	0.621	53833	328542
6	86687	0.564	48891	377433
7	86687	0.513	44470	421903
8	86687	0.466	40396	462299
9	86687	0.424	36755	499054
10	86687	0.385	33374	532428

Discounted payback period = $\frac{\text{initial investment} - \text{discounted cash flow}}{\text{Annual cash flow}}$

$$7 + \frac{448800 - 421903}{40396}$$

$$7 + \frac{26897}{86687}$$

$$= 7 + 0.66$$

$$= 7.66 \text{ yrs}$$

Average Rate of Return (cash flow after
tax & Depreciation)(AFTER TAX &
DEPRECIATION)

Table no 1.4

Year	Cash Inflow	Less Depreciation	Cash flow after tax & depreciation
1	86687	40932	46295
2	86687	40932	46295
3	86687	40932	46295
4	86687	40932	46295
5	86687	40932	46295
6	86687	40932	46295
7	86687	40932	46295
8	86687	40932	46295
9	86687	40932	46295
10	86687	40932	46295

$$1) \text{ Average cash flow} = \frac{\text{Total cash flow}}{\text{No. of years}}$$

$$= \frac{448800}{10}$$

$$= 46295$$

$$2) \text{ Average Investment} = \frac{\text{Initial Investment} + \text{Scrap Value}}{2}$$

$$= \frac{448800 + 44880}{2}$$

$$= \frac{402920}{2}$$

$$= 201960$$

$$3) \text{ Average Rate of Return} = \frac{\text{Average cash flow (Earning after tax \& Dep.)}}{\text{Average Investment}} \times 100$$

$$= \frac{46295}{201960} \times 100$$

$$= 22.29\%$$

Net Present

Value

Method:-NPV

Discount Rate -

10% Table No.

1.5

Year	Cash flow	PV factor 10%	Discounted cash flow
1	86687	0.909	78798
2	86687	0.826	71603
3	86687	0.751	65101
4	86687	0.683	59207
5	86687	0.621	53832
6	86687	0.564	48891
7	86687	0.513	44470
8	86687	0.467	40222
9	86687	0.424	36755
10	86687	0.386	33461
		Total present value	532600

Net present value = Total present value – investment

532600-448800

83800

Profitable Index Method

Profitability Index discount rate @

10% Table No. 1.5

Year	Cash flow	PV factor 10%	Discounted cash flow
1	86687	0.909	78798
2	86687	0.826	71603
3	86687	0.751	65101
4	86687	0.683	59207
5	86687	0.621	53832
6	86687	0.564	48891
7	86687	0.513	44470
8	86687	0.467	40222
9	86687	0.424	36755
10	86687	0.386	33461
		Total Present Value	532600

Profitability Index =

Total present value of cash flow

Total present value of cash outflow

532600
448800

=1.18

1. 5) Internal Rate of Return

Method: Trial Rate 13%

Table no 1.6

Year	Cash flow	P.V factor 13%	Discounted cash flow
1	86687	0.885	76717
2	86687	0.783	67875
3	86687	0.693	60074
4	86687	0.613	53139
5	86687	0.543	47071
6	86687	0.480	41609
7	86687	0.425	36841
8	86687	0.376	32594
9	86687	0.333	28866
10	86687	0.295	25572
		Total Present Value	470358

Net present value = Total Present Value - investment

$$= 470358 - 448800$$

$$= 21558$$

Trial rate @ 10%

Table no. 1. 7

Year	Cash flow	PV factor 10%	Discounted cash flow
1	86687	0.909	78798
2	86687	0.826	71603
3	86687	0.751	65101
4	86687	0.683	59207
5	86687	0.621	53832
6	86687	0.564	48891
7	86687	0.513	44470
8	86687	0.467	40482
9	86687	0.424	36755
10	86687	0.386	33461
		Total present value	532600
		Less- investment	448800
		NPV	83200

Calculation of Internal Rate of

ReturnLDR = low Discount

Rate

NPV = Net Present Value

HDR = Higher Discount

RateIRR = Internal Rate

of Retur

$$IRR = LDR = \frac{NPV \text{ of LDR} - \text{internal} * HDR - LDR}{NPV \text{ of LDR} - NPV \text{ of LDR}}$$

$$10 + \frac{4703558 - 448800}{4703558 - 532600} (13 - 10)$$

$$10 + \frac{4254758}{417098} (13 - 10)$$

$$= 10 + 10.200 \times 3$$

$$= 10 + 30.60$$

$$40.6$$

Plan 2

Table No-

2

Plan 2	
Machine cost	Rs260000

Product unit	800
Selling price	Rs15
Companies Profit rate in selling price	5%
Average profit value	0.75
Approximately daily output of the product	800
Approximately working days	310
Annual output of the product(800×310)	248000
Annual average cash flow (248000×0.75)	186000
Cash flow before tax and depreciation	

Calculation for Cash Flow after Tax and Before

DepreciationThe companies use the straight line

method

Scrap value is 10% investment

Depreciation=

Original cost –scrap value

life of the project

$$\begin{aligned}
 & \frac{260000 - 26000}{10} \\
 &= \frac{234000}{10} \\
 &= 23400
 \end{aligned}$$

Table No. 2.1

Particular	Rs.
Annual Cash Flow Before tax and depreciation	186000
Less - Depreciation	23400
Cash Flow before Tax	162600
Less - Tax @ 12%	19512
After tax and depreciation	143088
Add – Depreciation	23400
Cash flow after tax before depreciation	166488

2.1.1 Use Capital Budgeting Techniques Pay Back

Period Method Table No. 2.2

Year	Cash Flow	Cumulative Cash Flow
1	166488	166488
2	166488	332976
3	166488	499464
4	166488	665952
5	166488	832440
6	166488	998928
7	166488	1168416
8	166488	1331904
9	166488	1498392
10	166488	1664880

$$\begin{aligned}
 \text{Pay Back Period} &= \frac{\text{Initial investment}}{\text{Annual Cash Flow}} \\
 &= \frac{260000}{166488} \\
 &= 1.56
 \end{aligned}$$

$$\begin{aligned}
 2.1.2) \text{ Postpayback period} &= \text{Net cash inflow} - \text{Cash outflow} \\
 &= 1664880 - 260000 \\
 &= 1404880
 \end{aligned}$$

2.1.3 Discounted Payback

periodTable no. 2.3

	Cash Flow	P/V factor@10%	Discounted Cash Flow	Cumulative cash flow
1	166488	0.909	151337	151337
2	166488	0.826	137519	288856
3	166488	0.751	125032	413888
4	166488	0.683	113711	527599
5	166488	0.621	103389	630988
6	166488	0.561	93399	724387
7	166488	0.513	85408	809795
8	166488	0.467	77749	887544
9	166488	0.424	70590	958134
10	166488	0.386	64264	1022398

1+initial investment-discounted cash flow

Annual cash
flow
1+260000-151337
137519
1+108663
137519
1+0.790
1.79

Average Rate of Return Method

Table no. 2.4

Year	Cash Flow	Less depreciation	Present cash Flow
1	166488	23400	189888
2	166488	23400	189888
3	166488	23400	189888
4	166488	23400	189888
5	166488	23400	189888
6	166488	23400	189888
7	166488	23400	189888
8	166488	23400	189888
9	166488	23400	189888
10	166488	23400	189888
		Total	1898880

$$1) \text{ Average Cash Flow} = \frac{\text{Total Cash Flow}}{\text{No of Year}}$$

$$\frac{2088760}{10}$$

$$= 208876$$

$$\begin{aligned}
 2) \text{ Average Investment} &= \frac{\text{Initial investment} - \text{Scrap Value}}{2} \\
 &= \frac{260000 - 26000}{2} \\
 &= \frac{234000}{2} \\
 &= 117000
 \end{aligned}$$

$$\begin{aligned}
 \text{Average Cash in Flow (earning after tax and dep.) Average Rate of Return} &= \frac{\text{Average Cash in Flow (earning after tax and dep.)}}{\text{Average investment}} \times 100
 \end{aligned}$$

$$= \frac{189888}{117000}$$

$$\text{ARR} = 162.2$$

Net

Present

Value NPV

discount

rate @

10%Table

no. 2.5

Year	Cash flow	PV factor 10%	Discounted cash Flow
1	166488	0.909	151337
2	166488	0.826	137519
3	166488	0.751	125032
4	166488	0.683	113711
5	166488	0.621	103389
6	166488	0.564	93399
7	166488	0.513	85408
8	166488	0.467	77749
9	166488	0.424	70590
10	166488	0.386	64264
		Total present value	1022398

NPV= Total present value - Initial investment

= 1022398 - 260000

= 762398

Profitability index

method @10%

Table No. 2.6

Year	Cash flow	PV factor 10%	Discounted cash flow
1	166488	0.909	151337
2	166488	0.826	137519
3	166488	0.751	125032
4	166488	0.683	113711
5	166488	0.621	103389
6	166488	0.564	93399
7	166488	0.513	85408
8	166488	0.467	77749
9	166488	0.424	70590
10	166488	0.386	64264
		Total	1022398

Profitability index=Total present value of cash in flow

Total present value of cash outflow

$$= \frac{1022398}{260000}$$

$$= 3.93$$

$$= 3.93$$

Internal Rate of

Return method

Trial Rate 12%

Table No. 2.7

Year	Cash Flow	PV factor 12%	Discounted Cash Flow
1	166488	0.893	148673
2	166488	0.797	132690
3	166488	0.712	118539
4	166488	0.636	105886
5	166488	0.567	94398
6	166488	0.507	84409
7	166488	0.452	75252
8	166488	0.404	67261
9	166488	0.361	60102
10	166488	0.322	53609
		Present cash flow	940819
		Less – depreciation	260000
		NPV	680819

NPV= Total present value – investment

$$= 940819 - 260000$$

$$= 680819$$

Trial rate @ 10%

Table No. 2.8

Year	Cash flow	PV factor 10%	Discounted cash flow
1	166488	0.909	151337
2	166488	0.826	137519
3	166488	0.751	125032
4	166488	0.683	113711
5	166488	0.621	103389
6	166488	0.564	93399
7	166488	0.513	85408
8	166488	0.467	77749
9	166488	0.424	70590
10	166488	0.386	64264
		Total present value	1022398

NPV = Total present value – depreciation

$$= 1022398 - 260000$$

$$= 762398$$

Trial rate @ 12%

Table No. 2.9

Year	Cash flow	PV factor 12%	Discounted cash flow
1	166488	0.893	148673
2	166488	0.797	132690
3	166488	0.712	118539
4	166488	0.636	105886
5	166488	0.567	94398
6	166488	0.507	84409
7	166488	0.452	75252
8	166488	0.404	67261
9	166488	0.361	60102
10	166488	0.322	53609
		Total present value	940819
		Less - depreciation	260000
		NPV	680819

Calculation of internal rate of return

$$IRR = LDR + \frac{NPV \text{ of LDR initial investment}}{HDR - LDR}$$

NPV of LDR – NPV of HDR

$$10 + \frac{1022398 - 260000}{(12 - 10)}$$

$$1022398 - 940819$$

$$10 + \frac{762398}{(12 - 10)}$$

$$0 + 9.3455 \times 2$$

$$= 10 + 81579$$

$$10 + \frac{76398}{2} \times 2$$

$$81579$$

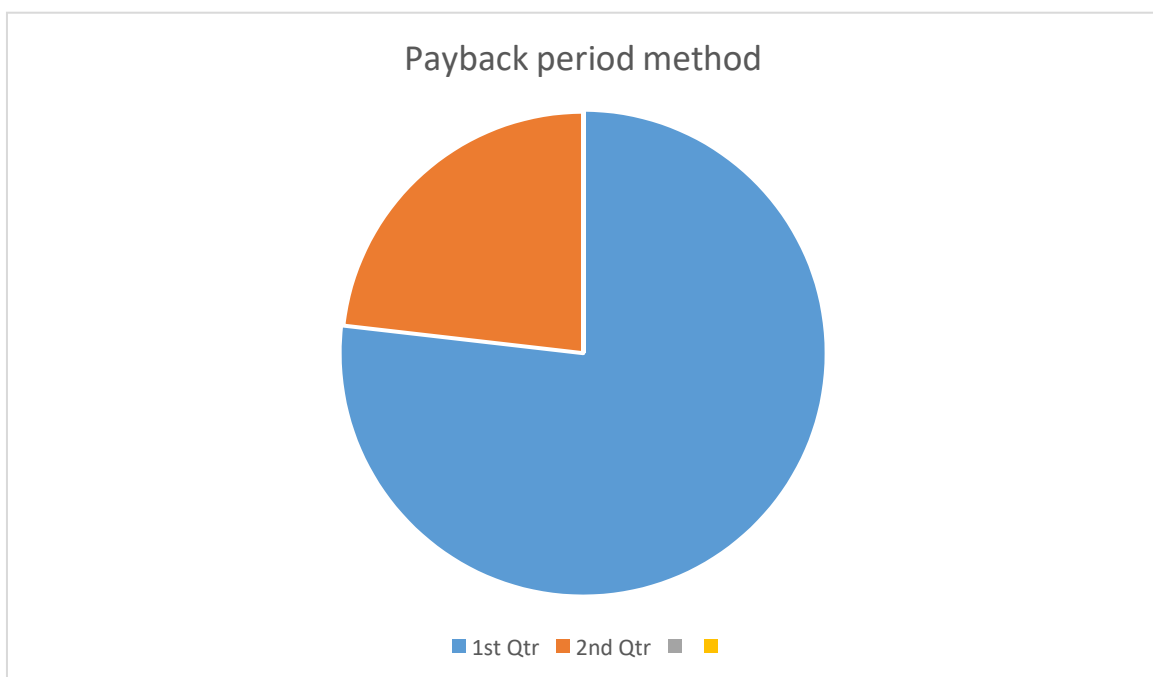
$$10 + 0.93 \times 2$$

$$28.32$$

Payback period method

Table 3.1

Method	Plan -1	Plan-2
Payback period (in years)	5.17 years	1.56 years

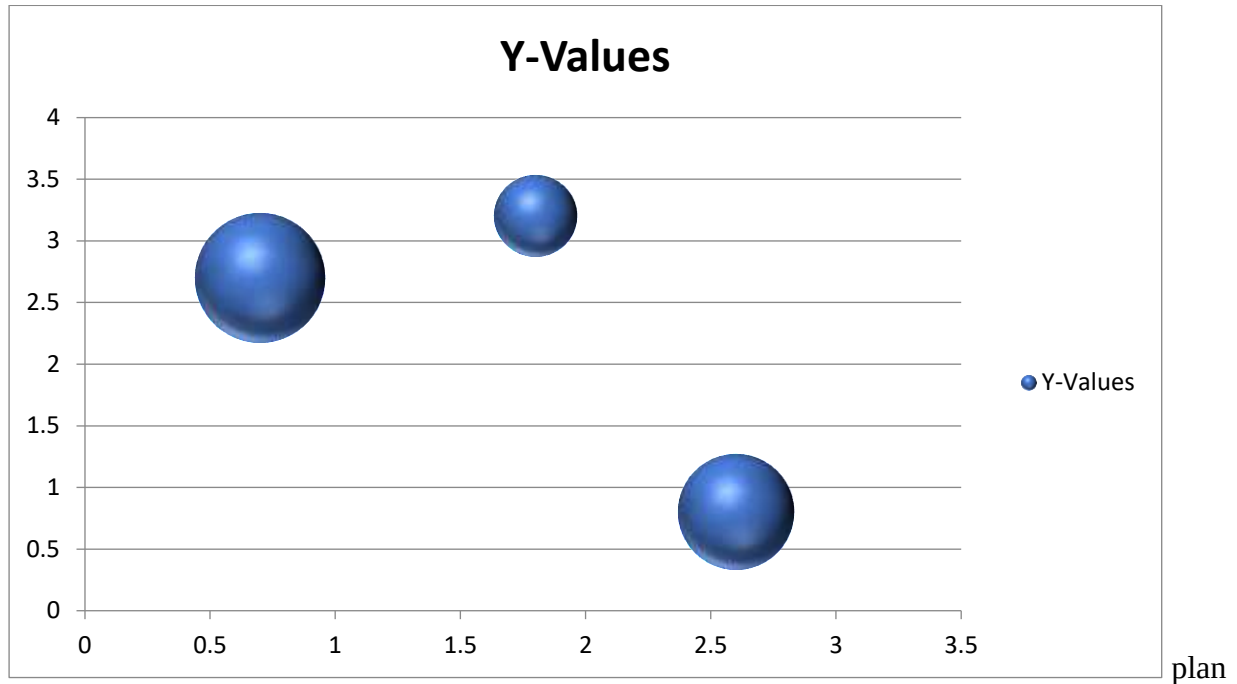


Graph 3.1

Interpretation:

From the above table and graph show that payback period of plan first is 5.17 years and plan 2 is 1.56 years. There is plan second is less than that of plan first which indicates that plan second is more desirable as compare to

■ ■ ■ ■

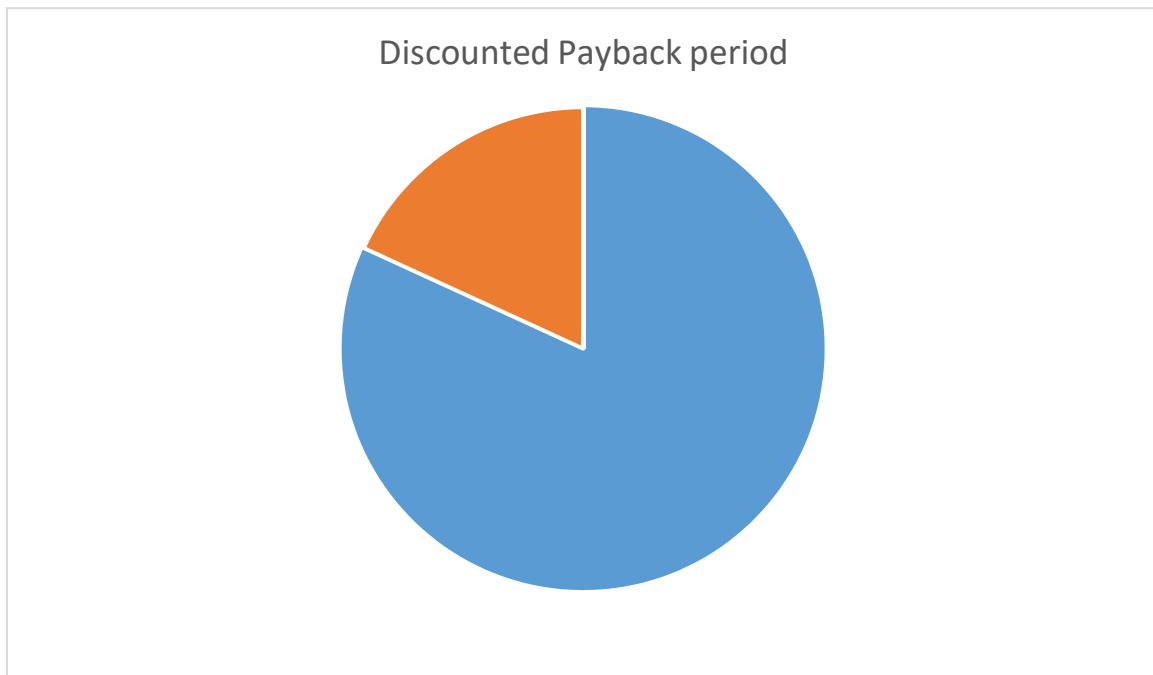


first because it requires less years to recover initial investment that's why the company suggest

Discounted payback period

Table 3.2

Method	Plan 1	Plan 2
Discounted payback period	7.66 years	1.7 years



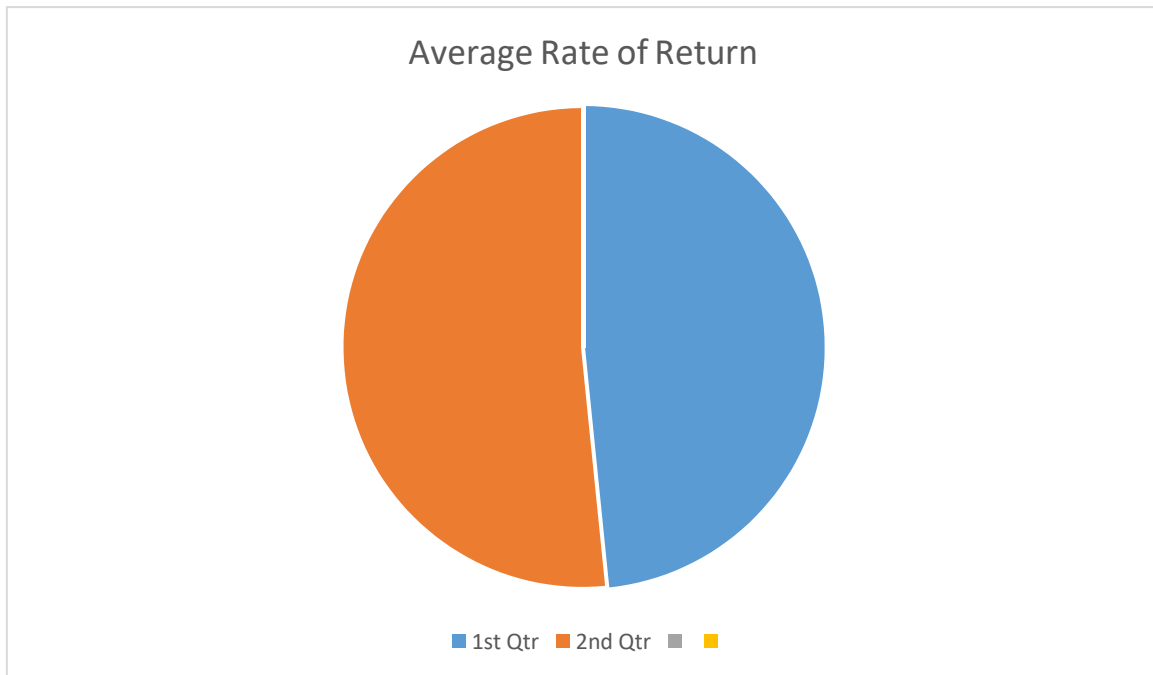
Interpretation:

From the above table and graph show that discounted payback period of plan first is 7.66 years and plan second is 1.7 years through which clearly comes to know that plan second involves less time to recover original investment than the plan first so choosing first plan is more beneficial to the company to recover the initial investment.

Average Rate of Return

Table 3.2

Method	Plan 1	Plan 2
Average rate of return	22.29%	162.2%



Graph 3

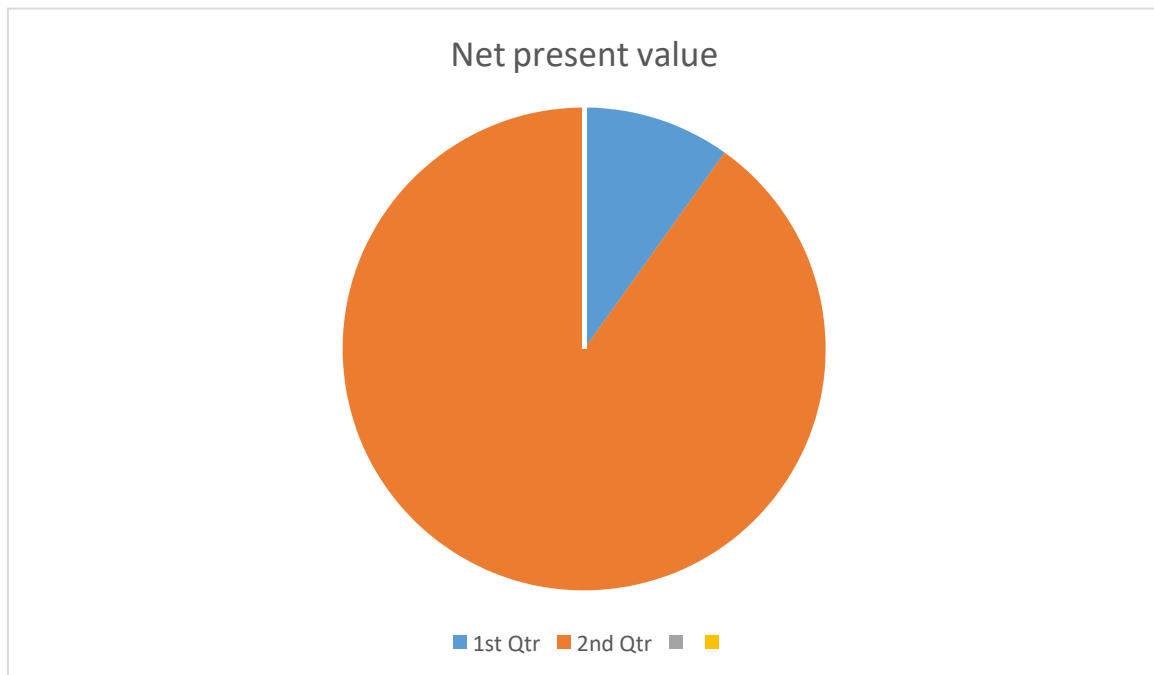
Interpretation:

From the above table and graph shows that average rate of return plan first that indicates 22.29% and plan second are the 162.2% which shows first plan is less than plan second, so the plan second is more profitable than the plan First because it gives highest average rate of return to the company. The project with the higher ARR can be accepted.

Net present Value

Table 3.4

Method	Plan 1	Plan 2
Net present value	83800	762398



Graph 3.4

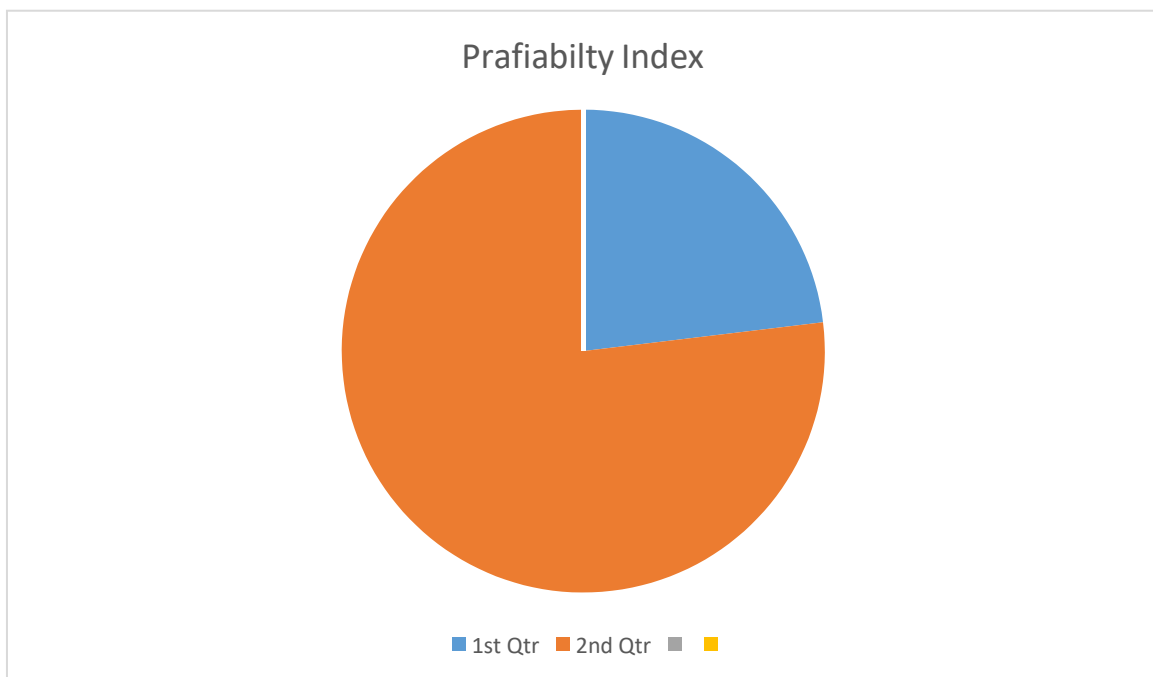
Interpretation:

From the above table and graph indicate the net present value plan first is 83268 and plan second is 762567 there are plan first is less than the second plan, there much more difference between the two plans so the company has selected plan second as compare to first and the Net Present Value of first plan is neglected.

Profitability Index

Table 3.5

Method	Plan 1	Plan 2
Profitability index	1.18	3.93



Graph 3.

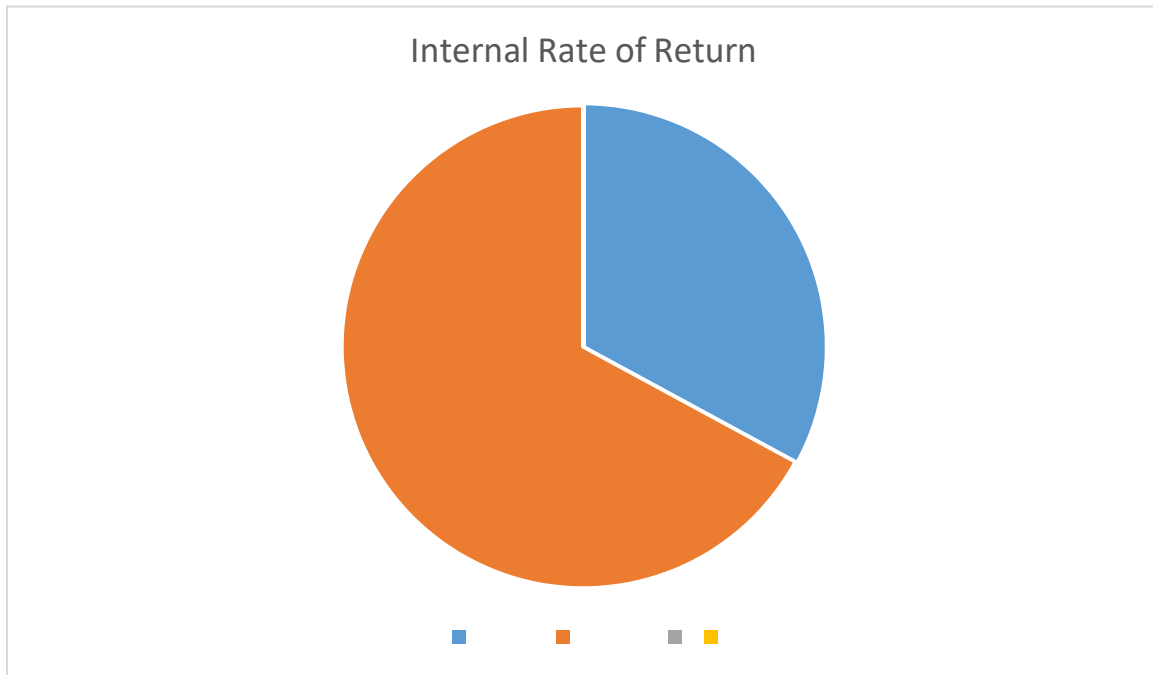
Interpretation:

From the above table and graph show that profitability index of first plan is 1.18 and second plan is 3.93 by comparing both the plans. first plan is less than the second plan that are shows plan second is more profitable so it is suggested that second plan is more profitable to the company

Internal rate of return

Table 3.6

Method	Plan 1	Plan 2
IRR	14.0197	28.5815



Graph 3.

Interpretation :

from the above table and graph indicates that is internal rate of return method plan first is 14.0197 and plan second is 28.5815 the plan second is more profitable as compare to plan first because it gives highest return rate to company.

Findings

1. As per study plan second is profitable to the company as given in payback period technique because when the project are selected by using the ranking method. The project having the shortest payback period has been selected as a rank first .so here the Plan second is more profitable to the company.
2. Discounted payback period indicates that plan First is to be selected by company
3. NPV techniques clears that by comparing both the plans , plan 2 is good and beneficial for the company as its NPV is higher than the first plan.
4. In profitability index the plan 2 is more profitable to the company
5. Internal rate of returns state that plan second is more profitable as compare to the other plan as it gives highst return to the company.

Conclusions

The main objective of this project work is to determine importance of capital budgeting for investment decisions of the company by evaluating various techniques of capital budgeting. it provides better guidelines for decision making for management. From detaile study of capital budgeting with special reference of master precision belagavi. The researcher concluded that plan second is more profitable for the company.

The company should follow some advanced capital budgeting techniques such as a net present value , Internal rate of return, etc. which help the firm to evaluate the detail study of both the projects like present value factor, discount on future cash flow, entire life of the project etc. and it is required to maintain efficient funds to invest for the future project. By considering all these factor plan second is more profitable to the company so that they generate more income by investing such plans.

Further the company has a very good policy that are being followed by the management while taking the relevant investment decisions. Even through company has o take decisions very alertness and very carefully, because the decisions will have long lasting effect on the company.

Suggestions

1 The organization has to be follow payback period method for taking investment decision the firm comes to know in which year is more profit in the company

2The company is more profit to the company so here the profit is low plan first company become wants more profit

3 The company techniques clear which plan is to good & beneficial for the company NPV is higher to the company

4 Company wants to be more profit to the company

5 internal rate of return which year is profit to compare both plan & to return highest rate of return in company

CHAPTER 5

BIPLIORAPHY

Books

Book Name	Authors
Financial Management	I.M.Pandey

WEBSITES:

- masterprecision@rediffinail.com
 - www.cncmachines.com

APPENDIX

Particular	Plan 1	Plan 2
Mchine cost	448800	260000
Project life	10 yrs	10yrs
Company profit rate	5%	5%
Selling price	15	15
Daily Output	400	800
Working Days	310	310

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Department of BBA- Belagavi
(Affiliated to Rani Channamma University, Belagavi)

RANI CHANNAMMA UNIVERSITY, BELAGAVI



A Project Report On
“A Study on Customer Satisfaction Towards Supermarket in
Reference to Belagavi cityIndia.”

Undertaken At
“BHARATENTERPRISES”

Submitted By
Ms. Shifa A. MOMIN
REG.NO. B1811237

Submitted to
RANI CHANNAMMA UNIVERSITY, BELAGAVI
Inthe Partial Fulfillment of the Award of
BACHELOR’S DEGREE OF BUSINESS ADMINISTRATION
2020-2021

S.K.E. Society's
RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE
Department of BBA-Belagavi



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Submitted by
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Reg. No: B1811237

BBA 6th Sem

Under the guidance of

Organizational Guide

Ms. Nikita Patil
HR Manager

Institute Guide

Prof. Nandakeshwar.V. Hiremath

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(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

CERTIFICATE

This is to certify that MS. SHIFA A MOMIN has satisfactorily completed the project at BHARAT ENTERPRISES, Belagavi in partial fulfilment of award of bachelor's degree in business administration by Rani Channamma University, Belagavi for the year 2020-2021.

Institution guide
Prof. Nandakeshwar. V. Hiremath

Director
Prof. S.S. Shimangoudar

DECLARATION

I, Ms. SHIFA MOMIN student of BBA 6th Semester, studying in, RPD College Of Arts & Commerce BBA Department hereby declare that the project Titled “A study on customer satisfaction towards Supermarket with reference to Bharat Enterprises Belagavi City” is an original piece of research work carried out by me under the supervision and guidance of HR manager Nikita Patil and faculty guide Prof. Nandakeshwar .V. Hiremath.

The information has been collected from genuine and authentic sources. The work has been submitted in partial fulfilment of the requirement of BBA course of Rani Channamma University Belagavi.

Date :

Place: Belagavi

Ms. Shifa Momin

ACKNOWLEDGEMENT

Every project big or small is successful largely due to the effort of a number of wonderful people who have always given their valuable advice or helping hand. I sincerely appreciate the inspiration, support and guidance of all those people who have been instrumental in making this project a success.

I Shifa A. Momin, the student of RPD College of Arts & Commerce BBA Department Belagavi I am extremely grateful to “COMPANY” for giving me the permission to undertake the study and for confidence bestowed in me and entrusting my project entitled “A study on customer Satisfaction towards Supermarket.”

At this junction I feel deeply honored in expressing my sincere thanks to Viresh R Store manager, Nikita Patil HR manager as my guide for making the resource available at right time and providing valuable insights leading to the successful completion of my project.

I express my gratitude to our college Director S. S. Shimangoudar for his complete support and guidance. I also extend my gratitude to my project guide Nandakeshwar. V. Hiremath, who assisted me in completing the project.

I would like to thank all the faculty members of RPD College of Arts & Commerce BBA Department for their critical advice and guidance without which this project would not have been possible

Last but not the least I place a deep sense of gratitude to my family members and my friends who have been constant source of inspiration during the presentation of this project work.

Shifa Momin

EXECUTIVE SUMARRY

Customer satisfaction leads to customer loyalty, retention, positive word of mouth, employee satisfaction and increase profit. Customer satisfaction also prevents the negative word of mouth and increase customer feedback which benefits the firm. The Bharat enterprises is newest supermarket in Belagavi and it need to initiate customer focus marketing and also innovate new ways to be competitive in market. The research on 'Customer satisfaction on supermarket-evidence from Bharat enterprises supermarket and departmental store' is conducted to examine the overall level of satisfaction for Bharat enterprise supermarket. The research specifically examines the dimension of customer satisfaction and significant dimension of customer satisfaction for the supermarket.

The research uses conceptual framework developed on the basis of literature review and the variables use to determine level of satisfaction are location, facilities, product, quality, reliability, personal service, method of payment and the process. This research uses primary data through survey administer through questionnaire and interview.

The result of the study shows the overall level of satisfaction among the respondents is moderate satisfaction. The significant dimension for customer satisfaction are method of payment and location. The personnel service is less significant for customer satisfaction.

The organization should focus on its weakness of personnel service through improvement in selection and training. The remaining dimension i.e. moderately significant to customer satisfaction should be improved to better serve the customer. As per the study majority of the customers go for preferences purchase when there is a monetary promotion taken place and they will spend more time to purchase. Most of the customers will buy Apparels, cosmetic and personal use and home needs products on preferences purchase.

As the study requires the customer potential opinion it will also help to know the awareness level of store and loyalty in Belgaum district and also the opinion regarding the product as well as the overall performance of product service centers. The study will also help us to identify the factors that influence to buy the store and loyalty which will helpful to company for better improvement of the products & store.

TABLE OF CONTENTS

SLNo	TITLE	PAGENO
1	INDUSTRY PROFILE	1
2	INTRODUCTION OF COMPANY	2-3
3	COMPANY PROFILE	4-5
4	HISTORY	6-7
5	OWNER OF COMPANY	8
6	VISION, MISSION & OBJECTIVES	9
7	STORE CHART	10
8	DEPARTMENTS	11
9	PRODUCT PROFILE	12
10	SWOT ANALYSIS	13
11	INTRODUCTION OF TOPIC	14-15
12	RESEARCH METHODOLOGY	16-19
13	DATA ANALYSIS & INTERPRETATION	20-31
14	FINDINGS	32
15	SUGGESTIONS	33
16	CONCLUSION	34
17	BIBLIOGRAPHY	35
18	APPENDIX	36-37

INDUSTRY PROFILE

Retailing:

The word 'retail' is derived from French word 'retailer' Meaning "to cut a piece off" or "to break Bulk". In simple terms it implies first- hand transaction with the customer. A Supermarket is a departmentalized service retail store and most are very large stores, which stock a wide range of product to customers.

Retailing involves a direct interface with the customer and the coordination of business activities Right from the concept or design stage of a product or offering ti its delivery and post delivery service to the customer. Retail is India's largest industry and it accounts for over 10 per cent of the India's GDP. Retail industry in India is expected to rise 25% being driven by strong income growth, changing lifestyles and favorable demographic patterns.

India retail industry is expanding itself most aggressively as a result a great demand for real estateis being created. Indian retailers preferred means of expansion is to expand to other regions and to increase the number of their outlets in a city. Indian retail industry is progressing well and for this to continue retailersas well as the Indian government will have to make a combined effort.

INTRODUCTION OF COMPANY

4u Supermarket and café is a top player in the category supermarkets in the Belgaum. This well-known establishment acts as a one-stop destination servicing customers both local from others parts of Belgaum. This Business has established a firm foothold in it's industry. The belief that customer satisfaction is as important as their products and services, have helped this establishment garner a vast base of customers, which continues to grow by the day. This Business employs individuals that are dedicated towards their respective roles and put in a lot of effort to achieve the common vision and larger goals of the company.

In the near future, this business aims to expand its line of products and services and cater to a larger client base. Supermarkets have a high turnover and are therefore able to buy goods in bulk. This cuts down the unit cost and in turn the price which further encourages business. Classic self-service with shopping carts as popularized in India by typical focus on regular groceries, household goods and personal care products.

Retailing involves a direct interface with the customer and the coordination of business activities right from the concept or design stage of a product or offering to its delivery and post delivery services to the customer. The industry has contributed to the economic growth of many countries and is undoubtedly one of the fastest changing and dynamic industries in the world today.

The company's leading formats include a chain of fashion outlets, Super bazaars, Food bazaar, dairy items, blends the look, touch and feel of Indian bazaars with aspects of modern retail like choice, convenience and quality and central, a chain of seamless destination malls. The company follows a multi format retail strategy that captures almost the entire consumption basket of Indian customers. In the lifestyle segment, the group operates a fashion retail chain and central a chain of seamless malls.

With the government intervention the retail industry in India took the new shape and outlets for public distribution system, cooperation store was setup. These retailers stored demanded low investments for its established and after seeing the monopoly of Indian retailers, the market is all set to welcome retailers who are making their way to invest in the country.

The staff focuses all of its attention on satisfying the customer's needs. However, the management's job is to provide the staff with support necessary to achieve these goals. With the increase in customer's demands and competition it has become a lot more important to base the entire company on customer service.

Many Supermarket stores have a grocery department and vegetables section called as Food bazaar. Supermarket stores in metros have a gaming area and play area for enjoying, these have proven to be very popular as a hang-out area for people of all age groups.

COMPANY PROFILE

Company Name: Bharat Enterprises (4u Supermarket and café)

Address : Plot No 13., Near Maratha Mandir, Tilakwadi BELGAUM, Karnataka-
590006

Type of Industry: Private Retail

E-mail : rbelgaumkar@yahoo.com

Year of Establishment: 2019

Website: www.4usupermarket.in

Bharat enterprises is a 4u supermarket chain in South India. It is also one of the oldest supermarket chains in India with origins dating back to 2019 and hence its products are sold under the brand name of “4u”. Also, unlike almost all other supermarkets and grocery shops in India, 4u sells its own products among other brands.

4u Supermarket is the finest natural and organic foods available maintain the strictest quality standards in the industry. The sales persons working there are well trained to serve the customers. They are getting promotions as team leader for their best performance with increase in salary and incentives are also given. Employee discount cards are given to every employee for their purchasing in supermarket.

It is the biggest and fastest growing chain of department stores. Currently Supermarket stores are located only in India. Supermarket is not just for marketing but it caters to every need of a family where Supermarket scores over other stores is its value for money proposition for the Indian customers. At supermarket, we can get the best products at the best prices that's what they guarantee. With the ever-increasing array of private labels, it has fashion and including utensils, crockery, Health care much more at price that will surprise you and this is just the beginning. Supermarket plans to add much more to complete your shopping experience.

Line of business:

The company is present across several lines of business which have various formats (stores) operational under it. These include:

- ✓ Food-Food Bazaar, café
- ✓ E-Tailing (online shopping)-www.4usupermarket.in
- ✓ Books & Stationery
- ✓ Wellness
- ✓ Telecom & IT

It is the only supermarket chain that lays special emphasis on its own product, sold under the brand grown to become a household name with consumers spanning successive generations.

4u is one of India's pioneering champions of organized retail and has the age where customers now seek more value in their shopping experience than before. Beginning with a single store and has success with multiple stores across city each delivering unmatched value in terms of range and shopping experience to the customers offering a wide range of grocery, general merchandise and personal care products.

With the mission of constantly improving and upgrading capacities to satisfy customers through a wide range of food products and services offered at the right quality, quantity and price supported by innovative solutions, 4u is all set to embrace emerging technologies and be recognized for its integrity, customer focus and commitment to quality.

A Supermarket is a large shopping store where buyers choose their products which are systematically arranged on the shelves. Similar products are arranged nearby which provides buyers with easy time when comparing different products before making decisions on which product to purchase. Additionally, the products on the shelves have price tags attached which helps buyers to decide which products to buy depending on their purchasing power.

HISTORY

A Supermarket store by anatomy, 4u offers 365 days of ultimate shopping experience and a wide range of home and personal products to choose from, all under a single roof. We set sale on an incredible journey with the inauguration of our first showroom at Belgaum. Through unparalleled customer dedication and support we have chartered our path to excellence, and our legacy is for everyone to see.

We strive to fulfil each and every need of our beloved customers and cater to them premium quality products from over a wide variety of categories including home utility products like food, groceries and related commodities, toiletries, kitchenware, personal products in beauty and healthcare, footwear, baby products, fitness products and a lot more in the competitive and affordable prices.

The company have relied only on differentiation of products and services to retain their customers and also to satisfy the consumers. The company's products or services are varied requirements of their customers. The company has taken many decisions to increase sales from time to time due to the improvement of service quality in parallel with product variety.

Due to the tremendous growth of service industry in which retailing sector plays an important role, it is vital for retailers to understand the degree of importance of listening to the inner voice of customer's needs to create, increase level of satisfaction. Effective of company leads to prospective long-term relationship and loyalty through repeating purchase and recommendation which helps retailers maintain their market share and position.

The products offered by the company are manufactured using optimum quality factor inputs and are in strict adherence to the defined industry norms. Also, the factor inputs used while manufacturing these products are sourced from some of the specialized and dependable vendors of the industry.

The products offered by company are extensively applauded by our patrons for their unmatched quality, enhanced durability, easy installation, minimum maintenance and reliable functionality. To deliver our clients a superior quality range of product, the company manufactures these products using top quality materials and checks them on various parameters. The high-quality standards it has been able to maintain have helped it to gain the ISO certification. For the complete satisfaction of the clients the company also packages the consignment and provides free delivery facility.

OWNER OF THE COMPANY

Mr. RANJAN is the founder of the 4u Supermarket which was established in 2019. It is located in Belgaum. The parent entity of the group is future corporate resource. The business owner has the right to take the net profit obtained at the end of every fiscal year or reinvest it in the company. This was followed by the opening of Supermarket, a uniquely that democratized shopping in India.

Supermarket guaranteed that definitely best products offered at the best prices. Over 1,00,000 products under one roof and it is destination where products available at prices lower than the MRP, setting a new level of standard in price, convenience and quality, making favourite shopping destination. It encourages us to explore areas yet unexplored, write rules yet unwritten, create new opportunities and new successes. To strive for a glorious future brings to us our strength, our ability to learn, unlearn and relearn our ability to evolve. It is a part through a wholly owned subsidiary of limited that is listed on Indian stock exchanges.

VISION,MISSIONANDOBJECTIVES

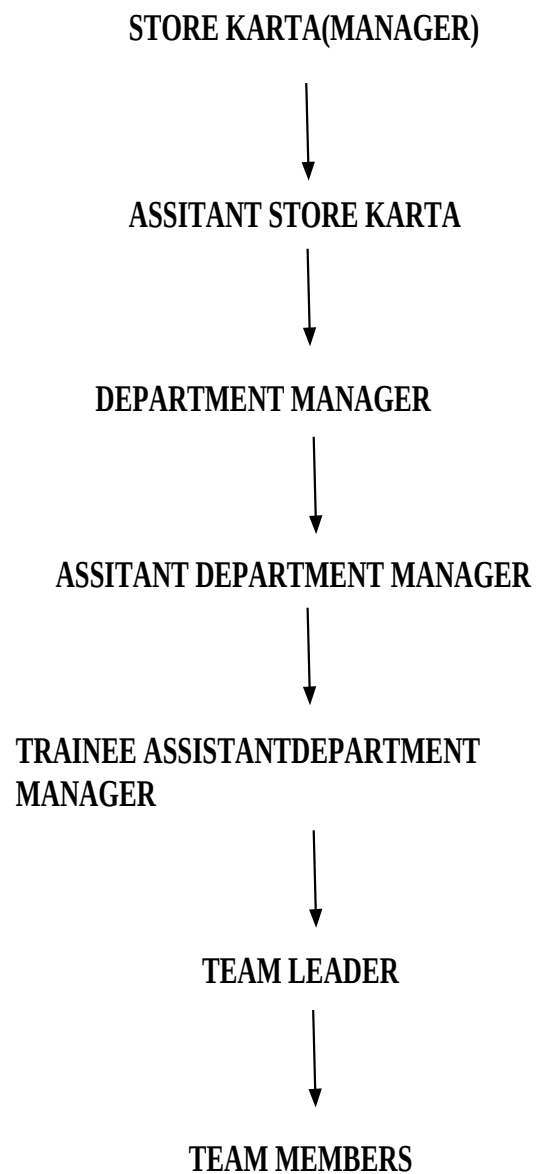
Vision: vision is to serve as many people as possible and in the process are planning on spreading our wings further into the sky. “Shall deliver Everything, Everywhere, Every time for every Indian Consumer in the most profitable manner”.

Mission: We share the vision and belief that our customers and stakeholder shall be served only by creating and executing future scenarios in the consumption space leading to economic Development. We will be the trendsetters in evolving delivery formats, creating retail Realty, making consumption affordable for all customer segments- for classes and for Masses. We shall be efficient, cost-conscious and committed to quality in whatever we do.

Objectives:

- To provide quality products to customers at reasonable prices.
- To create employment opportunities for a large number of people.
- To provide an International Shopping Experience and a wide range of home and personal products to choose from, all under a single roof.
- All products sold at supermarket are guaranteed to be at good price and good quality.
- To get the feedback from the consumers on the company's various products
- To provide suggestive measures if any, for improving customer satisfaction.

STORECHART



DEPARTMENTS

Administration Department: Store administration department comes under Store Manager. This department is responsible for the monitoring, housekeeping, security and legal license.

Logistics Department: This department is responsible for the stock receiving, verifying, making inward and sending stock to the respected departments. This department scans all the

IT Department: This department is responsible for the maintaining all computer systems of the stores, all billing machines, their functioning and networking with the master machine.

Cash Department: This department is responsible for the collection of sales amount (cash sales, Credit sales, etc). The sales amount collected throughout the day by the cashier has to be submitted to this department at the end of every day.

Marketing Department: This department is responsible for conducting promotional activities related to all products, services and related offers through different medias like Newspaper and holdings, Pamphlet's, etc.

HR Department: HR Department mainly looks after employees and their problems. The main functions of this department are like Recruitment, Selection, Training and development.

Toys, Depot Department: In this department all kinds of toys like soft toys and teddy bear and we can get books, pen, folders and other stationaries.

T24 mobile Department: T24 will provide customers with a dual advantage all 24 hours of the day- 'Shop More Talk more' and Talk More Shop More. Customers will get shopping benefit for talking and talk-time benefits each time they can shop.

Consumer Service Desk (CSD): This department takes queries and complaints of the customer and discount stand offers are intimated as well.

Maintenance Department: This department is responsible for complete stores maintenance, such as electricity, lifts, cleaning and so on.

PRODUCT PROFILE:



Most supermarkets are similar in design and layout due to trends in marketing. Fresh produce tends to be located near the entrance of the store. The product offerings include a wide range of baby foods and products, Bakery, Books, Newspapers and magazines, Bread, Car care products, Cosmetics, Dairy products, Diet foods, Electrical items, Fragrances, Fruits and vegetables, Greeting cards, House cleaning products, First aid items, Personal hygiene and grooming products, Rice and wheat, Seeds, Spices, Snacks, Soft drinks, Tea, Coffee, Hair oil, Ghee, Food oil, Cheese, Paneer, Ketchup, Ready to cook products & sugar, Butter, stationery, Baking Ingredients, Skin care, Food items, Bags & Luggage, Footwear Accessories, Health care & Wellness.

A Supermarket is a self-service retail store that offers a wide variety of products for domestic usage covering food products, beverages, daily use items, household items etc. organized into sections and shelves under a single roof. The typical supermarket is larger and has a wider selection than of a traditional grocery store. The supermarkets are however, relatively medium in size ranging from 400 to 3000 square feet located mostly near residential areas. The stock a limited range of high-turnover products and the price is as satisfied to consumer as per depending on the product category.

Supermarkets normally opens all seven days a week and customers buy all essential household products to replenish their stock periodically. Supermarket format is appreciated for the availability of all items under sections with consistency in demand round the year due to which it is one of the popular business choices among many entrepreneurs.

The production department undertakes the work of processing the raw materials and converting them into different products. The production forecast is done based on the sales forecast and that is depended on current market situation, the demand etc. the production target is usually divided weekly, monthly.

SWOT ANALYSIS

1) STRENGTHS

- Product with low price that is price guarantee
- Include variety of product with different low-price range
- Attractive business practices
- Location advantages
- Have loyal customers

2) WEAKNESSES

- NO convenient on-going sitting arrangements
- Language problem with employees (especially local language)
- Have delivery for few customers
- Lack of credit facilities for customers
- Limited international presence

3) OPPORTUNITIES

- Belagavi semi-urban cities
- Less organized retailers in Belagavi market
- Existing offers can attract customers of Belagavi
- No other supermarket in Belagavi
- Increased demand for products

4) THREATS

- Competition from local small retailers
- Place is convenient for few Belagavi customers to visit
- Entry of other malls in Belagavi city

- Competitive products offering same level features at a lesser price
- Unlike global retailers who operate on thin margins, supermarket retail is looking at a fairly high-margin business model

INTRODUCTION OF TOPIC

A customer is an individual who purchases or has capacity to purchase goods and services offered for sale by marketing institution in order to satisfy personal or household needs, wants and desires.

Meaning of Customer Satisfaction:

Customer satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or change its products and services.

In this light, this project is done on the topic 'Customer Satisfaction at Supermarket'. Marketers of goods and services are increasingly implementing service quality and customer satisfaction surveys to measure business performance and some are even utilizing the results from these surveys to determine employee incentives and appeals. The objective of the survey is to assess the satisfaction level of various customers and to know about the general perception and expectation of customers and the extent to which they have been met and to identify the weakness of organization.

Service quality is the degree to which the performance of service providers matches customer expectations. Service is very important in today's context as it is the key for attracting new customers and retaining of existing ones. Bad service experienced forces customers to switch the brand or the service provided in search for the one who provides them with satisfaction. Services often come with satisfaction. Services often come with product but it's purely only service. Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by the company have been met. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their business. Customer satisfaction and preference is an abstract concept and involves such factors as

- As the quality of the product,

- The quality of the service provided,
- The atmosphere of the location where the product or service is purchased
- The price of the product or service.

Customers taste and preferences and satisfaction level are changing day by day. Identification of these changes is a major factor because the success of a firm depends on the ability of the firm to adjust with the attitudes of the customer's preferences and satisfaction level.

Customer satisfaction is a major factor for existence and in order to satisfy the customer, identification of major factors influencing customer attitude is necessary and the purpose of marketing research is to provide information at a specific time of customer, trade, competition and future brands, so as to enable marketers to formulate successful strategies in their quest for customers mind share and market share.

Good service and customer satisfaction are very important for any company or retail store. Satisfied customer has a positive impact on company's result and that is why it is important and interesting to investigate this impact. Measuring customer preference and satisfaction should be continuous process that is carried out regularly, not just one if it is done regularly results will be more beneficial.

Due to the increases of heavy competition in every product line it become difficult for the companies to retain the customers for longer time. So, retain the customer for longer time the marketer has to do only one thing i.e. customer satisfaction. If customer is fully satisfied by the product it not only rubs the organization successfully but also fetch many benefits for the company.

Customer feedback is providing the market reflections to the marketer. This enables them to gain the awareness about their market performance, customer preference and their satisfaction towards the services offered by the store.

RESEARCH METHODOLOGY

1. Research design:

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

2. Sample design:

Sampling design refers to technique or procedure the researcher would adopt in selecting items from the sample.

- a) Target population: Target population for the study are customers of supermarket.
- b) Sample size for this study 50 respondents are taken as sample size

3. Data collection:

- a) Primary data: The primary data was collected through survey
- b) Secondary data: The secondary data is collected through company records, company website and internet and text books.
- c) Data collection tool:
 - Primary Data – Questionnaire & Personal Interview.
 - Secondary Data - Reports, Magazines, Website, etc.

❖ Statistical tools and technique used:

- Pie chart
- Column chart

DATA COLLECTION METHOD

The data is collected in following methods:

Survey Method:

The most widely used technique of gathering primary data is the survey method. The sources interviewed personally at the place of work and also with questionnaires. It is a direct and more flexible form of investigation involving face-to-face communication and through recorded questionnaire filled in personally. The information is qualitative, quantitative and accurate. The rate of refusal is low; it offers a sense of participation to the respondents. It usually leads to broader range of data than observation on experimentation method

Interview Method:

It is an important method of data collection. The questionnaire is used for interviewing the respondents. Additional questions (Personal interviews) can be used to secure more information.

Need for the study: The present study is undertaken to understand the impact of customer services provided by supermarket. The study is helpful in finding out the profile, preferences, perception and satisfaction level of the customers who visit the outlet of supermarket at Belagavi. The basic need of this project is to know the “preference” and “satisfaction” amongst the respondents with regard to supermarket services and products.

Objectives of the study:

- To identify the satisfaction level of customer
- To identify the customer preference for supermarket
- To identify the needs of the customer
- To understand and offer the valuable suggestions to improve the store.

Limitations of the study:

- The survey was limited only to the customers of supermarket outlet at Belagavi
- A sample size of only 50 respondents could be taken
- Time limit to carry out the survey was only one month
- Few respondents were reluctant while answering the questions due to their busy schedule.

IMPORTANCE OF STUDY:

- It's a leading indicator of consumer repurchase intentions and loyalty
- It's a point of differentiation
- It reduces customer churn
- It increases customer lifetime value
- It reduces negative word of mouth
- It's cheaper to retain customers than acquire new ones

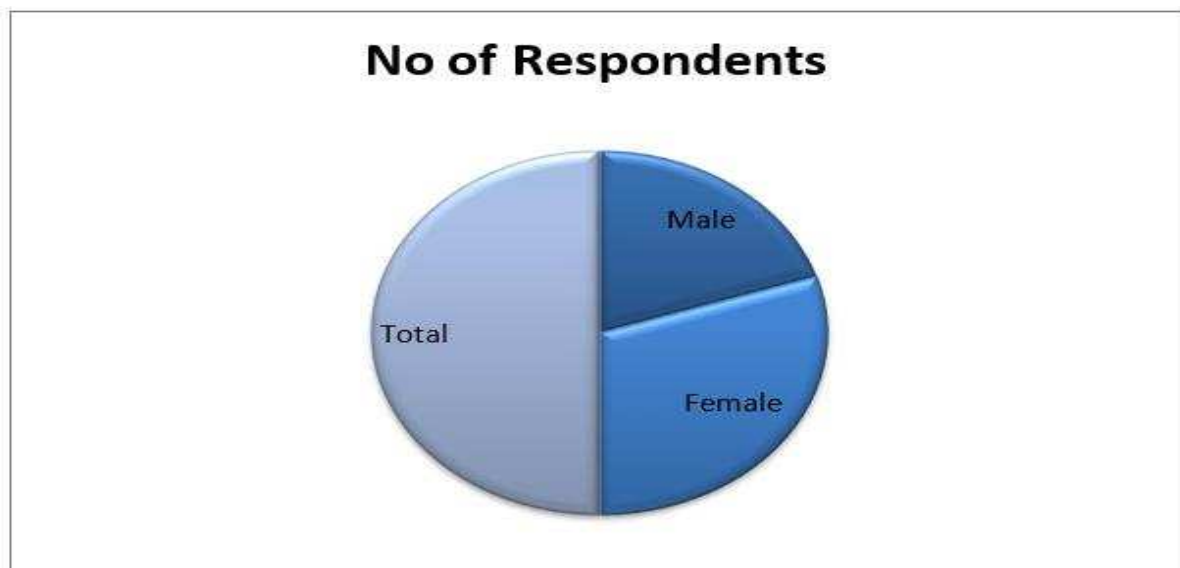
SCOPE OF STUDY:

The purpose of this study is to measure the current satisfaction level of the customer as well as better understand the customer's needs from company's point of view for improving the service level. It will also analyze the reason and factors that influences customers' satisfaction level and assist to find out the problems with the service of the case company. The analysis combined with empirical study in order to solve practical problems and find logical solution as well as give insight that might help the company to improve satisfaction level of customer and service level of the company.

DATA ANALYSIS AND INTERPRETATION:

1. Male and female respondents

Options	No of Respondents	%
Male	20	40
Female	30	60
Total	50	100



Analysis

The above table depicts the information on gender of respondents. It is observed that 40% are male respondents and 60% are female respondents.

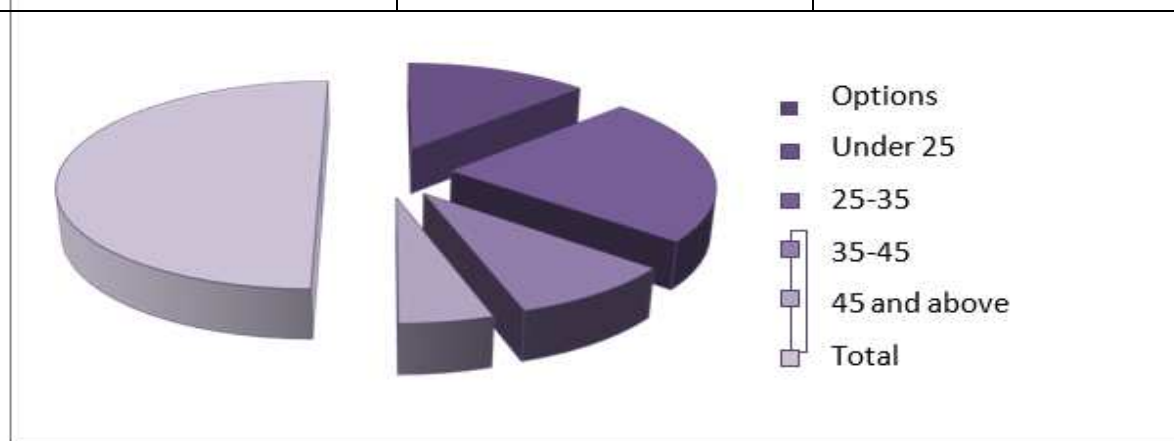
Interpretation

Of the customers approached, 50 people agreed to fill the questionnaire. I as a researcher found that women visit more than men to this retail outlet. So, the company can

provide better service to women to retain them and on other hand company has to focus on men by providing products that attract men by doing this the outlet can expand their consumer base

2. Age category of respondents

Options	No of respondents	%
Under 25	13	26
25-35	23	46
35-45	9	18
45 and above	5	10
Total	50	100



Analysis

The above table depicts the information on age category of respondents. It is observed that under 25 age respondents are 26%, between 25-35 age the respondents are 46%, between 35-45 age the respondents are 18% and above 45 age the respondents are 10%.

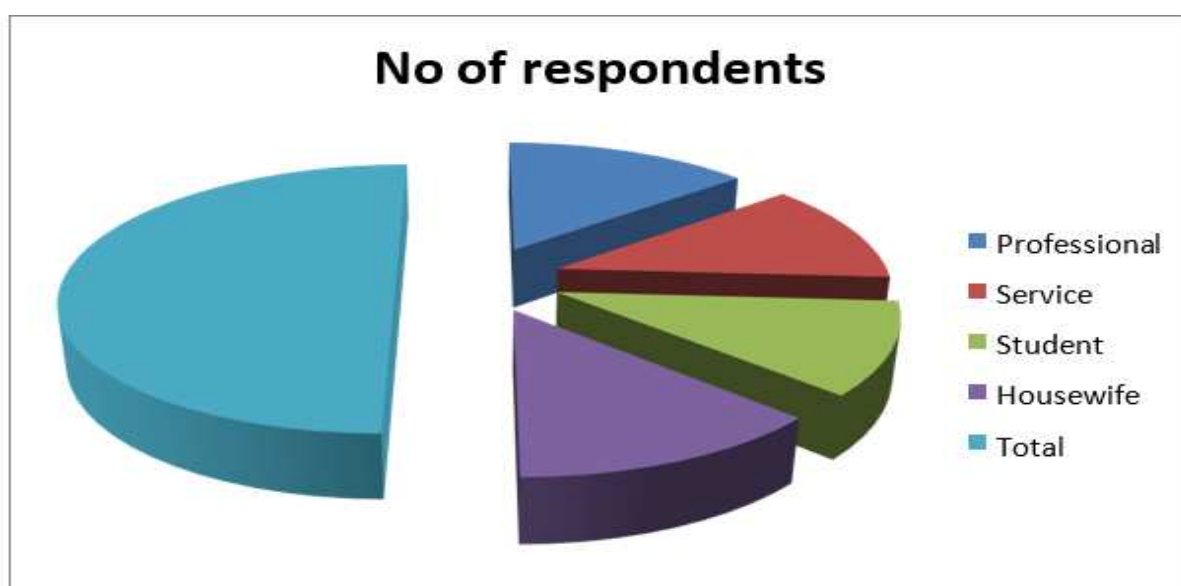
Interpretation

Of the customers approached, 50 respondents agreed to fill the questionnaire. The highest number of respondents fall in the age group 25-35. It can be concluded that most of the customers who visit retail outlets regularly are of working age. The rest of the population who visit

irregular belongs to age under 25, 35-45 and 45 and above. So, company should focus on these age groups by providing them attractive benefits

3. Occupation of respondents

Option	No of respondents	%
Professional	14	28
Service	12	24
Student	11	22
Housewife	13	26
Total	50	100



Analysis

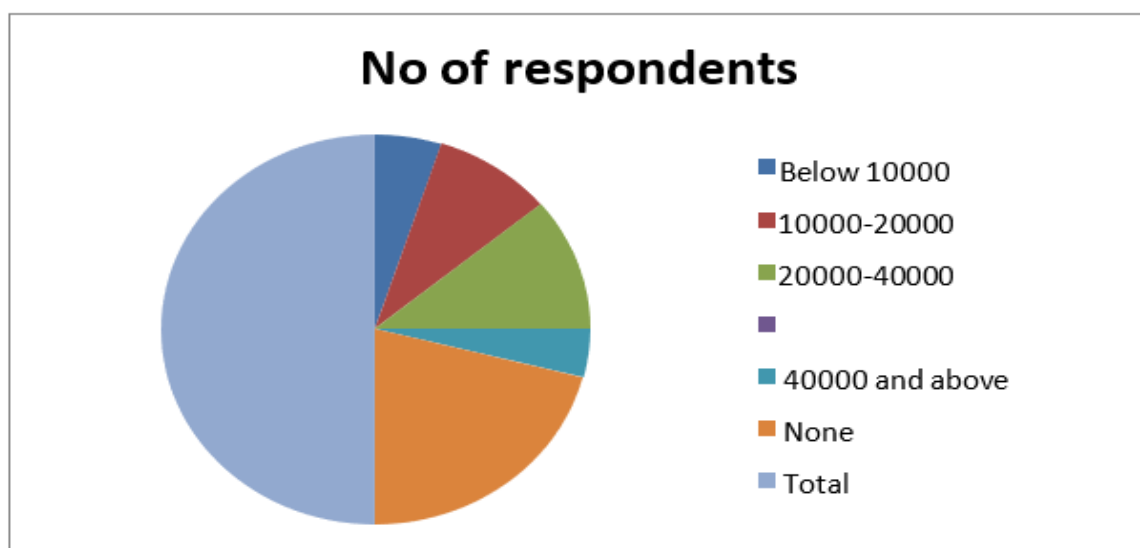
The above table depicts the information about occupation of respondents. It is observed that 28% respondents are professional, 24% are service people, 22% are students and 26% are housewives.

Interpretation

Of the consumers approached, 50 people agreed to fill the questionnaire. From the above table it can be concluded that housewives visit the outlet in less number so the company should come up with different benefits that can attract the housewives as they are main buyers.

4. Income level of respondents

Options	No of respondents	%
Below 10000	5	10
10000-20000	9	18
20000-40000	11	22
40000 and above	4	8
None	21	42
Total	50	100



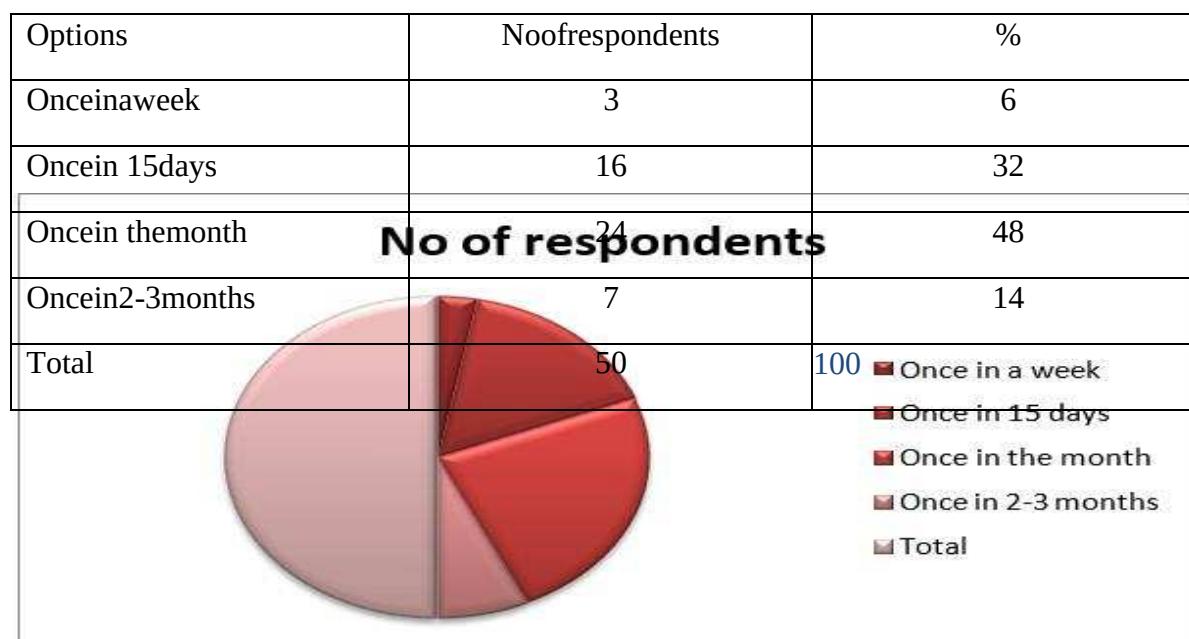
Analysis

The above table depicts the information about income level of respondents. It is observed that 10% respondents are having income below 10000, 18% respondents are having income between 10000-20000, 22% respondents are having income between 20000-40000, 8% respondents are having income above 40000 and 42% are respondents who don't have income as they are housewife and students.

Interpretation

Of the consumers approached, 50 people agreed to fill the questionnaire. From the above table it can be concluded that the consumers were housewives and students who visit retail stores so they are being categorized as none because they don't have income.

5. How frequently you visit Supermarket?



Analysis

The above table depicts the information about frequency of respondents visiting Supermarket. It is observed that 6% of respondents visit once in week, 32% of respondents visit once in 15 days, 48% of respondents visit once in month and 14% of respondents visit once in 2-3 months.

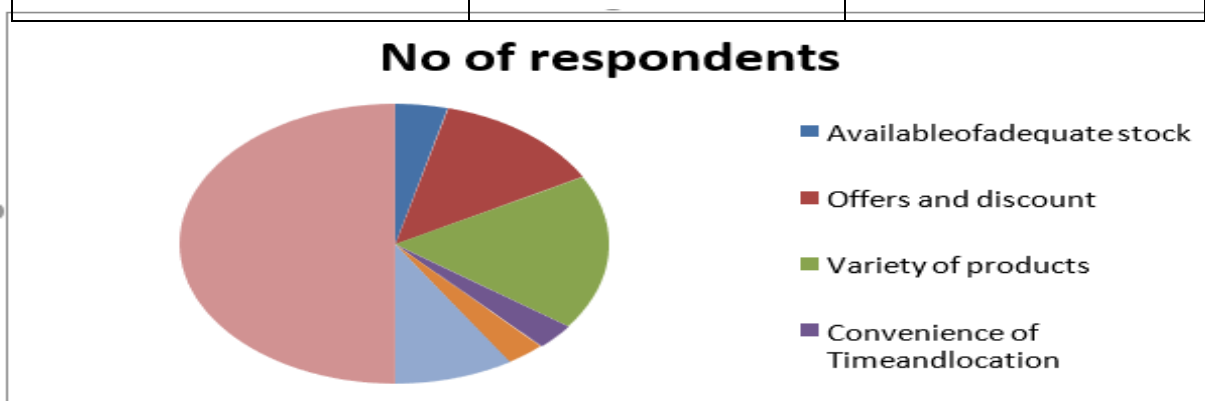
Interpretation

Of the customers approached, 50 people agreed to fill questionnaire. From the table it can be concluded that the highest responses frequently visit once in a month for shopping so these customers look to buy groceries and other essentials to last them a month. These

customers buy in the bulk. On the other hand, customers who visit once in a week they buy more products and some just come to visit the retail outlet. So those customers who only visit the outlet should be entertained so that they can be induced in buying the products.

6. Why do you prefer to shop at Supermarket?

Options	No of respondents	%
Available of adequate stock	4	8
Offers and discount	13	26
Variety of products	18	36
Convenience of time and location	3	6



Reasonable price	3	6
Quality	9	18
Total	50	100

Analysis

The above table depicts the information about respondents' preference to shop at supermarket. It is observed that 8% of respondents prefer to shop at supermarket because of available of adequate stock, 26% because of offers and discounts, 36% because of variety of products, 6% because of convenience of time and location, 6% because of reasonable price and 18% of respondents prefer to shop at supermarket because of quality.

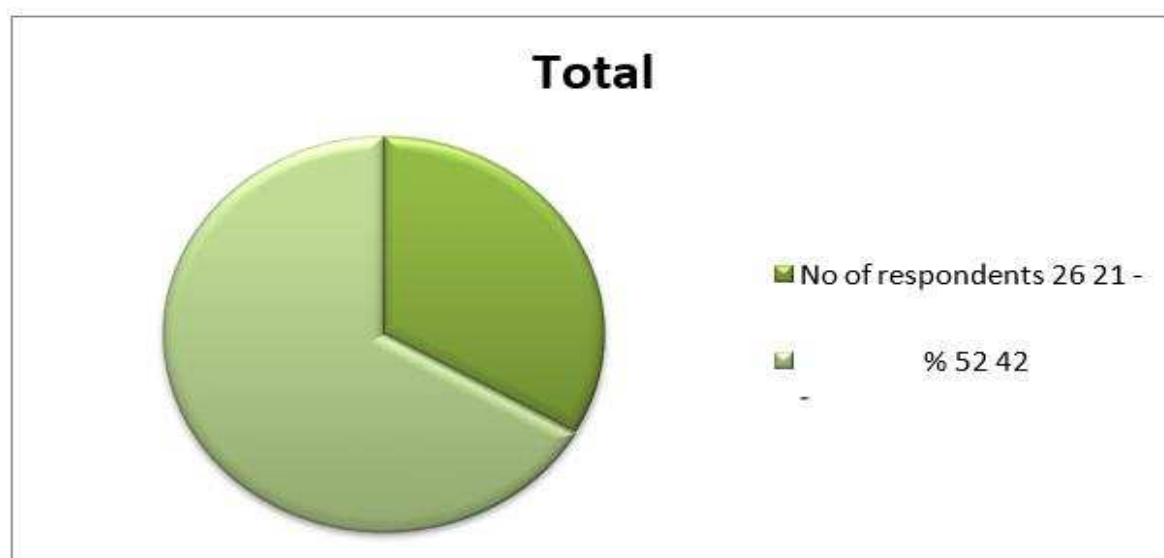
Interpretation

Of the customers approached, 50 people agreed to fill the questionnaire. From the above table it can be concluded that the highest response was respondents prefer to shop at

supermarket due to availability of variety of products. Because it saves their time as it is one stop shopping. So, company should provide available stock of variety products so that they can get good feedback in future and well as in present.

7. Which products do you purchase more often at Supermarket?

Options	No of respondents	%
Food items	26	52
Home items	21	42
Apparels	1	2
Electronic items	2	4
Total	50	100



Analysis

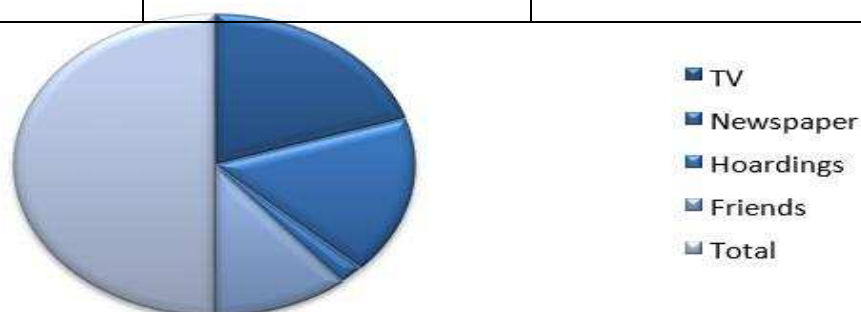
The above table depicts the information about which product does respondents more often purchase at supermarket. It is observed that 52% of respondents more often purchase food items, 42% purchase home items, 1% of Apparels, 4% of Electronic items.

Interpretation

Of the customers approached, 50 respondents agreed to fill the questionnaire. From the table it can be concluded that the higher response from the respondents was food items which they purchase more often, because supermarket is the store where it provides variety of product in one product category and it makes available of all the range of food products from small to large.

8. Which source made you to buy products from Supermarket?

Options	No of respondents	%
TV	11	22
Newspaper	17	34
Hoardings	2	4
Friends	20	40
Total	50	100



Analysis

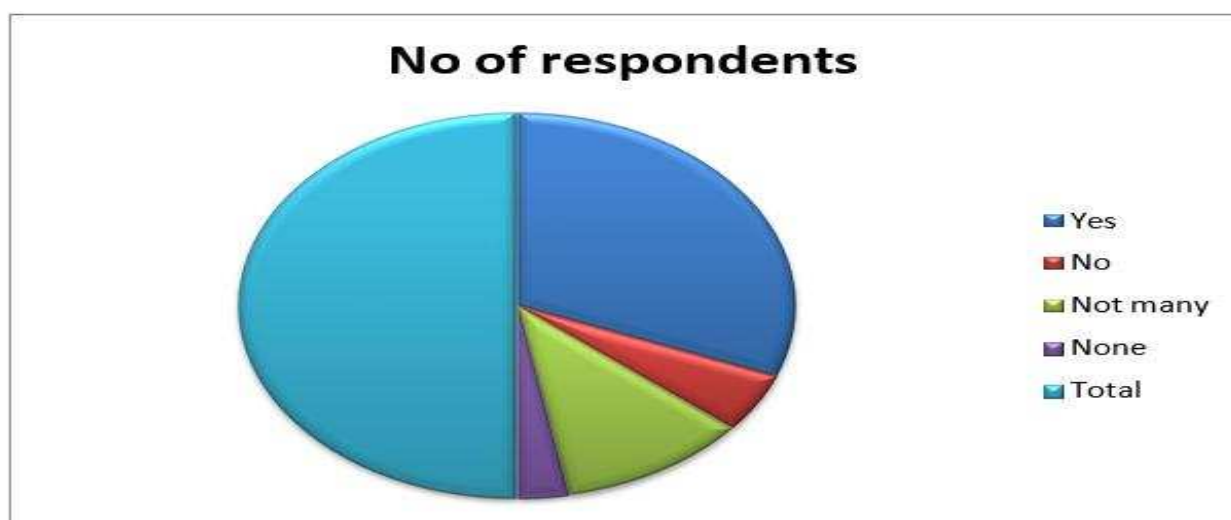
The above table depicts the information about which source made the respondents to buy products from supermarket. It is observed that 22% of respondents came to know about the products sold at supermarket through TV, 34% respondents came to know through newspaper, 4% through hoardings and 40% through friends.

Interpretation

Of the customers approached, 5 people were agreed to fill the questionnaire. From the above table it can be concluded that the highest response regarding the source which made the customers to buy products were TV and Newspaper. Therefore, TV and Newspaper are the most effective media of conveying the message. And on the other hand, hoardings is less so the company should also focus on placing the hoardings at public places to get more customer attraction.

9. Will Supermarket provide more type of company products in one product category?

Options	Noofrespondents	%
Yes	31	62
No	5	10
Notmany	11	22
None	3	6
Total	50	100



Analysis

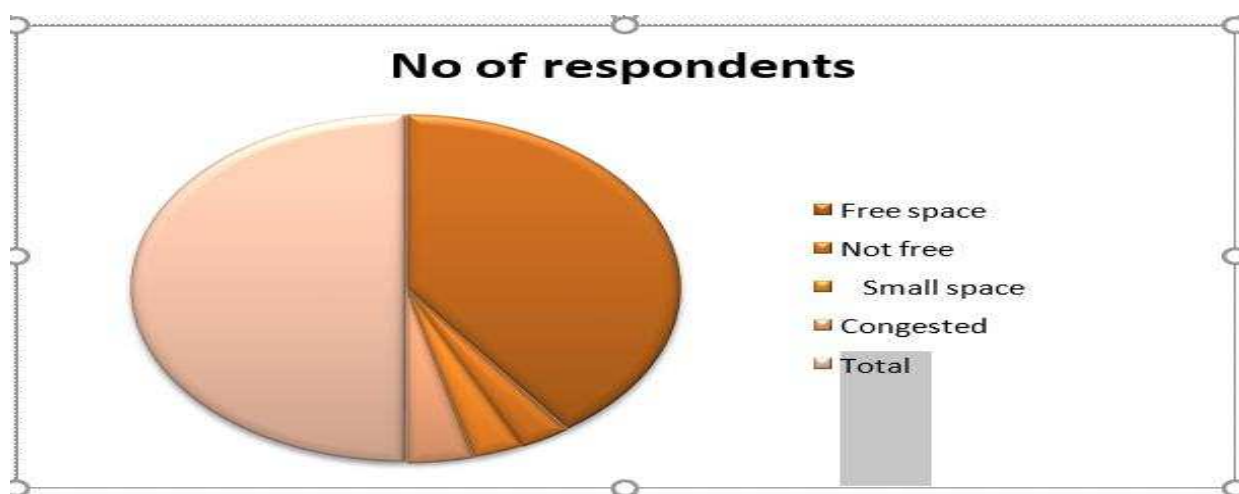
The above table depicts the information about does supermarket more company products in one product category. It is observed that 62% of respondents say yes, 10% of respondents say no, 22% of respondents say not many and 6% of respondents say none it means they are not aware.

Interpretation

Of the customers approached, 50 people agreed to fill the questionnaire. From the above table it can be concluded that 22 respondents say not many so the company should focus on providing the variety of products so the customer can be satisfied.

10. How is store space in Supermarket for moving around for purchasing products?

Options	No of respondents	%
Freespace	40	80
Notfree	3	6
Smallspace	3	6
Congested	4	8
Total	50	100



Analysis

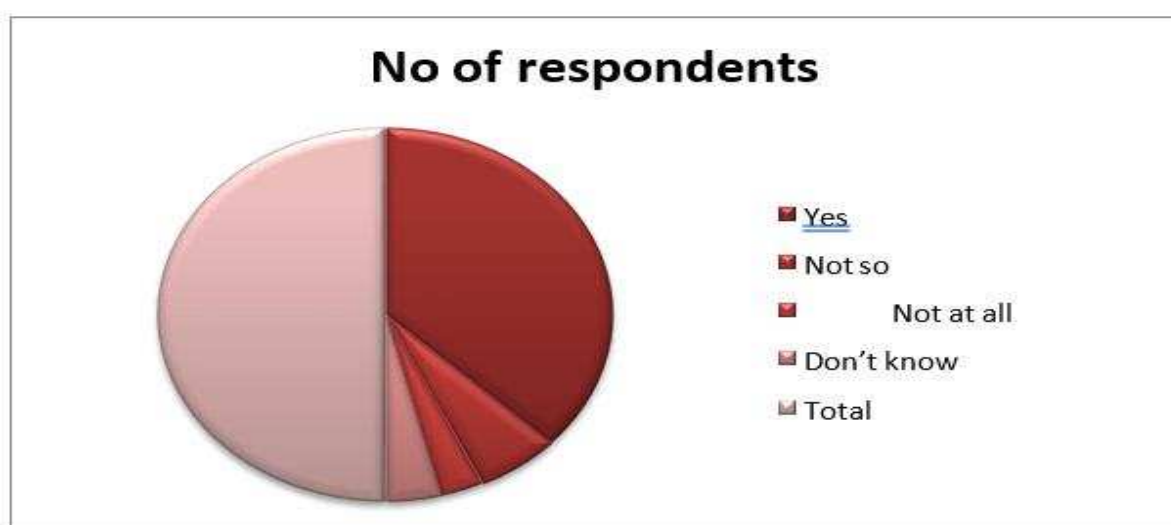
The above table depicts the information about store space in Supermarket for moving around for purchasing products. 80% of respondents say that store space in supermarket for moving around for purchasing products is free space, 6% of respondents say that it is not free space, 6% of respondents say that it is small space and 8% of respondents say that it is congested.

Interpretation

Of the customers approached, 50 people agreed to fill the questionnaire. From the above table it can be concluded that 8 respondents say it is congested so the company should try to identify where it is congested and make the space available so that the customers can move freely.

11. Do you think staff at Supermarket is friendly and approachable?

Options	No of respondents	%
Yes	37	74
Not so	6	12
Not at all	3	6
Don't know	4	8
Total	50	100



Analysis

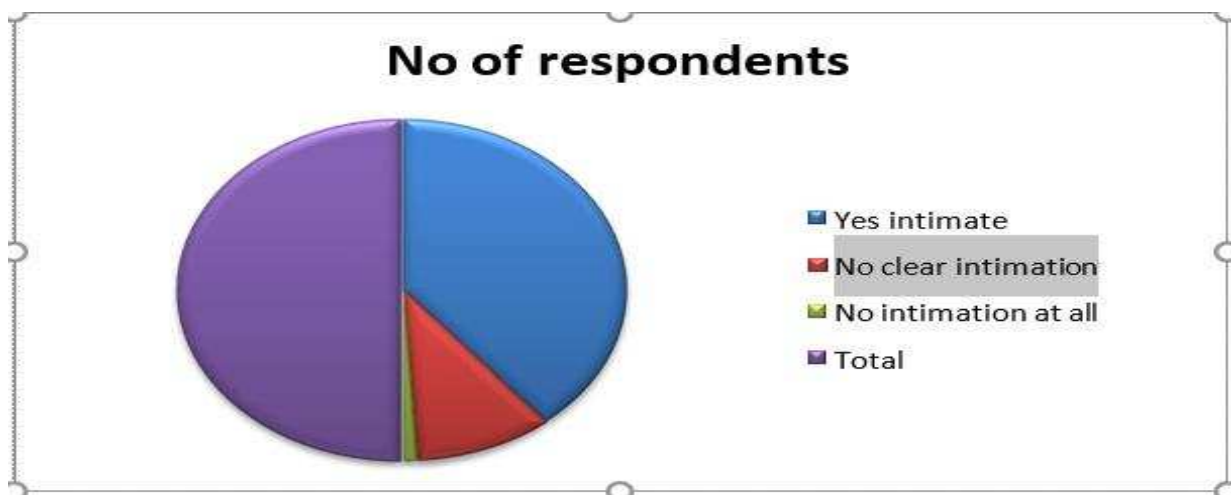
The above table depicts the information about what do the respondents think about the staff at friendly and approachable. It is observed that 74% of respondents say yes, 12% of respondents say not so, 6% of respondents say not at all and 8% of respondents say don't know it means they are not aware.

Interpretation

Of the customers approached, 50 people agreed to fill the questionnaire. From the above table it can be concluded that the high response from the respondents was yes staff is friendly and approachable. On the other hand, few say they are not because sometimes the staff do not solve the queries and don't attend the customers and thus these leads to losing of interest of customers towards supermarket. So company should provide proper training and take measure actions whenever needed.

12. Will Supermarket remind & intimate their store discounts and price to all customers?

Options	No of respondents	%
Yes intimate	39	78
No clear intimation	10	20
No intimation at all	1	2
Total	50	100



Analysis

The above table depicts the information about does the supermarket reminds and intimates their store discounts and prices to all customers. It is observed that 78% of respondents

say that yes, they intimate, 20% of respondents say that they do not get clear intimation and 2% of respondents say that they do not get intimation at all.

Interpretation

Of the customers approached, 50 people agreed to fill the questionnaire. From the table it can be concluded that 10 respondents say there is no clear intimation so the company should stress on giving proper intimation about their products, services to the customers so that they can attract the customers, and retain them.

FINDINGS

1. It is found that the most of respondents has rated as excellent for the quality and many components. Some of the respondents said good and fair.
2. More than 75% of respondents have rated strongly agree and agree for the attributes of sales personnel. Few of the respondents have said disagree for the attribute employees are knowledgeable & friendly.
3. Services attributes has been rated very satisfied by most of the respondents. Some of the respondents have rated satisfied for the service attributes. Few of the customers felt dissatisfied with attributes such as post sales problems solved immediately and parking is sufficient.
4. Customers who visit store are very regular and most of the customers who purchase daily are of fruits and vegetables.
5. The survey indicates that major of the customers purchase regularly from the same store as store staff identify their daily customers and has good relationship management by store.
6. Most of the customers buy their requirement on monthly and weekly basis.
7. It provides variety of product in one product category.
8. Pamphlets and advertising is the source through which most of the people became aware about supermarket.
9. Signage are not updated as per offers and discounts so customers face the problem while making the payments.

SUGGESTIONS

The following are a few suggestions from my point of view:

- Company should focus on prices so that more customers buy from it.
- Company should give more effort on product quality to increase the customers and to enhance the order.
- Company should make their order processes more convenient for customers so that customers feel more convenient.
- Company can also improve their services in terms of delivering the products and also make it more convenient to customers.
- The customer problems should be solved on time as that would add more value to their assets.

CONCLUSION

As from the entire study I came to know that, customers rely heavily quality and if not provided with good quality to them they can shift to the other company. The reasonable price affects the buying process of Indian customers, as they want good quality in lesser price. Customer satisfaction is the basis for any company to operate and make profit. Service quality creates customer satisfaction, and the customers define quality. The customer satisfaction surveys have to take place on continuous basis, and the results have to be put into practice in the company's strategies and operations. Over all the results of the customer satisfaction were very positive and from this study it is good to continue regularly. Based on the theory about customer satisfaction, service quality and customer satisfaction studies it is clear that with basic service it is not enough to compete with the competitors.

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BOOKS

- ❖ Measuring Customer Satisfaction Third Edition: Survey Design
- ❖ Philip Kotler, Marketing Management [Tata McGraw Hill].
- ❖ Principles of Marketing – Philip Kotler

APPENDIX

“A study on customer satisfaction towards Supermarket with reference to Bharat Enterprises Belagavi City India”

Name: -----

Address: -----

ph.no: -----

1. Gender

- a) Male b) Female

2. Age

- a) Under 25 b) 25-35 c) 35-45 d) 45 and above

3) Occupation

- a) professional b) service c) student d) housewife

4) Income level

- a) Below 10000 b) 10000-20000 c) 20000-40000 d) 40000 & above e) none

5) How frequently you visit Supermarket?

- a) Once in a week b) once in 15 days c) once in a month d) once in 2-3 month

6) Why do you prefer to shop at supermarket?

- a) Available of adequate stock b) offers & discount c) variety of product d) quality

7) Which product do you purchase more often at supermarket?

- a) Food items b) Home items c) accessories d) grocery

8) Which source made you to buy products from supermarket?

- a) Newspapers b) Hoardings c) friends d) pamphlets

9) How is store space in supermarket for moving around for purchasing products?

- a) Free space b) not free c) small space d) congested

10) Do you think staff at supermarket is friendly and approachable?

- a) yes b) not so c) not at all d) don't know

- 11) Will supermarket remind & intimate their store discounts and prices to all customers?
a) Yes intimate b) no clear intimation c) no intimation at all
- 12) How is supermarket maintaining product quality comparing to other retail store
a) Good b) normal c) not good d) poor
- 13) How much time do you approximately spend at supermarket?
a) Less than 1 hr. b) 1-2 hrs. c) 2-4 hrs. d) More than 4 hrs.
- 14) The promotional offers at supermarket are alternatives and induce me to make a purchase
a) Strongly agree b) agree c) disagree d) neither agree nor disagree
- 15) How do you rate pricing of product at supermarket?
a) Expensive b) competitive c) affordable d) reasonable
- 16) Are you satisfied with environment and location of Supermarket?
a) highly satisfied b) satisfied c) dissatisfied d) not so satisfied
- 17) Are you satisfied with facility provided by Supermarket?
a) highly satisfied b) satisfied c) dissatisfied d) not so satisfied
- 18) What other facility would you like to get at Supermarket?
a) free gifts b) lucky draw c) coupons d) discount card
- 19) In which area of operation at Supermarket improvement is needed?
a) cashier b) staff knowledge c) parking facility d) delivery system
- 20) How do you feel (satisfied) after shopping at Supermarket?
a) feel very satisfied b) satisfied c) dissatisfied d) not so satisfied

Give your suggestion to improve the store more attractive and more preferable-----

**SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND
COMMERCE DEPARTMENT OF BBA
BELAGAVI**



A Project Report On
"EMPLOYEE WELFARE"

Undertaken at
"SAVSON MOTORS, BELAGAVI"

Submitted by:
Ms. SHILPA U. PATIL
Reg.No.B1811238
BBA 6th Sem.

Under the Guidance of

Organizational Guide
Mr. Moin Makandar

Institute Guide
Prof. N. V. Hiremath

**S.K.E. SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND
COMMERCE DEPARTMENT OF BBA
BELAGAVI-590006**

Affiliated to Rani Channamma University, Belagavi.



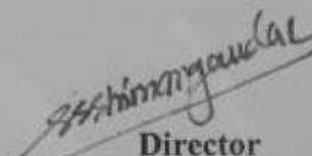
Certificate of Approval of Project Report

Certificate

This is to certify that **Ms. Shilpa U. Patil** has satisfactorily completed the project at **SAVSON MOTORS BELAGAUM**. In partial fulfillment of award of Bachelor's Degree in Business Administration by **Rani Channamma University, Belagavi** for the year 2020-21.


Guide

Prof. N. V. Hiremath


Director

Prof. S.S. Shimanagoudar



YAMAHA

Revs Your Heart

SAVSON MOTORS

Authorised Dealer for India Yamaha Pvt. Ltd.
No. 325, Old P. B. Road, Belgaum-590003
SALES : [0831] 4206363 Service: (0831) 420936
E-mail: savson.motors@gmail.com

Date: 1/09/2021

CERTIFICATE

This is to certify that Ms. Shilpa U. Patil, BBA 6th SEM Student of RPD College of Arts and Commerce, Belagavi has successfully completed Project Work in Savson Motors Belgaum from 6 August to 31 August during the period she found to be sincere and hard working.

We wish her all the success for her bright future.

From Savson Motors



Service Manager

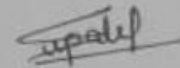
DECLARATION

I Ms. Shilpa U. Patil bearing the register No-B1811238 hereby declare that the project report entitled **"A Study on Employee Welfare at Savson Motors, Belagavi"**

Submitted to Rani Parvati Devi College of business administration Belagavi, in partial fulfillment of the requirement for the award of bachelor's degree of business administration during the year 2020-21, is a record of Bonafide report carried out by me under the guidance of Prof. N. V. Hiremath. Rani Parvati Devi College of business administration.

Date:

Place: Belagavi



Shilpa U. Patil

ACKNOWLEDGEMENT

I would like to acknowledge my profound sense of gratitude

I heartily thanks to the **Savson Motors, Belagavi**. For giving me an opportunity to undertake project work in their esteemed organization.

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I sincerely thank the organization guide. **Mr. Moin Makandar** under his guidance this project was completed. I remain obliged to him for taking off time from his busy schedules to guide me in this project as well as for providing necessary information regarding the project & also their support in completion of project.

I would also like to thank the employees of the organization who have helped me directly and indirectly in the accomplishment of this project.

My thanks and appreciation also goes to my internal guide **Prof. N. V. Hiremath** in developing the project. I also feel great pleasure to take this opportunity to my humble and deep sense of gratitude to our esteemed Director **Prof. S. S. Shimangoudar** for his support throughout the curriculum.


Shilpa U. Patil

EXECUTIVE SUMMARY

The project work is requirement of the partial fulfillment of the award of bachelor's degree of business administration. This report is the result of the project work under taken at SAVSON MOTORS BELAGAVI. A great amount of care has been taken to complete this project with accurate data.

SAVSON MOTORS, BELAGAVI is functional in the milk rich district of Belgaum in Karnataka. Its milk-shed area includes the whole district of Belgaum.

For every organization whether big or small should have equal balance of current assets & current liabilities, it should manage its payment of day to day expenses like salaries, wages etc. I have made a project on the Consumer perception, to procure the complete information about the industry. The purpose of the study is to analyze the products of the company, in needs and quality which will lead to effective decision making. The study is highly upon the ratio analysis where the relationship between various assets and liabilities are analyzed and plans and policies are executed. The data required for the study was collected through published annual reports, company's website and from other sources.

TABLE OF CONTENTS

SL. NO	Particulars	Page no
1	INTRODUCTION	1
2	COMPANY PROFILE	2
3	VISION AND MISSION	5
4	ORGANIZATION CHART	6
5	DEPARTMENTS	7
6	PRODUCT PROFILE	11
7	SWOT ANALYSIS	17
8	INTRODUCTION TO THE TOPIC	19
9	RESEARCH METHODOLOGY	21
10	INTRODUCTION OF EMPLOYEE WELFARE	23
11	DATA ANALYSIS AND INTERPRETATION	28
12	FINDINGS	43
13	SUGGESTION	44
14	CONCLUSION	45
15	BIBLIOGRAPHY	46
16	QUESTIONNAIRE	47

CHAPTER 1

INTRODUCTION

Customer satisfaction, a term frequently used in marketing, is a measure of how product and services supplied by a company meet or surprised customer expectation. Customer satisfaction is important because it provides marketers and business owners with that they can use to manage and improve their business.

Within organizations, Customer satisfaction rating can have powerful effects. They focus employees on the importance of fulfilling customer's expectations.

"In researching satisfaction, firms generally ask customers whether their product or service has met exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectation.

SAMPLE SIZE:

The sample size is 50 members

LIMITATIONS OF THE STUDY

- It is assumed that the sample selected represents entire population.
- By busy schedule of the executives, it was difficult to extract more information from them.

CHAPTER 2

COMPANY PROFILE

COMPANY PROFILE

Yamaha motor company

Motor Yamaha company Limited,	
Industry	Automotive
Founded	July 1 st 1955
Headquarters	Iwata, Shizuoka, Japan
Area served	Global
Key people	Hiroyuki Yanagi (President & Representative director)
Products	Motorcycle, customer vehicles & scooters, recreational vehicles, boats, marine engines, snowmobiles, small tractors, personal watercraft, electrically powered assisted bicycles, automobile engines, unmanned aerial vehicles, power products, pools, compact industrial robots, wheelchairs, part including apparel, helmets.
Number of employees	52,664

Yamaha Motor Company Limited (Yamaha Hatsudoki Kabushiki-gaisha) is a Japanese manufacturer of motorcycles, marine products such as boats and outboard motors, and other motorized products. The company was established in 1955 upon separation from Yamaha Corporation (however Yamaha Corporation is still the largest shareholder with . 12.21%, as of June 30, 2014), and is headquartered in Iwata, Shizuoka, Japan. The company conducts development, production and marketing operations through 109 consolidated subsidiaries as of 2012.

Led by Genichi Kawakami, the company's first president, Yamaha Motor began production of its first product, the YA-1, in 1955. The 125cc motorcycle won the 3rd Mount Fuji Ascent Race in its class.

The company's products includes motorcycles, scooters, motorized bicycles, boats, sail boats, personal water craft, swimming pools, utility boats, fishing boats, outboard motors, 4-wheel ATVs, recreation off-road vehicles, go-kart engines, golf carts, multi-purpose engines, electrical generators, water pumps, snowmobiles, small snow throwers, automobile engines,



Yamaha Company Headquarters

SAVSON MOTORS

AUTHORISED DEALER FOR INDIAN YAMAHAMOTORS PVT LTD.,

NO. 325, OLD P.B. ROAD, BELAGAVI

PH : (0831) 4206363 CELL: +919071378605

E-MAIL: savson.moters@gmail.com



DEALER PROFILE:

Name	: Savson motors
Type	: Partnership firm
Managing directors	: Shivkumar Savadi& Shashikant Savadi
Establishment	: 28 th January 2017
Sales manager	: Vijayakumar
Address	: No. 325, Old P.B. Road Belagavi
Area sales head	: Nagaraj G.
Business	: Authorised motorcycle & scooter dealers of Yamaha motor.
Employees	: 50
Email ID	: savson.moters@gmail.com

AUTOMOTIVE INDUSTRY

The automotive industry is a wide range of companies and organisations involved in the design, development, manufacturing, marketing, and selling of motor vehicle. Some of them are called automakers. It is one of the world's most important economic sectors by revenue. The automotive industry does not include industries that will be dedicated to the maintenance of automobile following delivery to the end-user, such as automobile repair shops and motor fuel filling stations.

The term automotive was created from Greek *auto* self, and Latin *motus* (of motion) to represent any form of self-powered vehicle. This term was proposed by Elmer Sperry.

The automotive industry began in 1893 with hundreds of manufacturers that pioneered the horseless carriage. For many decades, that United States led the world in total automobile production. In 1929, before the great depression, the world had 32,028,500 automobiles in use, and the US automobile industry produced over 90% of them. At that time the US had one car per 4.87 persons. After World War I, the US produced about 75% of world's auto production.

In 1980, the US was overtaken by Japan and became world's leader again in 1994. In 2006, Japan narrowly passed the US in production and held this rank in 2009, when China took the top spot with 13.8 million units, while Japan was in third place with 9.9 million units. From 1970 (140 models) to 1998 (260 models), the number of automobile models in the US has grown exponentially.

Safety is a state that implies means that users, operators or manufacturers do not face any risk or danger coming from the motor vehicle or its spare parts. Safety for themselves, implies that there is no risk of damage.

Safety in the automotive industry is important and therefore highly regulated. Automobiles and other motor vehicles have to comply with a certain set of norms and regulations, whether local or international, in order to be accepted on the market. The standard ISO 26262, is considered as one of the best practice frameworks for achieving automotive functional safety.

HISTORY OF INDIAN YAMAHA MOTORS PVT LTD

Yamaha was established in the year 1887, its founder was Torakusu Yamaha. Yamaha Motors company Ltd. established on July 15th 1955 with the investment of capital of ₹ 149 crores.

Yamaha Motors made its initial foray into India in 1985 as a joint-venture. In August 2001, it became a 100% subsidiary of Yamaha Motors Co., Ltd. Japan (IYM). [N 2008. Mitsui & Co. Ltd. Entered into an agreement with IYM to become a joint-investor in Yamaha Motors Private Limited (IYM). Indian Yamaha Motors manufacturing facilities comprise of 3 state-of-the-art plants at Surajpur (Uttar Pradesh), Faridabad (Haryana) and Kanchipuram (Tamil Nadu). The infrastructure at these plants supports production of two wheelers and parts for the domestic as well as overseas markets.

Yamaha is highly customer driven and has a country-wide network of over 2200 customer touch-points including 500 dealers. Presently, its product portfolio includes sports models such as YZF-R15 version 2.0 (149 cc), YZF-R15s (149 cc); blue-core technology enabled models such as FZ-S 1.0 (fuel injected, 149cc), F2 F1 (fuel-injected, 149 cc), SZ-RR

Indian Yamaha Motors is highly customer driven and has a country-wide network of over 2200 customer touch-points including 500 dealers. Presently, its product portfolio includes sports version 2.0 (149cc), Saluto (125 cc), Saluto RX (110 cc), Fascino (113 cc), Cygnus alpha (113 cc), Cygnus Ray Z 9113 cc), Cygnus Ray Z (113cc) as well as imported models comprising of MT-09 (847cc), VMAX (1,679 cc), YZF-R1M (998 cc).

MANUFACTURING PROCESS

Indian Yamaha Motors's manufacturing facilities comprises of 2 state-of-the-art plants at Faridabad (Haryana) and Surajpur (Uttar Pradesh).

The infrastructure at both the plants supports production of motorcycles, scooters and its parts for the domestic as well as overseas market. At the core are the 5-S and TPM activities that fuel our agile manufacturing processes. We have in-house facility for machining, welding processes as well as finishing processes of electroplating and painting till the assembly line.

The stringent quality assurance norms ensure that our motorcycles/scooters meet the reputed international standard of excellence in every sphere.

As an environmentally sensitive organisation we have the concept of "environmental friendly technology" ingrained in our corporate philosophy. The company boasts of effluent treatment plants, rain water-harvesting mechanism, a motivated forestation drive. The iso-14001 certification is on the anvil-early next year. All our endeavour gives us reason to believe that

Sustainable development for Yamaha will not remain merely an idea in pipeline.

VISION AND MISSION OF THE COMPANY

VISION

We will establish Yamaha as the "exclusive & trusted brand" of customers by "creating kancio" (touching their hearts)-the first time and every time with world class products & services delivered by people having "passion for customers".

MISSION

Be the exclusive & trusted brand renowned for marketing and manufacturing of Yamaha products, focusing on serving our customer where we can build long term relationship by raising their lifestyle through performance excellence, proactive design & innovative technology. Our innovative solutions will always exceed the changing needs of our customers provide value added vehicles. Build the winning team with capabilities for success, thriving in a climate for action and delivering results. Our employees are the most valuable assets and we intend to develop them to achieve international level of professionalism with progressive career development. As a good corporate citizen, we will conduct our business ethically and socially in a responsible manner with concerns for the environment.

Grow through continuously innovating our business processes for creating value and knowledge across our customers thereby earning the loyalty of our partners & increasing our stakeholder value.

PRODUCT INFORMATION

FASCINO



Displacement	113	Weight	103kgs
Ex showroom price	54,793	Top speed	80kmpl
Mileage	66	Engine	Air cooled

ALPHA



Displacement	133cc	Weight	104kgs
Ex showroom price	51,872	Top speed	85kmpl
Mileage	64	Font	Air cooled

RAY-ZR

Displacement	113cc	Weight	105kgs
Ex showroom price	53,502	Top speed	80kmpl
Mileage	66	Engine	Air cooled

RAY-Z

Displacement	113	Weight	104kgs
Ex showroom price	50868	Top speed	86kmpl
Mileage	62	Engine	Air cooled

FAZER-F1

Displacement	149cc	Weight	137kgs
Ex showroom price	88143	Top speed	188kmpl
Mileage	45	Engine	Air cooled

R15-V3

Displacement	155.1cc	Weight	139kgs
Ex showroom price	127000	Top speed	136kmpl
Mileage	35-45	Engine	Air cooled

SALUTO

Displacement	125cc	Weight	132kgs
Ex showroom price	60446	Top speed	132kmpl
Mileage	58kmpl	Engine	Air cooled

SALUTO RX

Displacement	110cc	Weight	98kgs
Ex showroom price	48010	Top speed	90kmpl
Mileage	82kmpl	Engine	Air cooled

MT 15:

Displacement	155.1cc	Weight	138kgs
Ex showroom price	1,36,000	Top speed	165kmpl
Mileage	43kmpl	Engine	Liquid cooled

FZ 25:

Displacement	249cc	Weight	152kgs
Ex showroom price	1,36,000	Top speed	134kmpl
Mileage	39kmpl	Engine	Liquid cooled

DEMAND FOR A YAMAHA PRODUCTS

In motor cycle : FZ

In scooter : FASCINO

SWOT ANALYSES

STRENGTHS:

- Yamaha is well known and leading brand in the field of automobile and it has excellent branding of its vehicles.
- The advertisement and distribution of the products is unique and excellent.
- Yamaha Motor Company has employed over 39,000 employees, who are talented and professional employees, which help in boosting of the company.
- This motor company has prepared the motorcycle to take part in the sports events like MotoGP, World Superbike and gained its popularity among the people.
- Yamaha Corporation produces the scooters from 50 to 500cc and motorcycles are ranged from 50 to 1900cc in which sports, cruiser, and dual sport, off road and touring are included.
- The company deals with high size of its clientele and reach of the company is extended to almost all of the countries of the world.

WEAKNESSES:

- Only youngsters are aware about this brand.
- The spare parts and services are also not easy to buy.

OPPORTUNITIES:

- Motorcycle and scooters are the cheap means of transports, which most of the people can afford to buy and manage it quite easily.

- The use of motorcycle is the leading segments, which is in expanding in the growing industry.
- The company should look for new and emerging markets, where huge number of motorcycle can be fit to sale.
- The new models of the motorcycles can be plus point of the company and some attractive design should be introduced in the market.
- The company should touch the untapped international market to grow the import of their motorcycles and scooters.

THREATS:

- Various leading and popular brand are great treat for the brand.
- The competition introduced new model of motorcycle of the brand.
- The brand has to depend on the government policies and the prices of the fuels are also on the higher side.
- The provision of better public transport can affect the sale of the two wheeler vehicle.

DEPARTMENTAL ANALYSIS:

- Sales department
- Service department
- Back Office Department
- Financial department
- Spare department

SALES DEPARTMENT:

SL. No	NAME	DESINATAYION	QULIFICATION
1	Aishwarya	CRM	B.com.
2	Vijaykumar	Sales manager	B.com.
3	PoojaPatil	Sales executive	B.com.
4	Laxmi	Employee welfare	B.com.
5	Amit Kurade	Sales executive	BA

SERVICE DEPARTMENT:

SL. No	NAME	DESINATAYION	QULIFICATION
1	MoinMakandar	Work manager	BBA
2	Sarafaraz	RSE	SSLC
3	Omkar	Mechanic	Diploma
4	Appaji	Mechanic	SSLC
5	Arun	Mechanic	B.Com.
6	Hemant	Mechanic	B.Com.
7	Shubham	Supervisor	SSLC
8	Shoib	Employee welfare	PUC
9	Vaibhav	Employee welfare	SSLC
10	Jarjis	PDI Tech.	SSLC
11	Prashant	Mechanic	SSLC
12	Satish	Mechanic	SSLC

BACK OFFICE DEPARTMENT:

SL. No	NAME	DESINATAYION	QULIFICATION
1	Avinash	RTO/Insurance	B.Com.
2	Manjiri	Accounts manager	CA
3	Swati	Cashier	B.Com.

SPARE DEPARTMENT

SL. No	NAME	DESINATAYION	QULIFICATION
1	Milind	Spare manager	MBA
2	Nandini	Parts incharge	BA

RECEPTION DEPARTMENT

SL. No	NAME	DESINATAYION	QULIFICATION
1	ArchanaJadhav	Caller	BA

MAJOR CUSTOMER

- ❖ Youngsters

Information about the import of vehicle

While importing the vehicle from suppliers, the minimum limit of units is 80 but savson motors actually imports 250 units p.m resource and development department will take care of these activities.

SOURCE OF IMPORTING OF UNITS

1. Scooters are being imported from the Chennai
2. Motorcycles are being imported from the Surajpur and Gujarat

MARKET SHARE OF YAMAHA

- Present market share: 5.15%
- Rising rate: 0.15% yearly

RANKING

- Global ranking: fourth
- Target: third rank financial facilities for customers

FINANACIAL FACILITIES FOR CUSTOMERS

1. Bussan auto finance

They provide loan facilities to the customers of Yamaha only

2. HDFC also provides loans to customers

They provide credit facilities for Yamaha customers as well as other customers

3. Shriram city union finance are also provide loans to customers

They provides credit facilities for Yamaha customers as well as other customers

4. Fultore India

They provide credit facilities for Yamaha customers as well as other customers

ADVERTISEMENT OF SAVSON MOTORS

- Savson Motors is a newly formed showroom in Belagavi
- They are using tag card and pamphlet as a advertising equipment. This will attract more people for visiting the showroom.
- Kiosk event, core activities, and sponsor for the big event in city for making advertisement



QUALITY MANAGEMENT SYSTEM

1. Management commitment

The management of Yamaha Motors is committed to quality management system through leadership and action. The management shall provide the basic infrastructure and continuously upgrade the work environment

- The quality policy and quality objectives of an organization
- Ensure that the policy is understood, implemented and maintained at all the levels of organization
- Ensures focus on the customer requirement through the organization

2. Customer focuses at sales

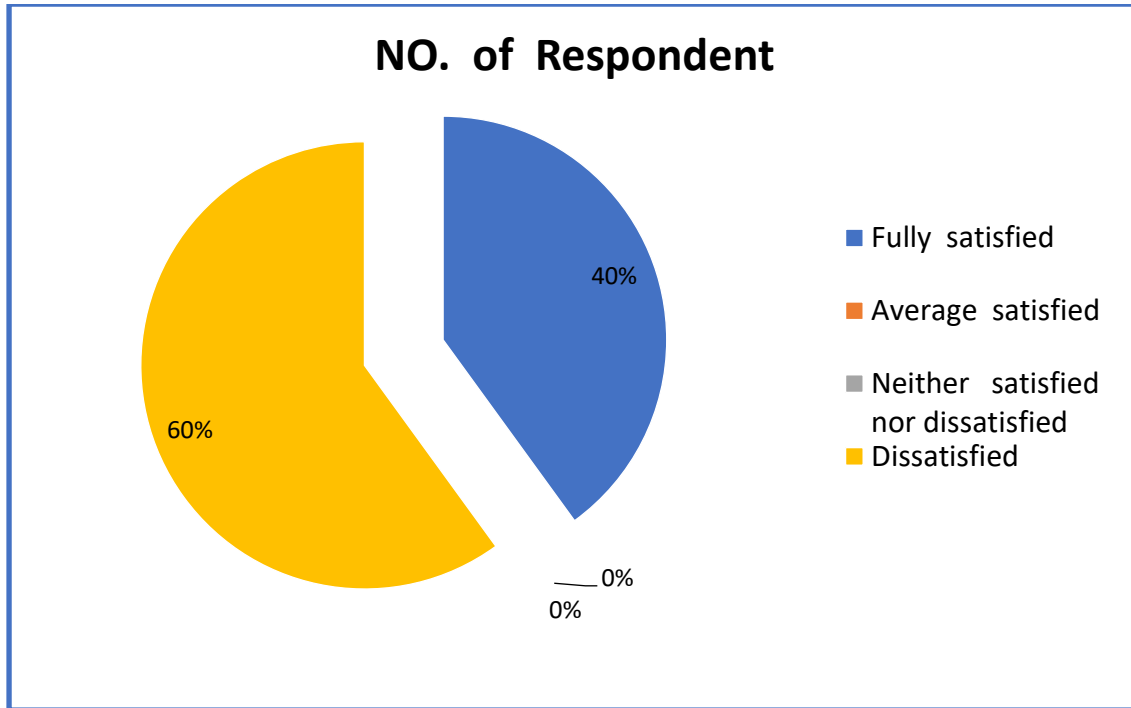
- welcome
- power talk understand the need of customer
- power demo -concentrating sales message based on customer
- power ride offer test ride proactively
- close follow up
- power delivery

3. Customer focuses at services

- The customer can book the vehicle for the servicing or receipts either through the telephone or personally at the front office.
- The details shall be entered in "booking register" by the telephone operator
- Remainder call for service before due date

DATA ANALYSIS AND INTERPRETATION**1. Are you satisfied with drinking water facilities?**

No.	Criteria	No. of respondent	Percentage (%)
1	Fully satisfied	20	40
2	Average satisfied	00	00
3	Neither satisfied nor dissatisfied	00	00
4	Dissatisfied	30	60
Total		50	100



Analysis & interpretation:

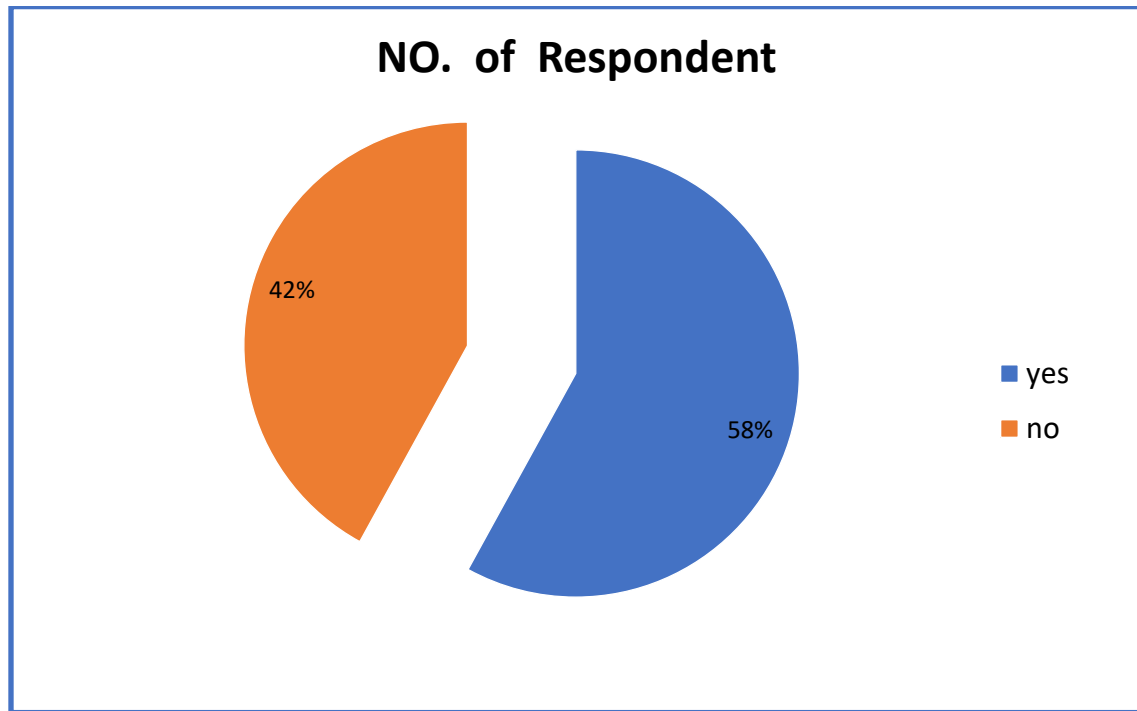
From above data & chart 40% Employees are fully satisfied drinking water facilities, & 60% employees are dissatisfied drinking water facilities.

Reason:

60% of employees bring there water bottle and so known to be bit health conscious, and 40% employees don't bring their water bottles, so they prefer drinking water in which is available in the company itself.

2 .Do you have cool drinking water in summer?

No.	Criteria	No. of Respondent	Percentage (%)
1.	Yes	29	58
2.	No	21	42
Total		50	100

**Analyses & interpretation:**

From above data & chart 58% Employees saying Yes , have cool drinking water in summer , 42% Employees saying No ,don't have cool drinking water in summer.

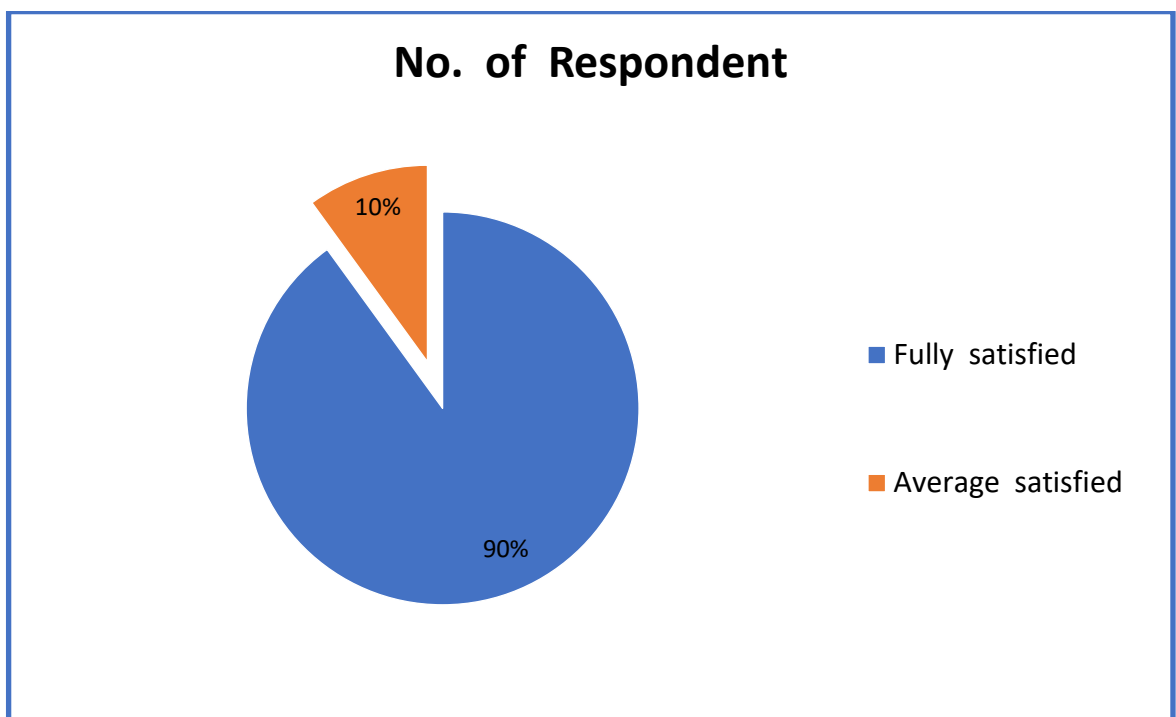
This shows that employees having cool drinking water in summer.

Reason:

58% of employees say yes because they are fond of drinking cool water in summer, 42% of employees say no because they don't prefer cool water so they are aware of that facility

3. Are you satisfied with safety measures?

No.	criteria	No. of Respondent	Percentage (%)
1.	Fully satisfied	45	90
2.	Average satisfied	5	10
3.	Neither satisfied nor dissatisfied	00	00
4.	Dissatisfied	00	00
Total		50	100



Analyses & interpretation:

From above data & chart 90% Employees are fully satisfied safety facilities, 10% Employees are average satisfied safety facilities.

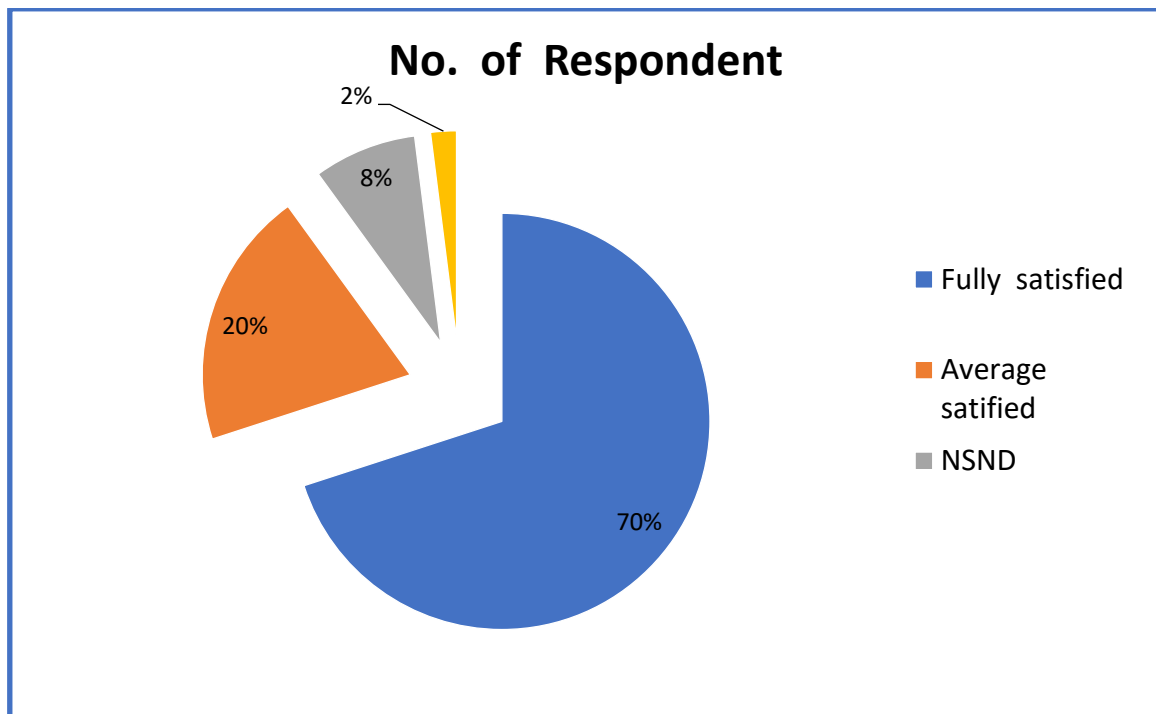
This shows that employees are fully satisfied with safety facilities.

Safety Measures Provided:

- **Gloves**
- **Long Brushes**

4. Are you satisfied with rest room facilities?

No.	Criteria	No. of Respondent	Percentage (%)
1.	Fully satisfied	35	70
2.	Average satisfied	10	20
3.	Neither satisfied nor dissatisfied	4	8
4.	Dissatisfied	1	2
Total		50	100

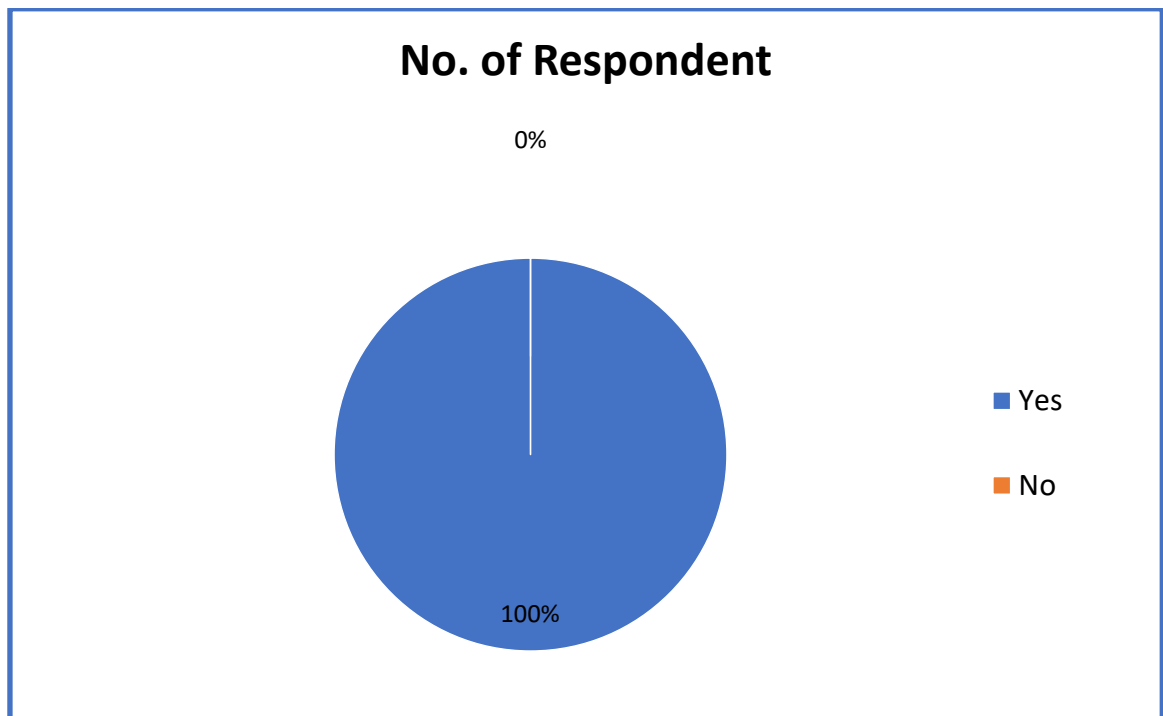
**Analyses & interpretation**

From above data & chart 70% Employees are fully satisfied rest room facilities, 20% Employees are average satisfied rest room facilities, 8% Employees are neither satisfied nor dissatisfied rest room facilities, 2% Employees are dissatisfied rest room facilities.

This shows that employees are satisfied with rest room facilities.

5. Do you have health & medical facility?

No.	Criteria	No. of Respondent	Percentage (%)
1.	Yes	50	100
2.	No	00	00
Total		50	100

**Analyses & interpretation:**

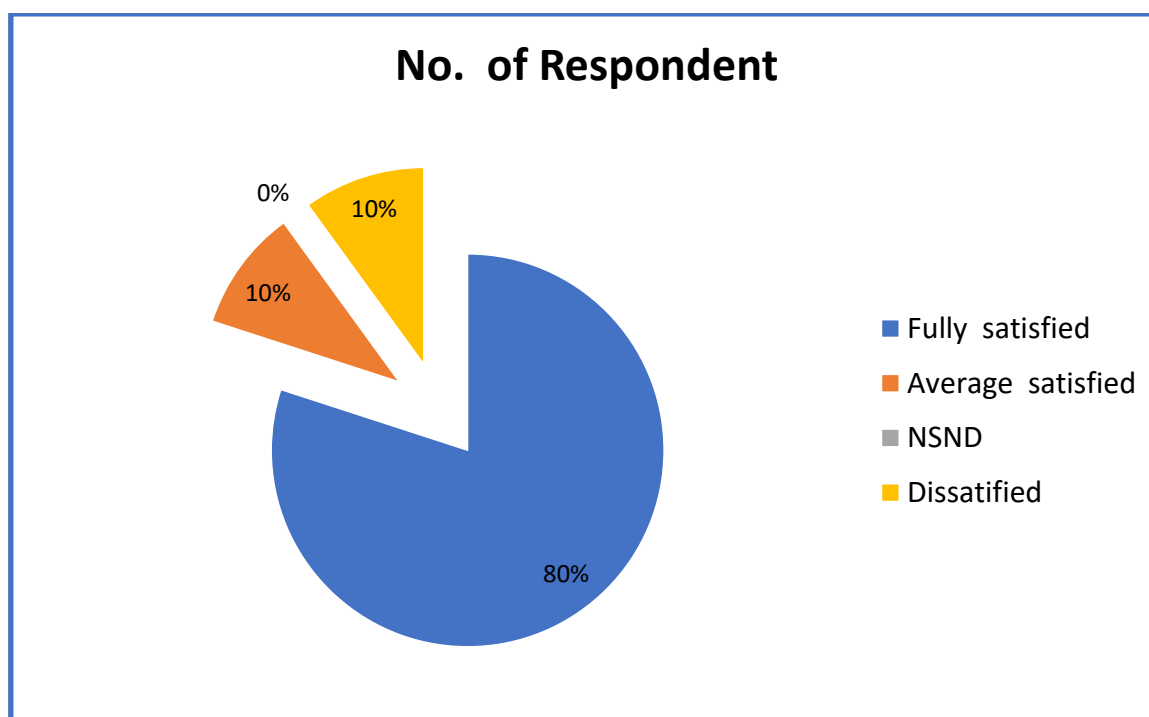
From above data & chart 100% Employees saying yes, have health & medical {ESI}
This shows that employee having ESI facilities.

Facilities:

- **First aid**
- **Emergency doctor**

6. Are you satisfied ESI facility?

No.	Criteria	No. of respondent	Percentage (%)
1	Fully satisfied	40	80
2	Average satisfied	5	10
3	Neither Satisfied nor dissatisfied	00	00
4	Dissatisfied	5	10
Total		50	100

**Analyses & interpretation:**

From above data & chart 80% Employees are fully satisfied ESI facilities, 10% Employees are average satisfied ESI facilities, 10% Employees are dissatisfied ESI facilities.

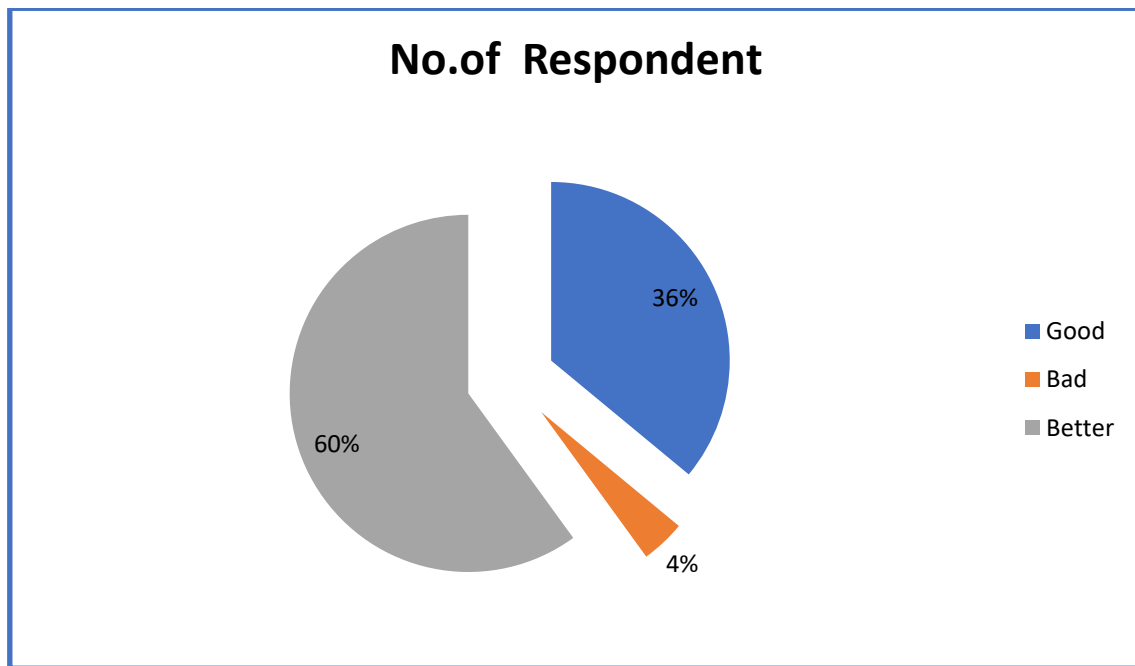
This shows those employees are fully satisfied with the ESI facilities.

Reason:

10% employees are dissatisfied because they are not satisfied with the scheme claimed in their insurance

7. How do you rate the lighting facility in your work area?

No.	Criteria	No. of respondent	Percentage (%)
1.	Good	18	36
2.	Better	2	4
3.	Bad	30	60
Total		50	100

**Analyses & interpretation:**

From above data & chart 36% employees are saying good, 4% employees are saying better & 60% employees are saying bad about lighting in work area.

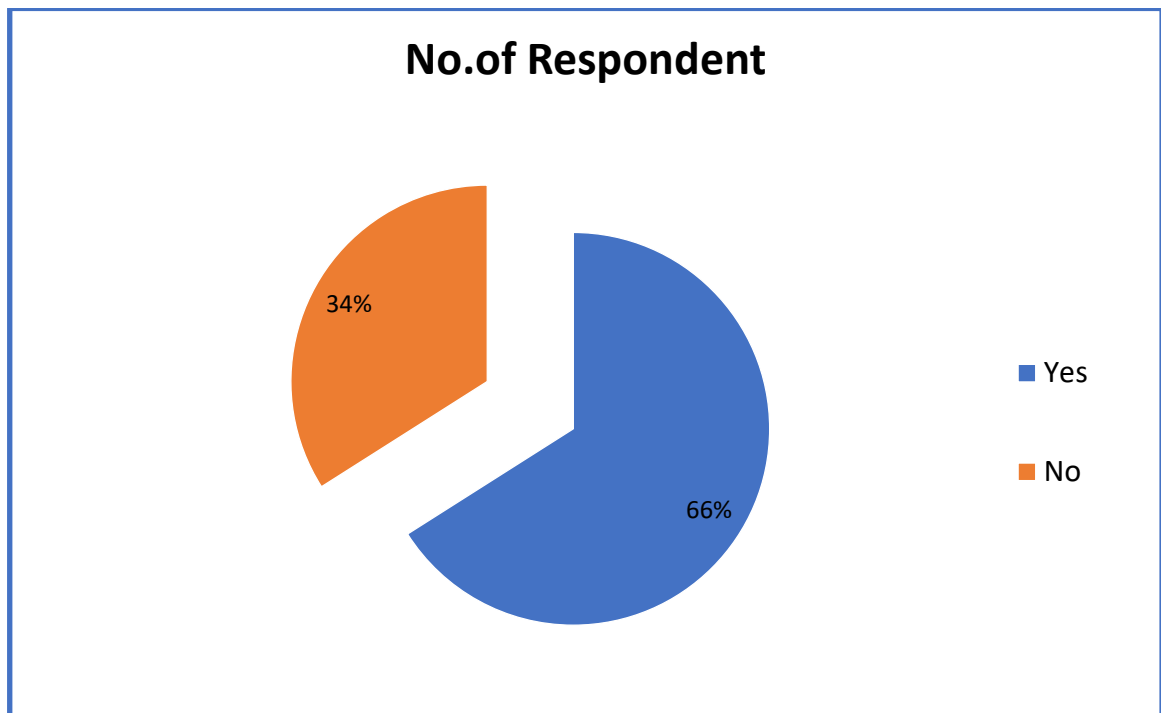
This shows that employees are not having proper lighting in work area.

Suggestions:

- The Lighting provided at the work area should be helpful to the employees
- The lights should be provided in such a manner that every part of the machine should be visible properly

8. Are you satisfied with functioning of the medical committee?

No.	Criteria	No. of Respondent	Percentage (%)
1.	Yes	33	66
2.	No	17	34
Total		50	100

**Analyses & interpretation:**

From above data & chart 66% Employees saying Yes satisfied medical committee, 34% Employees saying No, not satisfied medical committee.

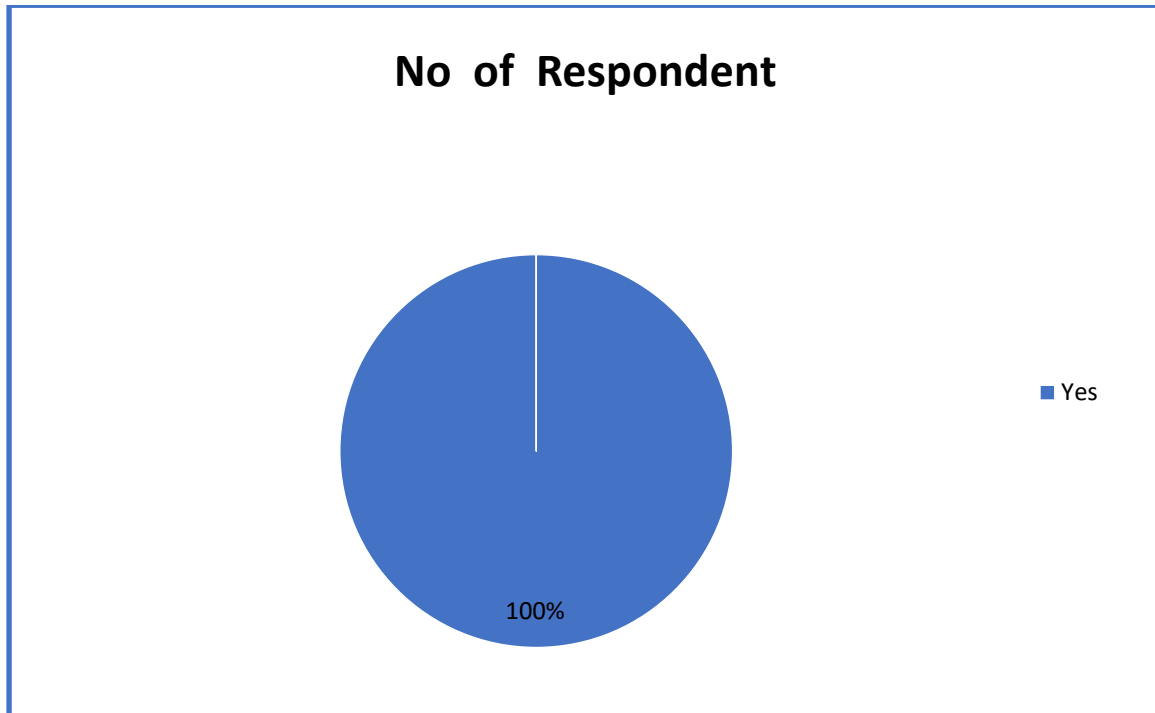
This shows that some employees are satisfied with the medical committee.

Reason:

They prefer more importance to the document formality

9. Do you have uniform facilities?

No.	Criteria	No. of respondent	Percentage (%)
1.	Yes	50	100
2.	No	00	00
Total		50	100

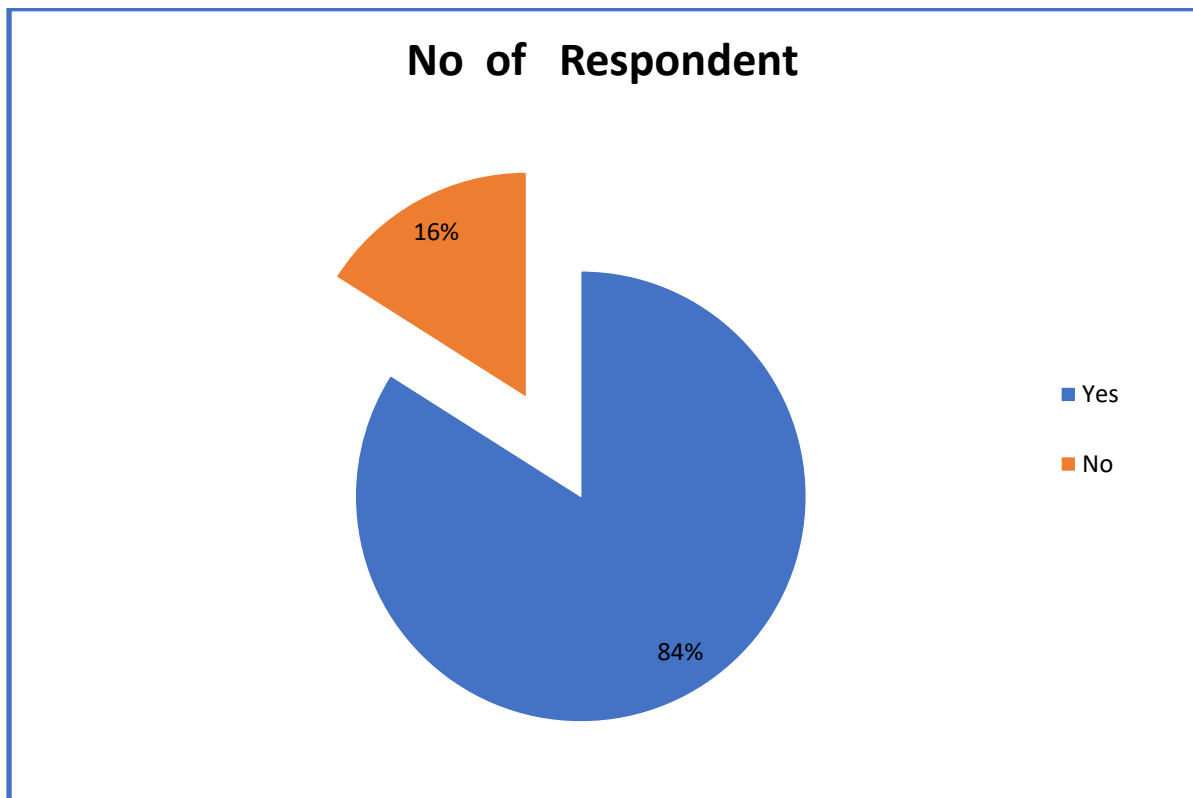
**Analyses & interpretation:**

From above data & chart 100% Employees saying Yes have uniform.

This shows that uniform is provided to the employee. & employees are satisfied with uniform.

10. They will provide you with stitching that uniform?

No.	Criteria	No. of respondent	Percentage (%)
1.	Yes	42	84
2.	No	8	16
Total		50	100

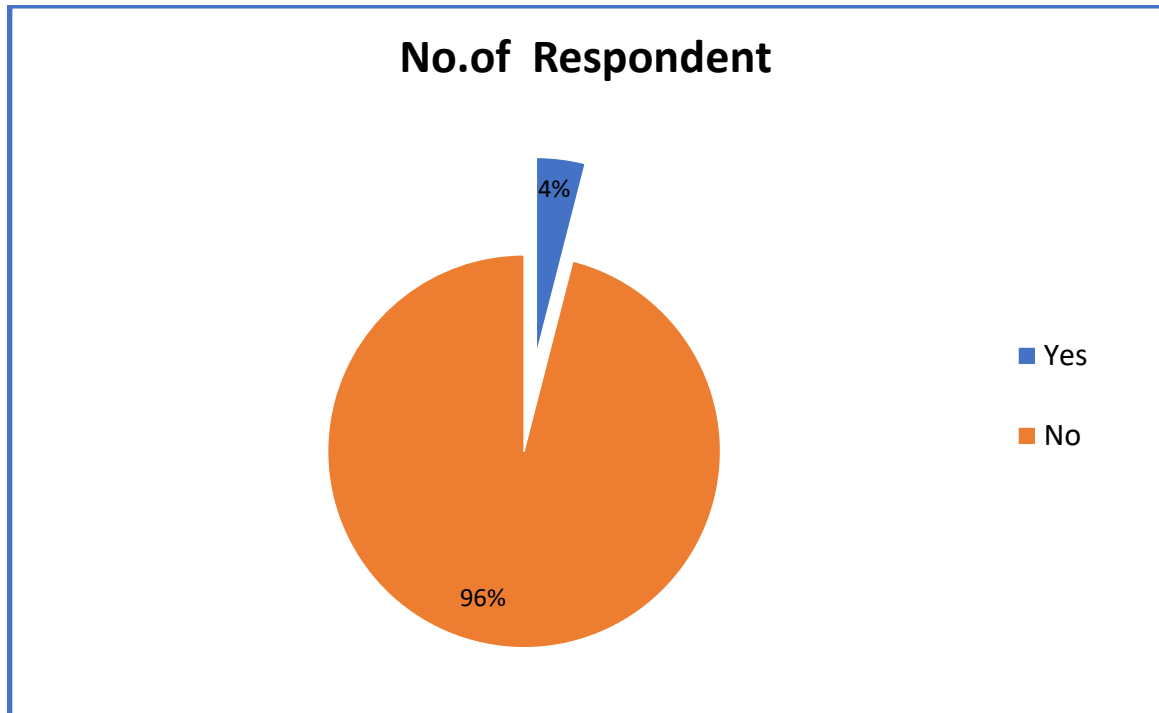
**Analyses & interpretation:**

From above data & chart 84% Employees saying , Yes they provided cloth with stitching 16% Employees saying Not they do not provide cloth with stitching.

This shows that employees having facilities with the stitching uniform.

11. Do you have transport facilities?

No.	Criteria	No. of Respondent	Percentage (%)
1.	Yes	2	4
2.	No	48	96
Total		50	100

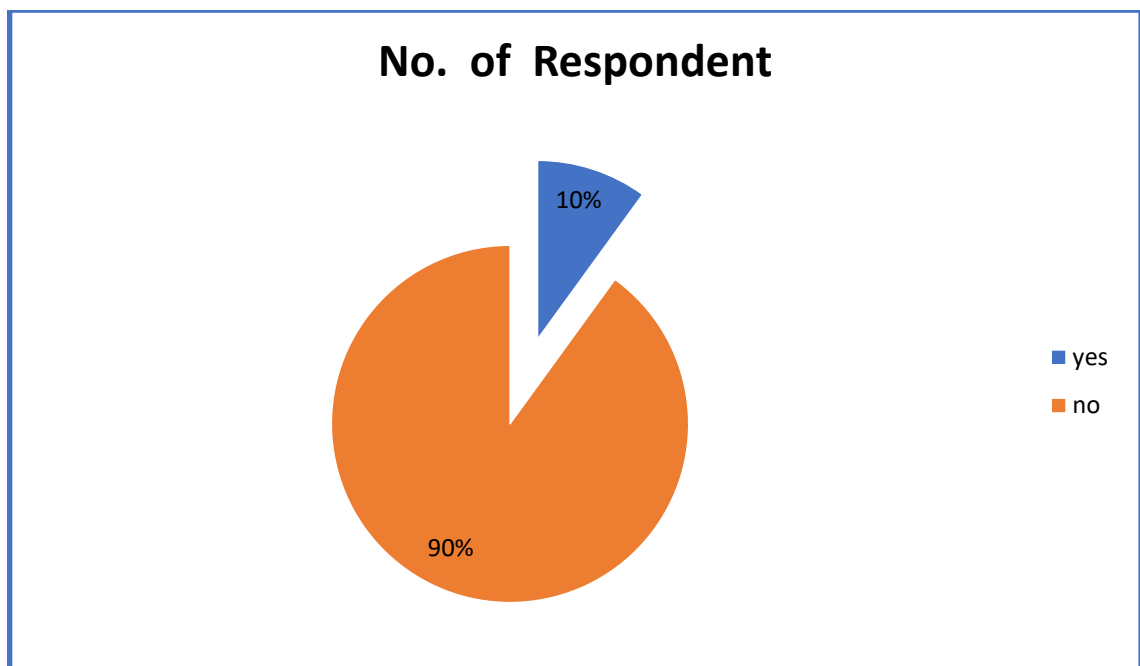
**Analyses & interpretation:**

From above data & chart 4% saying Yes, have transport facilities ,96% Employees saying No, don't have transport facilities.

This shows that employees don't have transport facilities.

12. Do you have canteen facility?

No	Criteria	No. of Respondent	Percentage (%)
1.	Yes	5	10
2.	No	45	90
Total		50	100

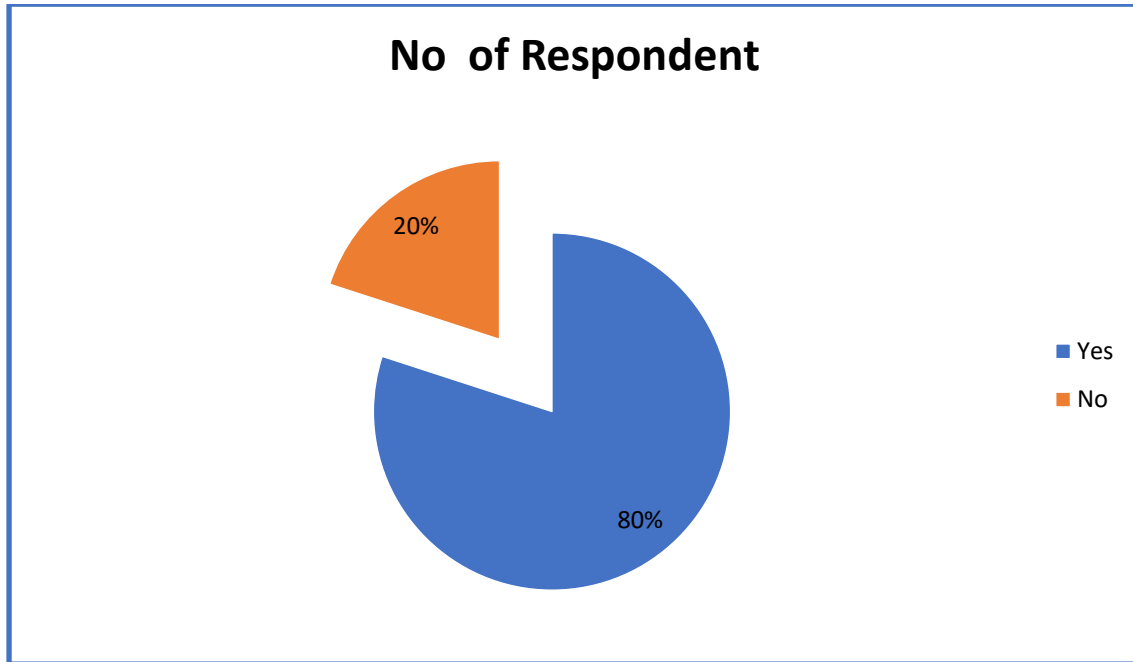
**Analyses & interpretation:**

From above data & chart 10% Employees saying yes canteen facility have.
 90% Employees saying No canteen facility don't have.

This shows that canteen facility is not there in the organisation.

13. Compensation provided you if major accident happen?

No.	Criteria	No of respondent	Percentage (%)
1.	Yes	40	80
2.	No	10	20
Total		50	100

**Analyses & interpretation:**

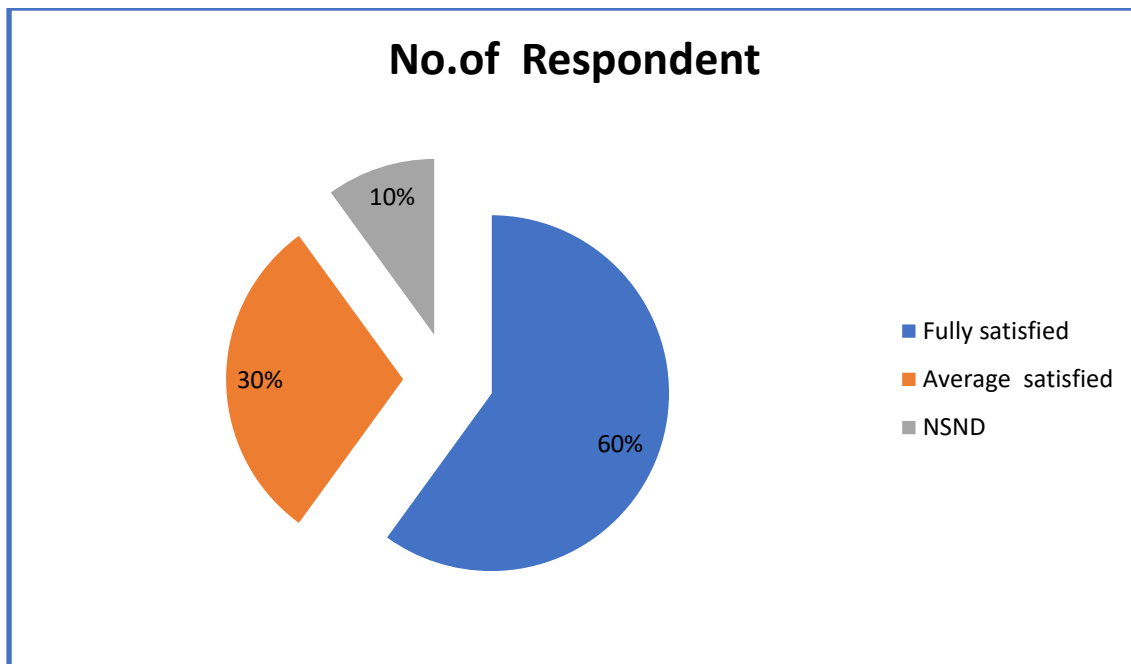
From above data & chart 80 % of employees are saying yes & 20% employees are saying no.

This shows that the compensation is given to the employee.

The compensation provided to the employees is 3 months of leave and 75% of 3 months salary.

14. Are you satisfied with bonus provide to you?

No.	criteria	No. of respondent	Percentage (%)
1.	Fully satisfied	30	60
2.	Average satisfied	15	30
3.	Neither satisfied nor dissatisfied	5	10
4.	Dissatisfied	00	00
Total		50	100

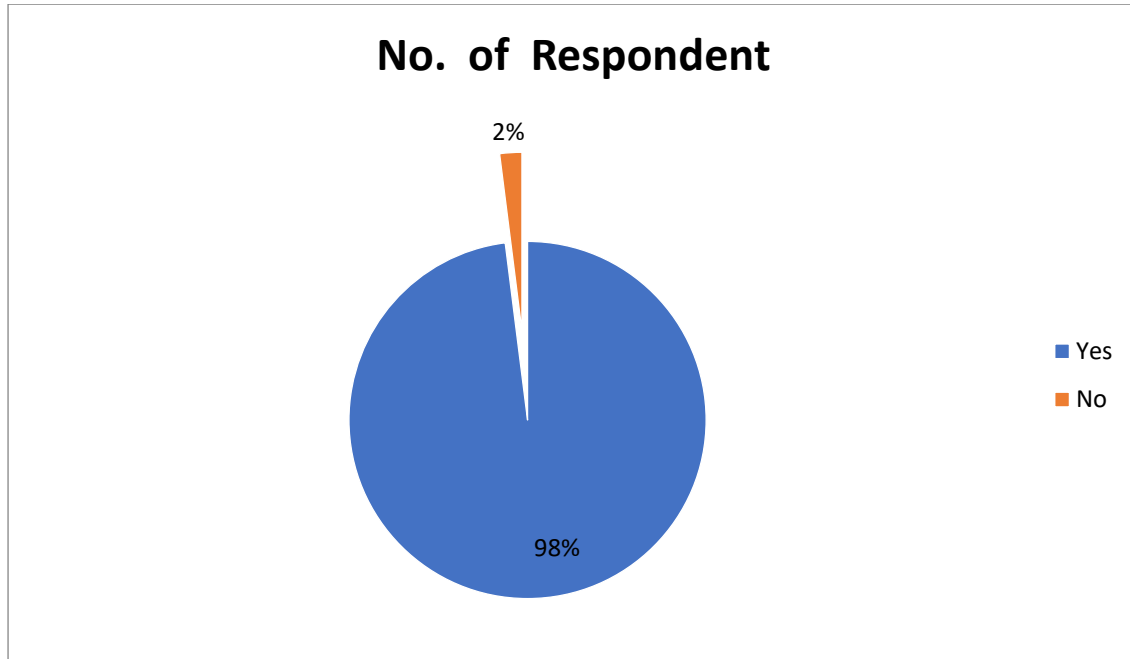
**Analyses & interpretation:**

From the above data & chart 60% of employees are fully satisfied, 30% of employees are average satisfied & 10 % of employees are NSND.

This shows that some employees are satisfied with bonus.

15. Isthere sustainable ventilation in the work place?

No.	criteria	No. of respondent	Percentage (%)
1.	Yes	49	98
2.	No	1	2
Total		50	100

**Analyses & interpretation:**

From above data & chart 98% employees are saying yes & 2% employees are saying no.

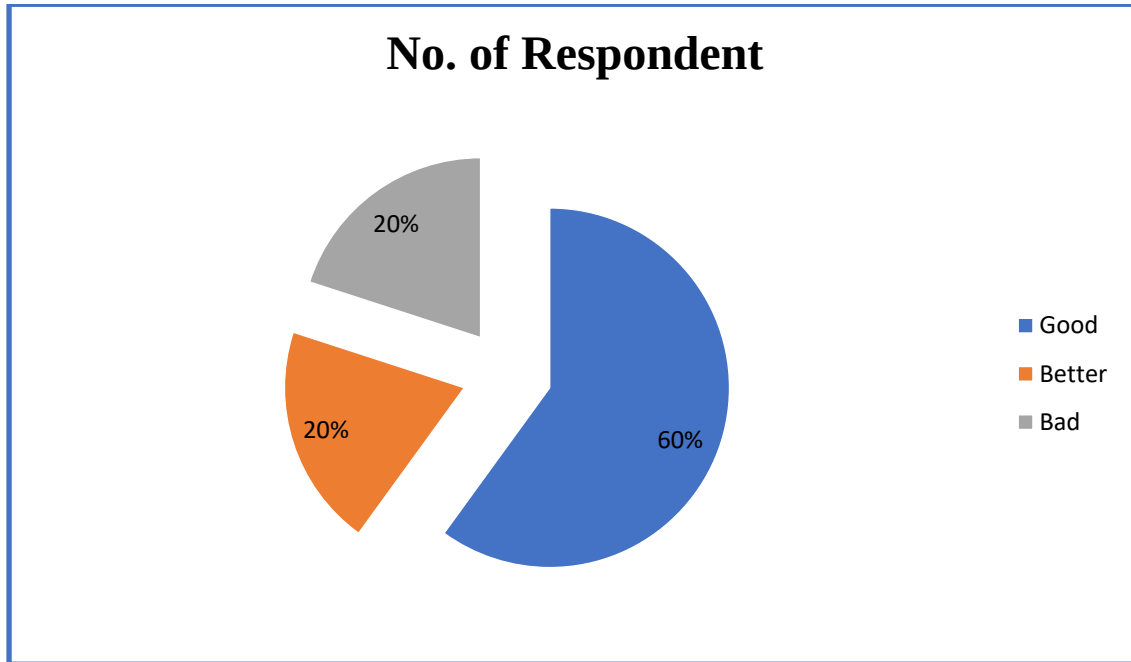
This shows that employees are having proper ventilations in their work place.

Reason:

2% employees say No because their work is done in such place that no dust should enter, so at that place ventilation is less.

16. How effective is the organisation taking care of your welfare?

No.	criteria	No. of respondent	Percentage (%)
1.	Good	30	60
2.	Better	10	20
3.	Bad	10	20
Total		50	100

**Analyses & interpretation:**

From the above data & chart 60% of employees are saying good, 20% employees are saying better & 20 % employees are saying bad.

This shows that some employees saying taking care.

FINDINGS

- All employees are satisfied regarding health & medical facilities.
- 90% employees are fully satisfied regarding safety measures.
- I found that in SAVSON MOTORS have online leave request form.
- 84% Employees are satisfied with online leave policy.
- SAVSON MOTORS will not provide transport facilities.
- SAVSON MOTORS will not provide canteen facilities.
- SAVSON MOTORS will not provide sufficient lighting in work area.
- Employees are not satisfied with water facilities.

SUGGESTIONS

On the basis of the analyses and observation made I can conclude that the management should take certain effective measures to improve employee welfare facilities.

The following are the few suggestions.

- ✓ The canteen facilities should be provide in the organisation. If canteen is having in organisation then worker will be happy.
- ✓ Transport facilities should be provide to the employees. If transport facility will be given to the employees they come in time to do the work.
- ✓ The company should be provide good water to the employees.
- ✓ Sufficient lighting should be provide in work area.

CONCLUSION

It was indeed a great pleasure and wonderful experience for me interactive with employees of SAVSON MOTORS during my doing project.

As per survey conducted at SAVSON MOTORS , it can be concluded that the employee's welfare facilities is standardized and carried in a systematic manner by the supervisors. From the survey we were able to know the requirements of the employees.

BIBLIOGRAPHY

Books:

- ❖ Research methodology (Methods and Techniques) : C R Kothari
- ❖ Marketing management: Philip Kotler
- ❖ Marketing management articles.
- ❖ Reference to manuals.
- ❖ Reference to journals.
- ❖ Internet websites:

QUESTIONNAIRE

Individual data

Name :

Experience :

1. Are you satisfied with drinking water facility?

☐ Fully satisfied ☐ Average satisfied

☐ NSND ☐ Dissatisfied

2. Do you have cold drinking water in summer?

☐ Yes ☐ No

3. Are you satisfied with safety measures?

☐ Fully satisfied ☐ Average satisfied

☐ NSND ☐ Dissatisfied

4. Are you satisfied with rest room facilities?

☐ Fully satisfied ☐ Average satisfied

☐ NSND ☐ Dissatisfied

5. Do you have health & medical facilities?

☐ Yes ☐ No

6. Are you satisfied with ESI facilities?

☐ Fully satisfied ☐ Average satisfied

☐ NSND ☐ Dissatisfied

7. How do you rate the lighting facility in your work area?

☐ Good ☐ Better ☐ Bad

8. Are you satisfied with functioning committee?

- ☐ Fully satisfied ☐ Average satisfied
☐ NSND ☐ Dissatisfied

9. Do you have uniform facility?

- ☐ Yes ☐ No

10. . Do you have transport facilities?

- ☐ Yes ☐ No

11. Are you happy with online leave request form?

- ☐ Yes ☐ No

12. Do you have canteen facility?

- ☐ Yes ☐ No

13. Compensations provided you if major accident happen?

- ☐ Yes ☐ No

14. Are you satisfied with bonus provided you?

- ☐ Fully satisfied ☐ Average satisfied
☐ NSND ☐ Dissatisfied

15. Is there sustainable ventilation in the work place?

- ☐ Yes ☐ No

16. How effective is the organisation taking care of your welfare?

- ☐ Good ☐ Better ☐ Bad

SKE SOCIETY'S

**RANI PARVATI DEVI COLLEGE OF ARTS AND
COMMERCE**

Department of BBA- Belagavi

(Affiliated To Rani Channamma University, Belagavi)

RANI CHANNAMMA UNIVERSITY, BELAGAVI



**A Project report on
“RECRUITMENT AND SELECTION”**

**Undertaken At
“KUDALE IRON WORKS”**

**Submitted By
MISS. SHIVANI A JUVEKAR**

REG.NO. B1811239

**Submitted to
RANI CHANNAMMA UNIVERSITY, BELAGAVI**

**In the Partial Fulfilment of the Award of
BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION**

2020-2021

SKE SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND
COMMERCE

Department of BBA- Belagavi



A project report on

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BBA 6th Sem.

Under the Guidance of

Organizational Guide

Mr. Shreenath kudale

Institute Guide

Prof. N. V.Hiremath

S.K.E. SOCIETY'S
RANI PARVATI DEVI COLLEGE OF ARTS AND
COMMERCE

BELAGAVI-590006

(Affiliated to Rani Channamma University, Belagavi)



Certificate of Approval of Project Report

Certificate

This is to certify that **Miss. Shivani A Juvekar** has satisfactorily completed the project at **kudale iron works Udyambag, Belagavi**. In partial fulfilment of award of Bachelor's Degree in Business Administration by **Rani Channamma University, Belagavi** for the year 2020-21

Institution Guide

Prof.N.V.Hiremath

Director

Prof. S.S. Shimangoudar

DECLARATION

I Miss. Shivani Juvekar bearing the Register No.B1811239 hereby declare that, the project report entitled.

“Recruitment and selection at Kudale Iran Work”

Submitted to Rani Parvati Devi College of Arts and Commerce, Dept. of BBA, Belagavi, in partial fulfilment of the requirement for the awards of degree of Bachelor of Business Administration during the year 2020-2021, is record of bonafide reports carried out by me under the guidance of Prof.N.V.Hiremath. And no part of it has been submitted for any other degree or diploma.

Place: Belagavi

Shivani Juvekar

Date

ACKNOWLEDGEMENT

It is my privilege to extend few words of all thanks to all the people have helped and encouraged me in completing this project successfully.

My heartily thanks to Kudale Iron Works, Belagavi for giving me opportunity to undergoing my in-plant project in their esteemed organization.

I sincerely thank the organization guide Mr. Shreenath Kudale, System in charge. I remain obliged to him for taking off time from his busy schedules to guide me in this project.

I would also like to thank the entire employee of the organization who have helped me directly and indirectly in the accomplishment of this project.

I express my earnest gratitude to my project guide Prof. N.V.Hiremath for his constant and timely support and supervision and valuable guidance during my project.

I also feel great pleasure to take this opportunity to my humble and deep sense of gratitude to our esteemed to our Director, Prof.S.S.Shrimangouda for his whole hearted support throughout the curriculum,

SHIVANI JUVEKAR

EXECUTIVE SUMMARY

The project was undertaken in KUDALE IRON WORKS, Udyambag, Belgaum as a part of BBA degree with objective to study "RECRUITMENT AND SELECTION" in the company.

This report gives information about "RECRUITMENT AND SELECTION".

This report also involves the company profile, history, Achievements of the company and the information and the recruitment and selection level of the company.

The study was conducted systematically according to the requirements of subject. The primary data required for study was obtained from the employee with the structured questionnaires and personal interview which was given to employees randomly. The secondary data was collected through internet, company handbook.

The study was limited to 30 days. The study is intended for evaluation of training given to the employees in organization. A good training evaluation process or design is very essential for the efficiency of the activities of organization to achieve the goal of the organization.

SHIVANI JUVEKAR

CONTENTS

Sl `No.	Particulars	Page No
1	Introduction to the company	1
2	History	3
3	Company profile	4
4	Vision, Mission and Objectives	7
5	Organization chart	9
6	Departments	10
7	Product profile	12
8	SWOT Analysis	16
9	Introduction of the topic	17
10	Research methodology	19
11	Source of data	20
12	Recruitment and selection	22
13	Recruitment process	30
14	Selection process	33
15	Data Analysis and interpretation	39
16	Findings	54
17	Suggestions	55
18	Conclusion	56
19	Limitation of the study	57
20	Bibliography	58
21	Annexsure	59

INTRODUCTION OF CASTING INDUSTRY:

Casting and forging are two manufacturing processes that give intricate shape to industrial components. No industrial product can be complete without the two processes. We all know how in the Stone Age; men used to heat iron and give it shape by beating. It is this process that developed into the forging industry in the modern times. Similarly, the casting process has also been in existence since the beginning of the revolution. Forgings are preferred because of better directional strength, high impact toughness, fatigue properties and structural integrity. Indian growth story casting a spell The Indian casting industry is well established. India ranks as 6th country in the world for producing an estimated 6 Million MT of various grades of castings as per international standards.

The World Census of Castings The auto industry in India and China is on the upswing and all big producers are relocating their manufacturing in this region to be near the future biggest consumer markets. This Will further open more opportunities for castings and forging industries both for domestic production and also for exports. Indian growth story casting a spell on the Casting Industry on the Indian Casting Industry an overview the product mix India ranks 6th country in the world for producing an estimated 6 Million MT of various grades of castings. The various types of castings which are produced are ferrous, non-ferrous; aluminum alloy, graded cast iron, ductile iron, steel etc. for application in automobiles, railways, pumps compressors and valves, diesel engines. Cement / electrical / textile machinery, amongst others.

The grey iron castings have a major share of 70 per cent of the total castings produced. There are approximately 4,500 units engaged in castings, out of which 80 per cent can be classified as small-scale units and 10 percent each as medium and large-scale units. The industry is a labor intensive one. employing about 5, 00,000 people directly and an additional 1,50,000 people

indirectly. The small units are mainly dependent on manual labor. However, the medium and large units are semi or fully mechanized and some of the large units are world class.

The industry is organized in clusters in various region places Agra, Belgaum, Chennai, Howrah, Coimbatore, Chennai, Kolhapur, Ludhiana, Pune and Rajkot. Each cluster has its own niche products for its user industries. The industry is trying to focus on higher value-added products to face competition globally. It may be noted that 62 per cent of the casting production is catered by China, European Union and US. The shortage of scrap and pig iron in EU continues to affect. In Brief India has a long history in both these manufacturing processes.

The most important end user industry segments for the casting industry are:

- Automotive Industry
- Casting Industry
- Engineering Industry

Aeronautical and Electronics Industry of the automotive sector of this, the automotive sector consumes about 50 per cent of the total castings production, While the engineering industry accounts for 30 per cent and the construction industry 10 per cent.

History

Kudale iron work manufacturing of Grey Iron & S.G.iron castings with machining facility catering the requirements of valves industries, automobiles industries and other engineering sectors with installed capacity of 300 tons.

They have two manufacturing units both having capacity of 100&200 tones.



The firm m/s Kudale iron work is established in the year of 1999. Initially the company started with iron work. After completion of 5 years looking at the market trend and needs of the industry, it has started manufacturing C.I grade casting. The firm has 2 partners namely Mr. Mahesh s Kudale & Mr. Shreenath s Kudale.

Company profile

Company name	Kudale iron work
Address	709/4, Rajaram nagar, near GIT collage,udaymbag,belagum-590008 Karnataka.
Year established	1999
Category of industry	Manufacturing of CI graded casting& Ductile iron equipped with machine shop.
Standard certifications	ISO 9001-2015

KUDALE IRON WORKS

Product Manufacturing	Grey Iron & S.G. iron casting.
Total area of the foundry	Foundry area 20,000 sqft , built up-16,000sqft
Founder	Mr. Mahesh s Kudale
Phone number	(0831) 2412753
Fax number	(0831) 2412753
E-mail I'd	kudaleiw@gmail.com
Bank	State Bank Of India
Total employees	48 employees (8 staffs , 18 skilled workers , 22 helpers)
Customers	TMS India pvt.ltd, normex valves pvt.ltd, pragati automation pvt.ltd saj test plant pvt.ltd polybond India pvt.ltd

Owners of the Company

- **Owner** : Mr. Mahesh S Kudale
&
Mr. Shreenath S Kudale.
- **Company Name** : Kudale iron works
- **Nature of Business** : Manufacturer.
- **Location** : 709/4 rajaram nagar near GIT college udhymbag, belgaum

Competitors of the company:

- Prabhat Casting.
- I H Casting
- .
- AKP FERROCAST Belgaum
- J P F Metacast.PVT.LTD. Ltd
- Abhishek Alloys Machhe.
- Spark Enterprises.
- Jineshwar malleable & alloys Udyambag.
- Belgaum Ferrocast.
- Ashok Iran Work.
- Jay hind Iran work.
- Victory Iran Work.
- Akash Fomach.
- Shanti Fomach.

Vision, Mission & Quality Policy:

Vision:

Customers: We will add value for our customers by anticipating and identifying their needs and providing cost- effective products.

Suppliers: We will maintain relations with our suppliers so as to provide cost effective and efficient ways to bring their products, services and solutions to our mutual customers.

Employees: we will provide an environment that challenges our employees to learn, grow and prosper in an atmosphere of respect and recognition.

Mission:

- Strive to realize our vision by continuous improvement in manufacturing process, quality control and by total employee commitment.
- While carrying out our mission, we will not exploit our customers, Employees, Suppliers, Government, Society and Nature.

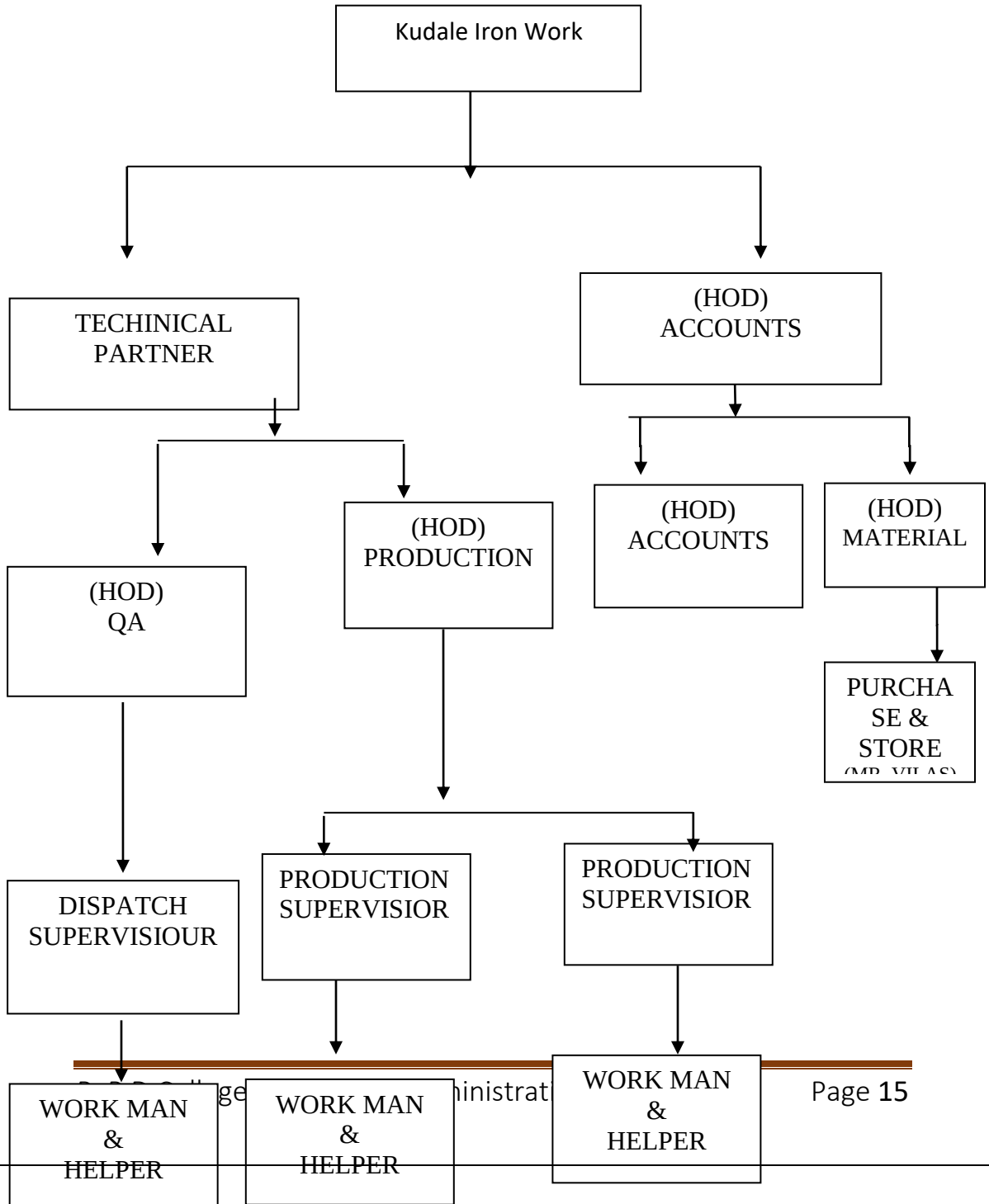
Quality Policy:

- Supply good quality casting on right time.
- Improve the casting quality and to adopt cost effectiveness approach.
- Comply with ISO 9001 systems and meet customer specific requirements.
- Sustain consistent growth of our employees and company.

Objectives of the company:

- Improvement in customer satisfaction.
- Improvement in product and process.
- Effective utilization of resources.
- To provide wide range of products to customers.
- To stand at top in public view.
- To provide training to all persons of the organization on job and other parameters and when required.
- To maintain and quality of the products.
- To find new methods of production

Organization Chart



Departments

- Production Department
- HR Department
- Finance Department
- Store Department
- Quality Department
- Sales / Marketing Department

- **Production department:**

In production department M S sheets are first into shapes and prepared for welding. After welding the pieces are cut into required shape and dimensions, they are stress relieved whenever necessary.

- **Human Resource department:**

Manpower resource is a major managerial responsibility to ensure adequate supply of personnel at the right time both in team of utilization of personnel.

Human resource management is concerned with the effective and efficient use of the organization of human resource.

- **Finance department:**

Company maintains mercantile system of book keeping. Budgeting is conducted quarterly, half yearly. Company maintains its book of account in software called Tally ERP 9 and now onwards it will also maintain SAP.

- **Stores department:**

In storage department separate racks are maintained and for each part bin will be maintained. After the materials are received by the storage department it will be sent to the quality department to inspect and check quality, and if any damages are found then it will be sent back to the supplier otherwise it will be stored in the stores department.

- **Sales department:**

After the loan process get over the customer makes the payment to the dealer and collects the machine of his choice along with all the documents. The machine is delivered to the customer after detail Pre Delivery Inspection (PDI). Once the pre inspection is finished then machines are installed at the customers place under the supervision of company's technicians and tested for smooth functioning at the customers place.

PRODUCT PROFILE

VALVES:



- NRV Valve Bodies, Balls & Plugs ranging from 25mm to 400mm size
- Non Return, Ball Valves.
- Some Of The Salient Features Of Our Valves Are:

- » Durability
- » Dimensional Accuracy
- » High Tensile Strength
- » Pressure Tight Casting
- » Anti-Corrosive Properties

❖ **BUTTERFLY VALVE**



Salient features

- » Excellent surface finish
- » High tensile strength
- » Dimensional accuracy

❖ **LURRICATED PLUG VALVE**



- » High Tensile strength
- » High Ductility
- » Good flexibility
- » Specific configurations
- » Pressure tight
- » Available at competitive prices

❖ Machine tool casting

Coupling casting & pilling casting



- **Types of pulley casting**
- Single groove pulleys.
- Multi groove pulleys.
- Conveyor pulleys.
- Fly wheel
- **Salient features**

- » High tensile strength
- » Durability
- » Dimensional accuracy
- » Dynamically balanced

House fly wheel for diesel engine:



Salient features

- ▶▶ High tensile strength
- ▶▶ Durability
- ▶▶ Dimensional accuracy
- ▶▶ Dynamically balanced

❖ C.I.Gears



SWOT Analysis

➤ **Strength:**

- We relied on quality products.
- Less competitors resulted in more and more demand, need for our products.

➤ **Weakness:**

- More absents of workers.
- Absents of workers resulted in late delivery of production
- Since our industry s project oriented the turnover is not continuant.

➤ **Opportunities:**

- It is engineering product there is a huge scope & potential for the technical, production & marketing department.
- Most of the time they interact with good MNC customers who are professional system oriented.

➤ **Threats:**

- Less price of other industries we loose customers
- Because of lower price of other industry, we have lost many orders from government.
- We cannot compromise on our quality.

INTRODUCTION OF THE TOPIC

Recruitment and selection are two of the most important function of personnel management. Recruitment precedes selection and helps in selection a right candidate.

Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower in adequate number to facilitate effective selection of efficient personnel.

Staffing is one basic function of management. All managers have responsibility of staffing function the chief executive and even the foremen and supervisors have a staffing responsibility when they select the rank and file workers. However, the personnel manager and his personnel department is mainly concerned with the staffing function.

Every organization needs to look after recruitment and selection in the initial period and thereafter as and when additional manpower is required due to expansion and development of business activities.

‘Right person in the right job’ is the basic principle in recruitment and selection. Every organization should give attention to the selection of its manpower, especially its manager. The operative manpower is equally important and essential for the orderly working of an enterprise. Every business organization/unit needs manpower for carrying different business activities smoothly and efficiently and for this recruitment and selection of suitable candidates are essential. Human resource management in an organization will not be possible if unsuitable person are selected and employment in a business unit. Successful human resource should identify human resource needs in the organization. Once the needs are identified, the process of recruitment or acquisition function starts.

Recruitment is the discovering of potential candidates for actual or anticipated organizational vacancies. Or, from another perspective, it is linking activity bringing together those with jobs to fill and those seeking job. The ideal recruitment effort will attract a large number of qualified applicants who will take the job if it is offered.

Research Methodology

The research methodology is a systematic way to solve the research problem. It gives an idea about various steps adopted by the researcher in a systematic manner with an objective to determine various manners.

Sample size:

The study sample constitutes 50 respondents constituting in the research area.

Sampling area:

The study is conducted for employees of kudale iron works.

Sampling design:

The researcher has used probability sampling in which satisfied random sampling is used.

Collection of Data:

Most of the data collected by the researcher are primary data by the use of the questionnaire where the researcher and the respondent operate face-to-face.

Sources of Data

Primary Data:

Information, which I have gathered for the first time, called primary data; primary research can be quantitative or qualitative. I have selected the Survey method or Questionnaire method for collecting the primary data from the employees.

Secondary Data:

These are the sources where the data are developed for some purpose other than the problem at hand out is applicable to the present investigation. I have referred some library books, general books, for my study considering the above steps of data collection methods. I have decided to collect the primary data for my research work because when our research project needs more data we have to collect primary data.

Objectives of the Study:

The following are the main objectives of this study.

- To understand the internal recruitment process in the organization.
- To indentify the areas where there can be scope of improvement.
- To give suitable recommendation to streamline the hiring process.
- To know about the importance of recruitment and selection.
- To know about the role of recruiter.
-

Scope of the study:

To define the process and flow of activities while recruiting. Selecting and appointment on personnel on the permanent rolls of an organization.

RECRUITMENT

It forms the first stage of acquisition of manpower or human resources. This process proceeds of location and identifying potential and candidate for selection. Recruitment is defined in various ways as indicated below:-

“Recruitment is the process to discover the sources of manpower to meet requirement of the staffing schedule and employ effective measures for attracting that manpower in adequate number’s to facilitate effective selection of an efficient working force”.

Recruitment is an important function of HRM the success of any organization depends upon how the human resources are effectively or properly managed and utilised, because unless the right type of people are hired(selected) even the best plans of the organisations cannot produced good thing. In other words they cannot realise the goals of the organisation. The recruitment is essential for selecting right man for right job and at right time.

Recruitment means to estimate the available vacancies and to make suitable arrangements for their selection and appointment. Recruitment is understood as the process of searching for and obtaining applicants for the jobs, from among whom the right people can be selected.

In recruitment, information is collected from interested candidates. For this different source such as newspaper advertisement, employment exchange, internal promotion, etc., are used.

Definition:

According to EDWIN FLIPPO, “Recruitment is the process of searching for prospective employee and stimulating them to apply for jobs in the organization.”

Purpose and importance of Recruitment:

- Determine the present and future requirements of the organization on conjunction with its personnel-planning and job analysis activities.
- Increase the pool of job candidates at minimum cost.
- Help increase the success rate of the selection process by reducing the number of visibly under qualifies or overqualified job applicants.
- Help reduce the probability that job applicants, once recruited and selected, will leave the organization only after a short period of time.
- Meet the organization's legal and social obligations regarding the composition of its work force.
- Begin identifying and preparing potential job applicants who will be appropriate candidates.
- Increase organization and individual effectiveness in the short term and long term.
- Evaluate the effectiveness of various recruiting techniques and sources for all type of job applicants.

Recruitment is a positive function in which publicity is given to the jobs available in the organization and interested candidates are encouraged to submit applications for the purpose of selection.

Sources of Recruitment:

The sources of recruitment can be broadly classified into two:

- Internal sources.
- External sources.

Internal sources

It refers to the present working employees of a company. Under this method, a company recruits its own internal people through promotions and transfers. It means that when vacancies arise, those who have been already working in institutions, are promoted, thereby the vacancies are filled up.

Promotions lead to shifting of employees to higher position carrying higher responsibilities, facilities, status and pay.

On the other hand, transfer means shifting of an employee from one job to another job. At the time of transfer, it is ensured that an employee to be transferred to the new job is capable of performing it. In fact, transfer does not involve any drastic change in the responsibilities and status of an employee.

So promotion is the best method of internal source that is why many companies follow the practice of filling higher jobs by promoting internal employees who are considered to be fit for such positions. Some organisations completely overlook the value of recruitment from within. It is not only reasonable but wise also to let the existing employees to know the vacancies by internal advertisement.

- An internal source includes:
 - Present permanent employees.
 - Present temporary or casual employees.
 - Retrenched or Retired employees.
 - Dependents of deceased, disabled, retired and present employees.

External Sources

When requirements of recruitments, cannot be met from internal sources (i.e. promotions) in such cases, external sources can be adopted. Every enterprise has to tap external sources the external sources for various positions. Running organisations have got to recruit employees from outside for filling the positions whose specifications cannot be met by the present employees and for meeting the additional requirements of manpower.

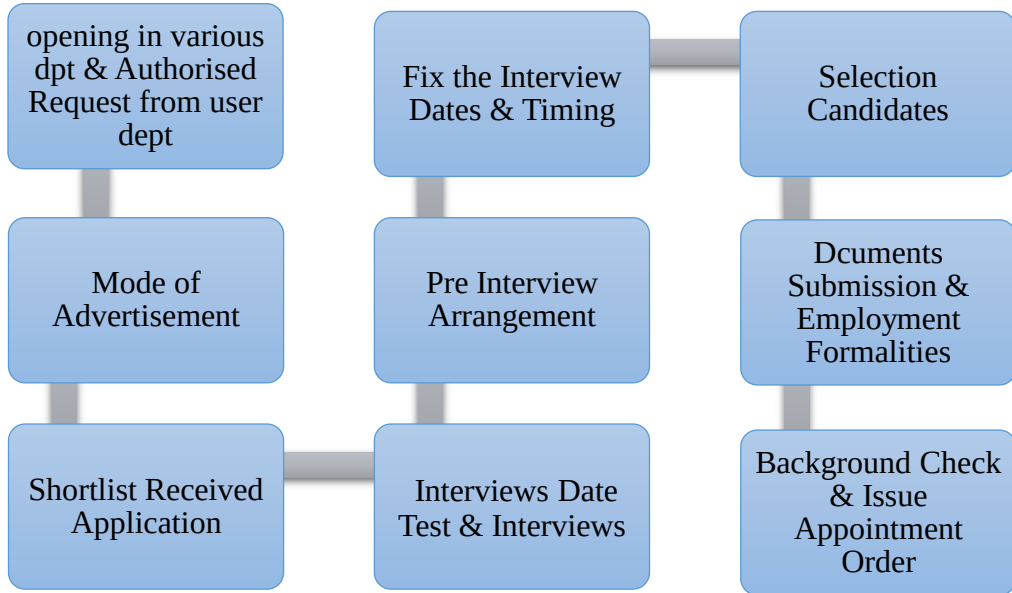
External sources of recruitment have to be solicited from outside the organisation. External sources are external to concern but it involves lot of time and money.

External sources include: Advertisement, Employment exchange, Employment agencies, Educational institutions, Labour contractors.

- **Advertisement:-** It is an external source which has got an important place in recruitment procedure the biggest advantage of advertisement medium is used in newspaper and television.
- **Employment exchange:-** There are certain employment exchange which are run by government most of the government undertakings and concerns employ people through such exchanges now a day's recruitment in government agencies has become compulsory through employment exchange.
- **Employment Agencies:-** Various private employment agencies operating in the country providing a great service in matching the demand for and supply of personnel's.
- **Educational institutions:-** There are certain professional institutions which serves as an external source of recruiting fresh graduates from this institutions this kind of recruitment done through such educational institutions is called campus recruitment.

RECRUITMENT AND SELECTION

Recruitment process in Galaxy Machinery Pvt. Ltd is as follows.



1. Opening in Various Department

- On monthly basis check with the opening in various departments & the no. of Candidates required.
- Get the details from the various departments about the designation & job description, qualification requirements, year of experience, pay scale.

2. Select the Mode of Advertisement

- Advertisements can be a print media (news papers), online advertisement on job portals, reference, word of mouth, campus recruitments, and job fairs.

- Make the advertisement matter –no. of vacancies, job description, last date to receive application, company details- name, & address, contract no & contract person, email ID.
- If print media, national & based on language, the area to be covered
- File the received applications according to the post, qualification & experience.

3. Shortlist the Received Applications

- Shortlist the received applications based on the set criteria with concern of the respective department heads.

4. Fix the Interview Dates

- Fix the interviews Dates & the timing with the concern of the department heads & inform the candidates about the date. Decide no. of candidates to be called per day & inform them about the time & documents to be carried during interviews.

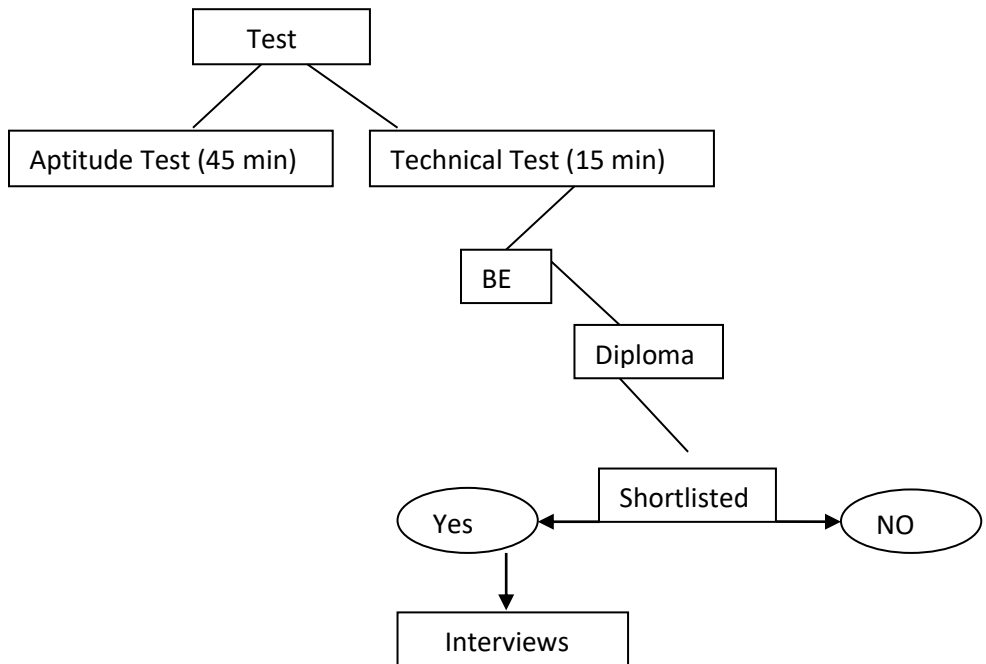
5. Pre Interview Arrangements

- Arrangement for the written test & interview- conference room, set the interview panel, arrange the test paper (aptitude & technical test), Candidate information sheet.

6. On the Date Interviews

- Make the candidates to assemble at conference room, greet them
- Verify all the documents with original (there should be no backlog)
- Get general details form filled

- Submit test paper; instruct them about the rules & regulations of the test. Nothing should be marked or written on the test paper.



- Collect the test paper, evaluate the answer, mention scores, attach the scores with the CY, and submit it to the interviewer.
- Arrange the sequence of the candidates according to the CV's & submitted it to the interviewer.

7. Selection

- Get the selected candidates list from the interviewer panel.
- Inform them about the salary after taking approval from the concerned authority.
- Inform & congratulate the selected candidate. Inform about the joining formalities.

8. Documents Submission & Employment Formalities

Document submission-

- ✓ Experience certificate, relieving letter
- ✓ Driving license, Aadhar card, blood group certificate, present address details, DOB of parents/children.
- ✓ 2 stamp size and 2 ID size photos.
- ✓ Existing ESI no. (if applicable) and UAN PF No.

Employment formalities-

Let candidates read employment policy, business philosophy of galaxy. Get ESI sheet filled along with joining details form. Fill PF form no. 2, give bank details for account opening (within 3 month of DOJ) fill leave card, enter the name of the employee in the muster roll/attendance sheet, issue ID card.

9. Background check and issue of appointment order

- Before appointing candidates, there is requisite of background check of the selected candidates, background check can be done by communicating with the past employer/college principal or any other related authority.
- After the background check, issue an appointment order to the selected candidate.

Recruitment process

The Recruitment process comprises five interrelated stages.

1. Planning
2. Strategy Development
3. Searching
4. Screening
5. Evaluation and control

1. PLANNING: - The first step takes place when the personnel department receives the requisition for recruitment from different departments. This requisitions contains detail about the job like No. of persons to be recruited qualification required for each job & the terms & conditions of the employment.

2. STRATEGY: - After planning the next step is to decide the strategy for recruitment. The recruitment strategies can be decide on in-sourcing and out-sourcing company can recruit the candidates and employ them, trained & develop them & utilise the human resource of their candidates.

3. SEARCHING: - After understanding the company strategy and recruitment policy the HR manager has to search for the candidates who can contribute for achievements of the organisation candidates can be search using various sources such as traditional and Morden.

4. SCREENING: - Applications received in response to the advertisements are screened and only liable candidates are call for interview the purpose of screening is to remove those applications which are unqualified for the jobs therefore interviews are conducted by selection committee only after screening the process.

5. EVALUATION: - The recruitment process has the objective of searching and obtaining applications for job seekers in sufficient numbers and quantity hence evaluation of recruitment process includes finding return rate of application send out

No. of suitable candidates for selection cost of recruitment process and time laps data etc.

SELECTION

Selection has been regarded as the most important of HR department.

It ensures the organization that; it has right kind of people at the right place and at the right time.

Meaning and Definitions:

Selection is the process of finding out the most suitable candidates to the job out of the candidates recruited. Selections are done comprising the requirements of the job with applicant's qualifications.

Management should select the right employees for the right job at right time. The main object of selection is to choose the best qualified and suitable candidates for performing the job most effectively. Satisfying employee's needs and wants as well as the fullest development of his potential are a part of his objective.

"Selection process is a managerial decision making process as to predict which job applicant will be successfully if hired."- David and Robins

Selection as the name implies involves picking for hire and subset of worker from the total set of workers who have applied for the job. Selection is done comparing the recruitments of a job with the applicant's qualifications.

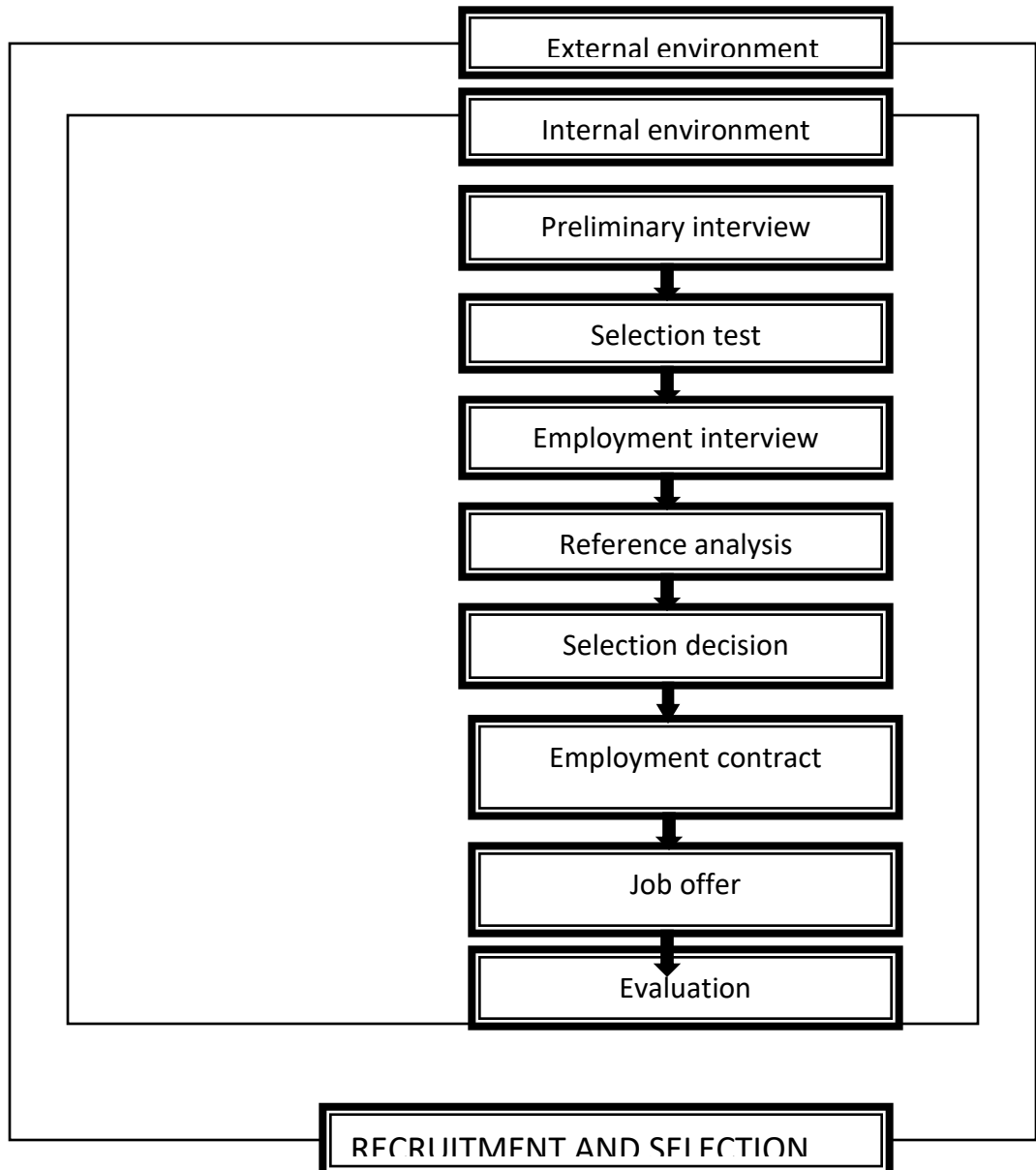
Selection is process of picking individual (out of the pool of job applicants) with requisite qualification and competence to fill jobs in the organization. A formed definition of selection is:

“It is the process of differentiating between applicants in order to identify
(And hire) those with the greater likelihood of success.

SELECTION PROCESS-

Selection is a long process, commencing from the preliminary interview of the applicants and ending with the contract of employment.

The following charts give an idea about selection process-



Environmental factors affecting selection –

External environment –

More prominent factors are supply and demand of specific skills in the labour market, unemployment rate, and labour market condition, legal and political consideration.

Internal environment

The factors influencing the internal environment are company's image, company's policy, human resources planning and cost of hiring.

STEP 1 – PRELIMINARY INTERVIEW

The applicant received from job seekers would be subject to scrutiny so as to eliminate unqualified applicants. This is usually followed by a preliminary interview the purpose of which is more or less the same as scrutiny of application, that is, eliminate of unqualified applicants. Scrutiny enables the HR specialists to eliminate unqualified jobseekers based on the information supplied in their application forms. Preliminary interview, on the other hand, helps reject misfits for reason, which did not appear in the application forms. Besides, preliminary interview, often called courtesy interview is a good public relation exercise.

STEP 2 – SELECTION TEST

The organization conduct selection test for the candidates and gives the standardized series of question for candidates to assess the candidates knowledge, skill, abilities, or other characteristics.

Different types of selection tests may be administrated, depending on the job and the company. Generally tests are used to determine the applicant's ability, aptitude and personality.

The following are the types of tests taken:

APTITUDE TEST-

The aptitude tests is (reasoning test, free verbal reasoning test and free reasoning test) are designed to help you in assessing how well you are likely to in a red aptitude test. These free aptitude tests are short examples of our online practice aptitude tests.

ABILITY TEST-

Ability test is conducted to measure a person's current skill and ability to the needs for the job.

STEP3 – INTERVIEW

The next step in the selection process is an interview. Interview is formal, in – department conversation conducted to evaluate the applicants acceptability. It is considered to be excellent selection device. It is face-to-face exchange of view, ideas and opinion between the candidates and interviewers. Basically, interview is nothing but an oral examination of candidates. Interview can be adapted to unskilled, skilled, managerial and profession employees.

STEP 4 – SELECTION CHECK

Many employees request names, address, and telephone numbers of reference for the purpose of verifying information and perhaps, gaining additional background information on an applicant. Although listed on the application forms, references are not usually checked until an applicant has successfully reached the fourth stage of a sequential selection before checking references.

STEP 5 – SELECTION DECISION

After obtaining information through the preceding steps, selection decision- the most critical of all the steps- must be made. The other stages in the selection process have been used to narrow the number of the candidates. The final decision has to made the pool if individuals who pass the tests, interviews and reference checks.

The interview of the line manager will be generally considered in the final selection because it is he/she who is responsible for the performance of the new employee. The HR manager plays a crucial role in the final selection.

STEP 6 – JOB OFFER

The next step in the selection process is job offer to those applicants who have crossed all the previous hurdles. Job offer is made through a letter of appointed. Such a letter generally contains a date by which the appointee must report on duty. The appointee must be given reasonable time for reporting. Those is particularly necessary when he or she is already in employment, in which case the appointee is required to obtain a relieving certificate from the previous employer. Again, a new job may require movement to another city, which means considerable preparation, and movement of property.

STEP 7 – CONTRACT OF EMPLOYMENT

There is also a need for preparing a contract of employment. The basic information that should be included in written contract of employment will vary according to the level of the job, but the following checklist sets out the typical headings:

- Job title
- Duties, including a phrase such as “The employee will perform such duties and will be responsible to such person, as the company may from time to time direct”.
- Date when continuous employment starts and the basis for calculating services.
- Rate of pay, allowance, overtime and shift rates, method of payments.
- Hours of work including lunch break and overtime and shift arrangements.
- Holidays arrangements
- Paid holidays per year.
- Public holidays.
- Length of notice due to and from employee.
- Grievances procedure (or any reference to it)
- Disciplinary procedure (or any reference to it)
- Work rules (or any reference to them)
- Arrangements for terminating employment.
- Arrangements for union membership (if applicable)
- Special terms relating to right to patent and design, confidential information and restraint on trade after termination of employment.
- Employer right to vary terms of the contract subject to proper notification being given.

STEP 8 – CONCLUDING THE SELECTION PROCESS

Contrary to popular perception, the selection process will not end with executing the employment contract. There is another step – amore sensitive one reassuring those candidates who have not selected, not because of any serious deficiencies in their personality, but because their profile did not match the requirement of the organization. They must be told that those who were selected were done purely on relative merit.

STEP 9 – EVALUATION OF SELECTION PROGRAMME

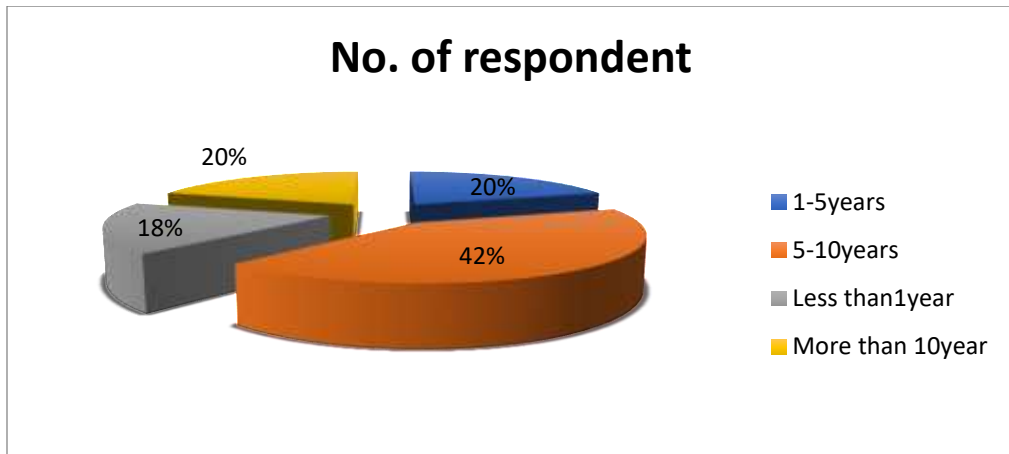
The board test of the effectiveness of the selection process is the quality of the personnel hired. An organization must have competent and committed personnel. The selection process, if properly done, will ensure availability of such employees. How to evaluate the effectiveness of a selection program? A periodic audit is the answer.

ANALYSIS AND INTERPRETATION

Sample size: During the process of study, survey has been conducted on 50 respondents.

1. Since how many years have you be working in this organization

No	Criteria	Respondent	Percentage
1.	1-5years	10	20%
2.	5-10years	21	42%
3.	Less than1year	9	18%
4.	More than 10year	10	20%
	Total	50	100



INTERPRETATION

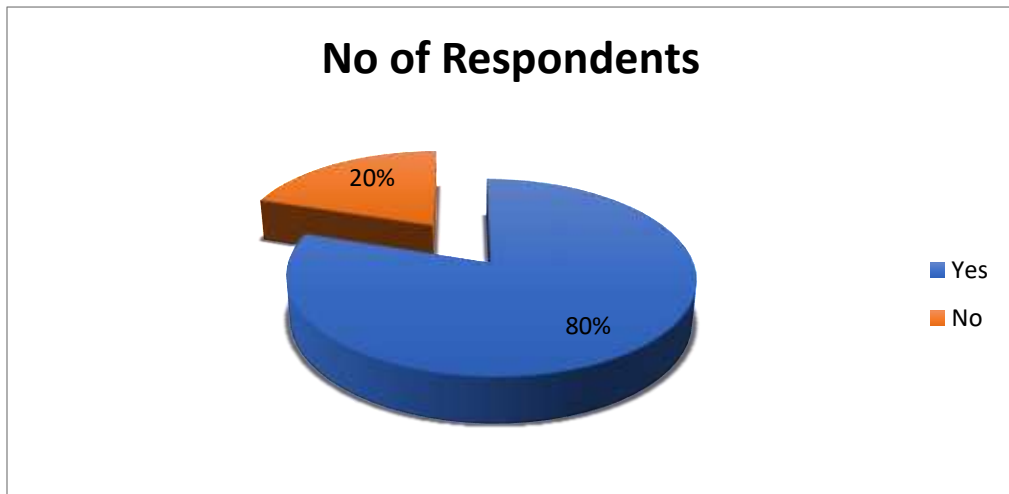
In the above chart shows that 20% of employees are working since 1-5 year in this organisation, 42% of employees are working since 5-10 YEAR, 18% of employees are working since less than 1 year. And 20% of employees are working since more than 10 years working in this organisation.

ANALYSIS - This survey shows most of the employees are working 5-10 years in this organisation.

KUDALE IRON WORKS

2. Workers awareness towards recruitment and selection?

No	Criteria	No of Respondents	Percentage
1.	Yes	40	80%
2.	No	10	20%
	Total	50	100%



INTERPRETATION:-

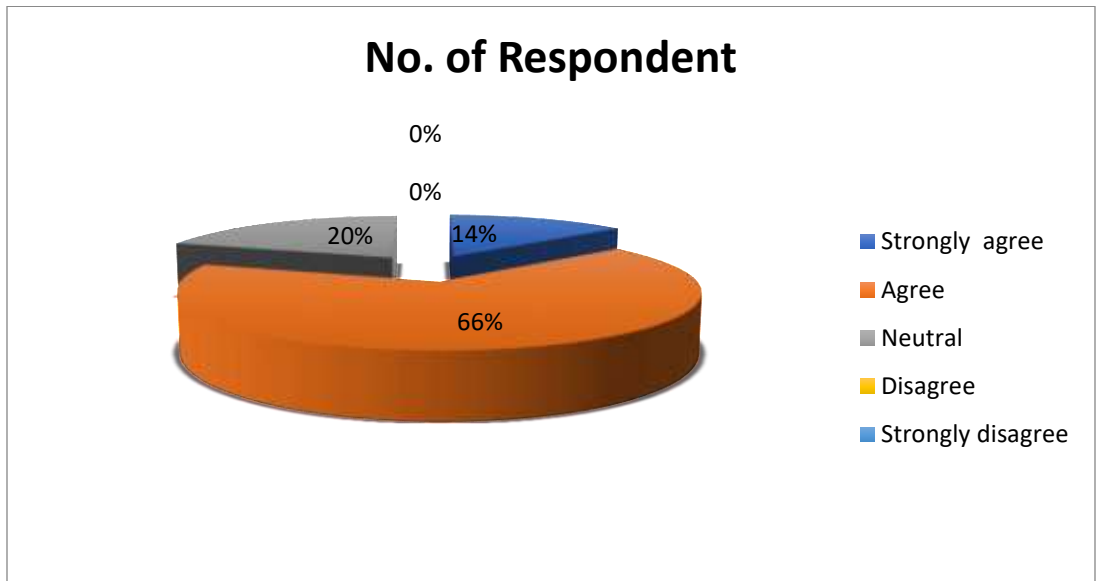
In the Above chart shows that 80% of employee's are aware about the recruitment and selection. Only 20% of employee's says that they are not aware.

ANALYSIS

This survey shows that maximum employees that is 80% employees are aware about the recruitment and selection

3. HR clearly define the job description & job specifications in the recruitment process?

No	Criteria	Respondent	Percentage
1.	Strongly agree	7	14%
2.	Agree	33	66%
3.	Neutral	10	20%
4.	Disagree	0	0%
5.	Strongly disagree	0	0%
	Total	50	100



INTERPRETATION

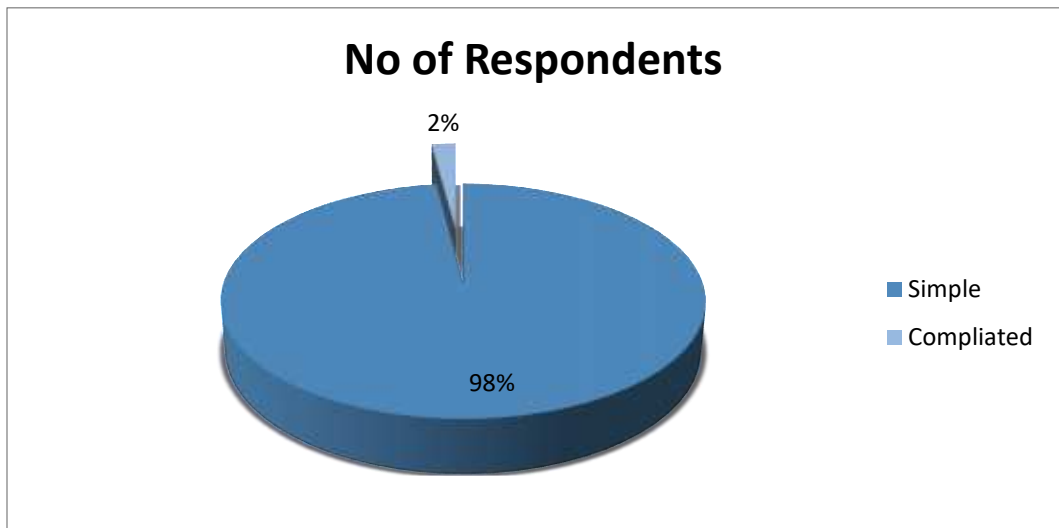
The above chart shows that 14% of employees says **STRONGLY AGREE** with HR clearly define the job description and job specification in the recruitment process of the company, 66% of employees are **AGREE** with this, 20% of employees are **NEUTRAL** with this.

ANALYSIS

This survey shows that maximum employees agree with HR clearly define the job description and job specification in the recruitment process of the company.

4. What kind of recruitment and selection procedure is followed in your organisation?

No	Criteria	No of Respondents	Percentage
1.	Simple	48	96%
2.	Complicated	1	2%
	Total	50	100%



INTERPRETATION

The above chart shows that 98% of employees say their organisation follow SIMPLE recruitment and selection procedure. 2% of employees says that their organisation follow COMPLICATED procedure.

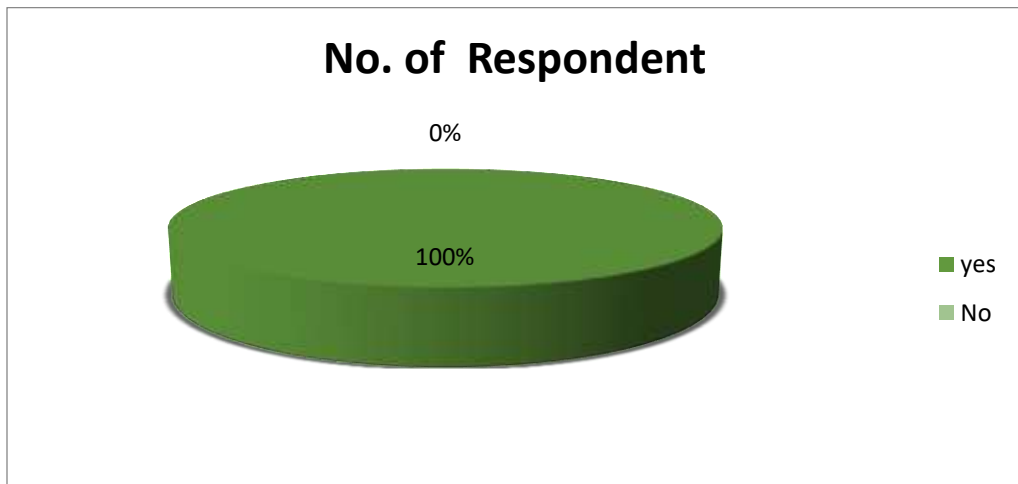
ANALYSIS

This survey shows that the organisation follow simple recruitment and selection procedure.

KUDALE IRON WORKS

5. Dose HR provides an adequate pool of quality application?

No	Criteria	Respondent	Percentage
1	Yes	50	100%
2	No	0	0%
	Total	50	100



INTERPRETATION

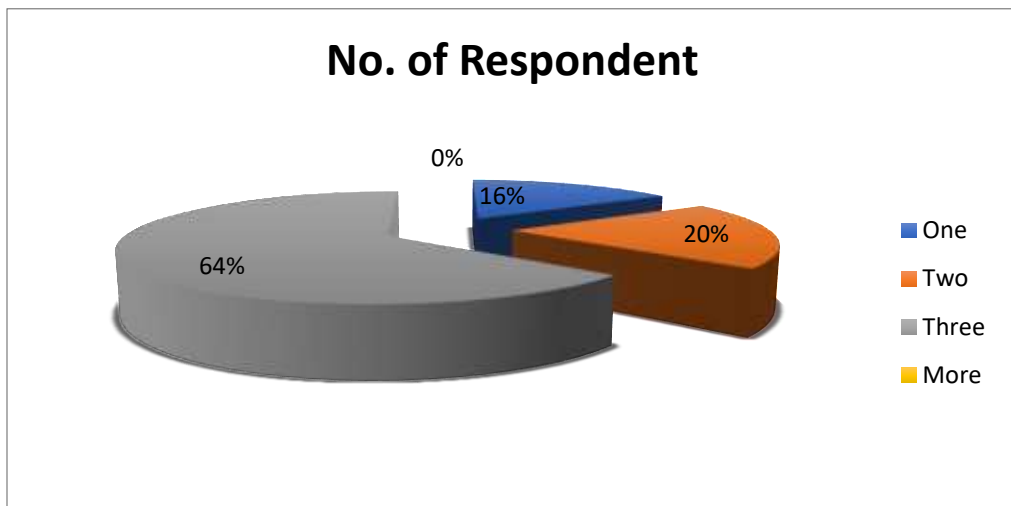
The above chart shows the 96% of employees say YES that HR provides an adequate pool of quality application.

ANALYSIS

This survey shows that with this company HR provides an adequate pool of quality application.

6. How many rounds of interviews are conducted before a candidate is offered the employment?

No	Criteria	Respondent	Percentage
1	One	8	16%
2	Two	10	20%
3	Three	32	64%
4	More	0	0%
	Total	50	100



INTERPRETATION

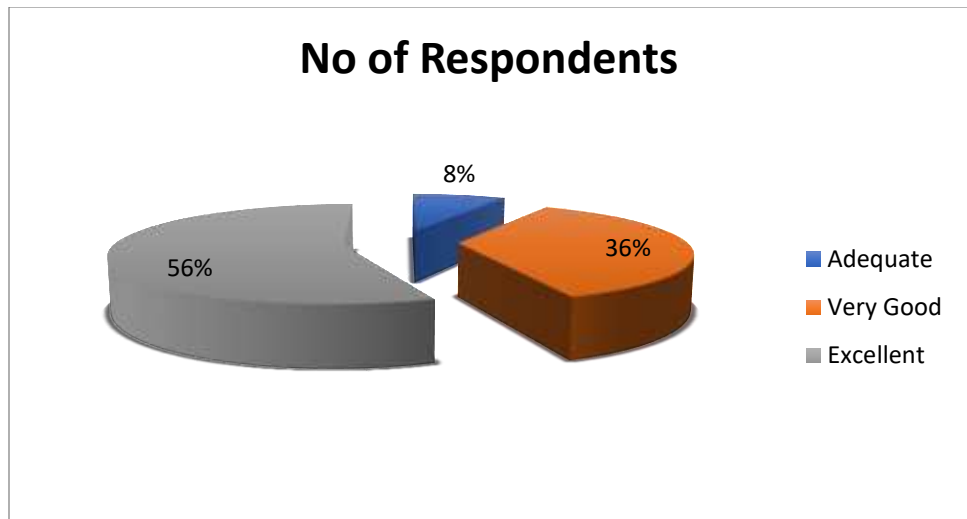
In the above chart shows the 16% of employees says that company conducted ONE ROUNDS of interviews, 20% of employees saying that company conducted TWO ROUNDS of interviews and 64% of employees are saying that company conducted THREE ROUND of interviews.

ANALYSIS - This survey shows that most of the employees working 5-10 years in the organisation.

KUDALE IRON WORKS

7. How do you rate HR department performance in recruitment and selection?

No	Criteria	No of Respondents	Percentage
1.	Adequate	4	8%
2.	Very Good	18	36%
3.	Excellent	28	56%
	Total	50	100%



INTERPRETATION

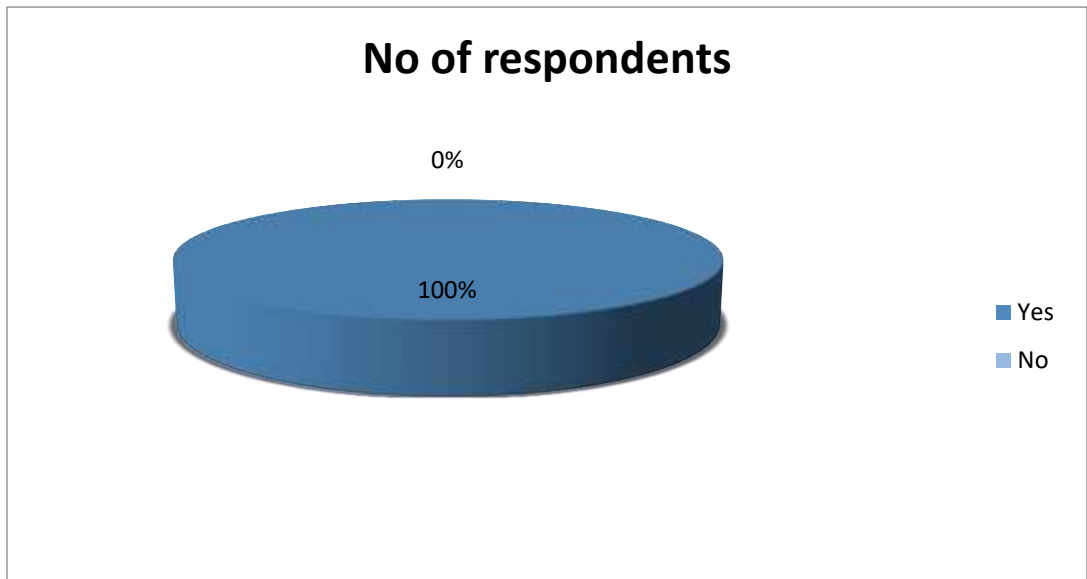
The above chart shows the 56% of employees say that HR department performance is EXCELENT, 36% of employees saying that HR department are VERY GOOD; only 8% of employees are saying that HR department is ADEQUATE.

ANALYSIS

This survey shows that the HR department performance is excellent in recruitment and selection

8. Do you feel such recruitment and selection procedure is helpful in bringing about development and efficiency?

No	Responses	No of respondents	Percentage
1.	Yes	50	100%
2.	No	0	0%
	Total	50	100%



INTERPRETATION

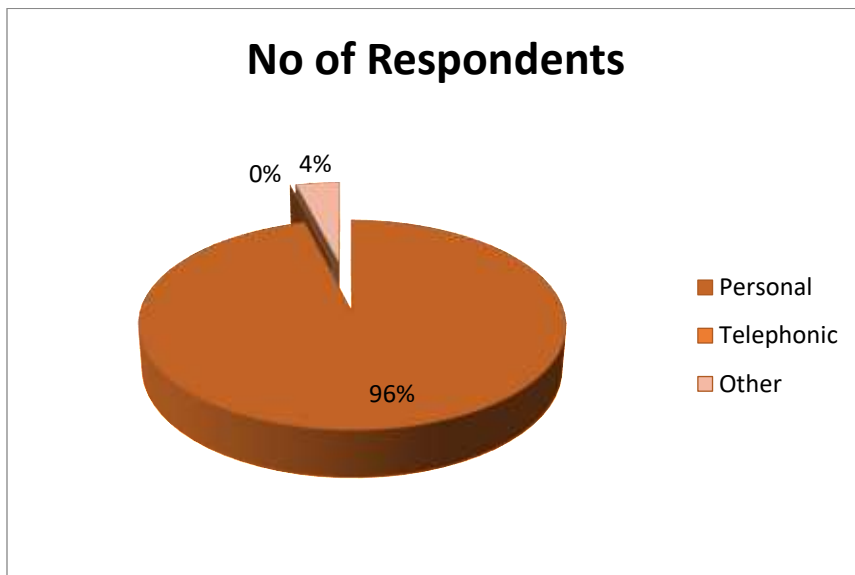
The above chart clearly says that 100% of employees say that recruitment and selection procedure is helpful in bringing about development and efficiency.

ANALYSIS

This survey shows that maximum employees feel that recruitment and selection procedure is helpful in bringing about development and efficiency.

9. What forms of interview did you prefer?

No	Criteria	No of Respondents	Percentage
1.	Personal	48	96%
2.	Telephonic	0	0%
3.	Other	2	4%
	Total	50	100%



INTERPRETATION

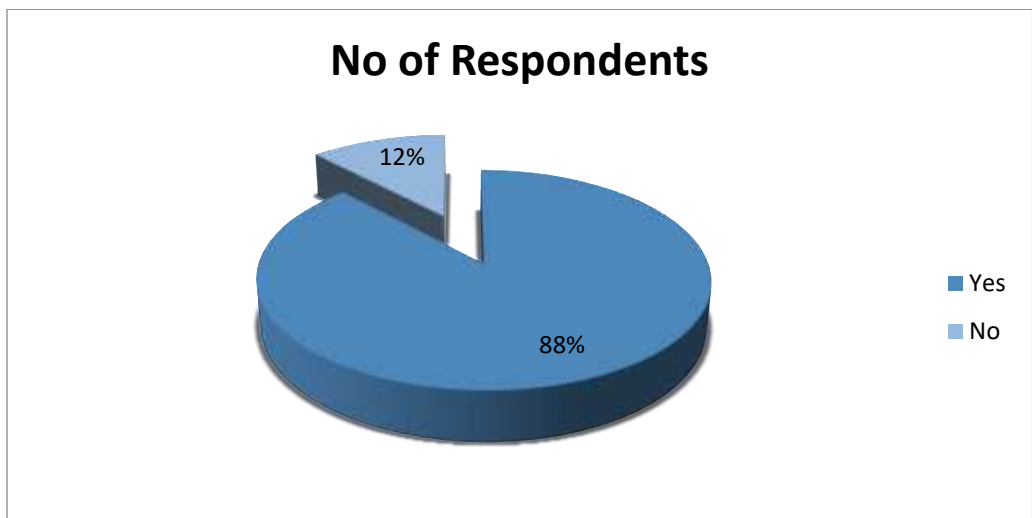
In the above chart shows that 96% of the employees says preferred personal form of interview method, there are only 4% of employee's who preferred other form of interview method, there is not a single employee who not preferring telephonic form of interview method.

ANALYSIS

This survey shows the employee preferred personal form of interview.

10. Is recruitment and selection essential for you all?

No	Criteria	No of Respondents	Percentage
1.	Yes	44	88%
2.	No	6	12%
	Total	50	100%



INTERPRETATION

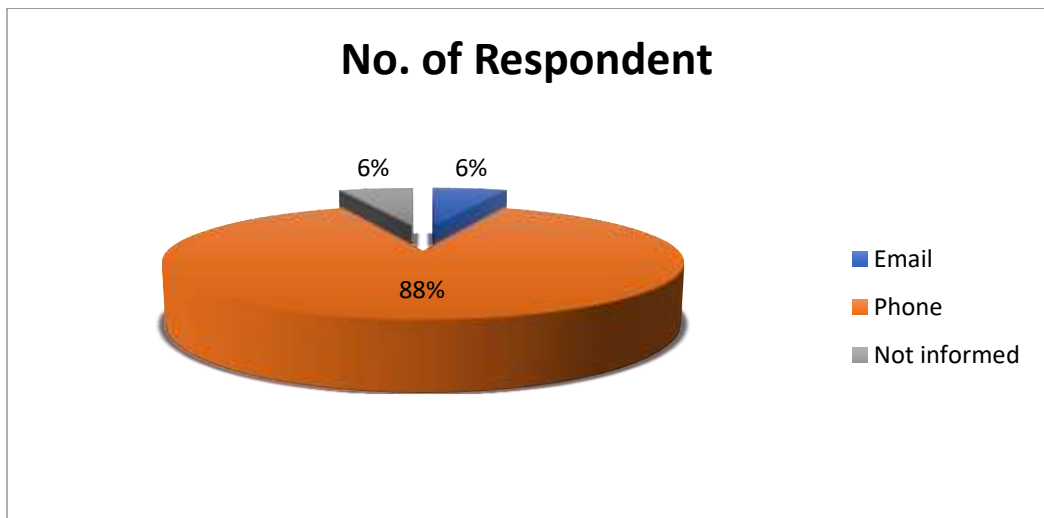
In the above chart shows that 88% of employee's are saying that recruitment and selection is essential for them, there are 12% of employee's who are saying that recruitment and selection is not essential for them.

ANALYSIS

This survey shows that maximum employees feel that recruitment and selection is essential for all.

11. Are rejected candidates informed by?

No	Criteria	Respondent	percentage
1	Email	3	6%
2	Phone	43	86%
3	Not informed	3	6%
	Total	50	100

**INTERPRETATION**

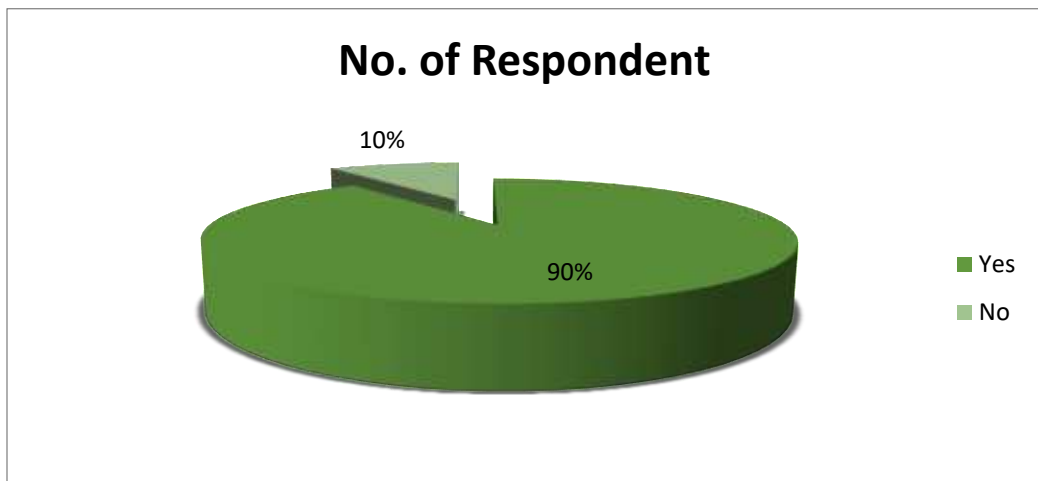
In the above chart shows that 6% of employees say rejected candidates informed by EMAIL, 86% of employees are say PHONE and 6% of employees are say NOT INFORMED.

ANALYSIS

This survey shows with this company not informed by rejected candidates.

12. Is the organization doing time lines recruitment and selection process.

No	Criteria	Respondent	percentage
1	Yes	45	90%
2	No	5	10%
	Total	50	100



INTERPRETATION

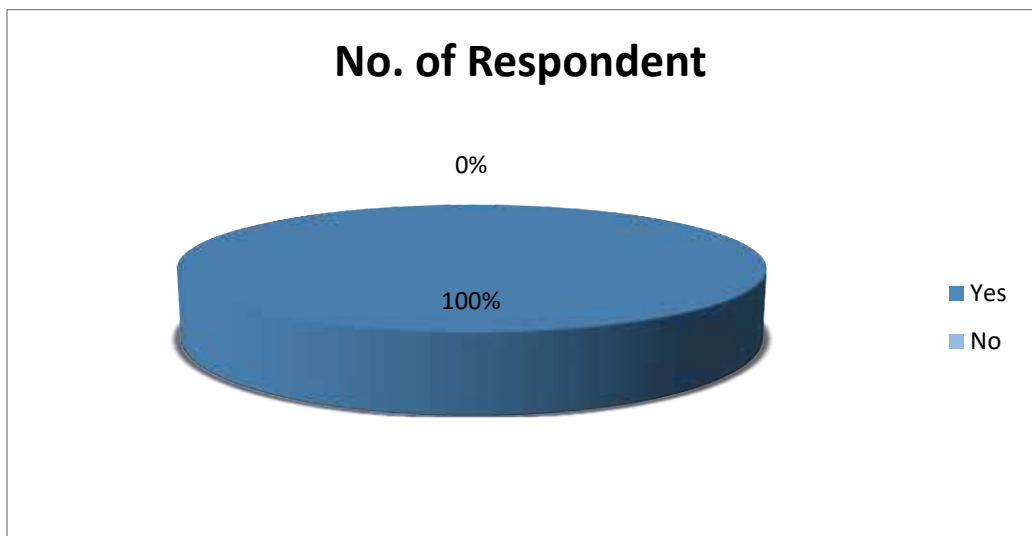
In the above chart shows that 90% of employee say YES the organization doing time line recruitment and selection process and 10% of employees are say NO the organization doing time line recruitment selection process.

ANALYSIS

This survey shows that organisation doing time line recruitment and selection process.

13. Have you been given induction training after selection/joining?

No	Croatia	Respondent	Percentage
1	Yes	50	100%
2	No	0	0%
	Total	50	100



INTERPRETATION:

In the above chart shows that 100% of employees say that company with given induction training after selection candidates.

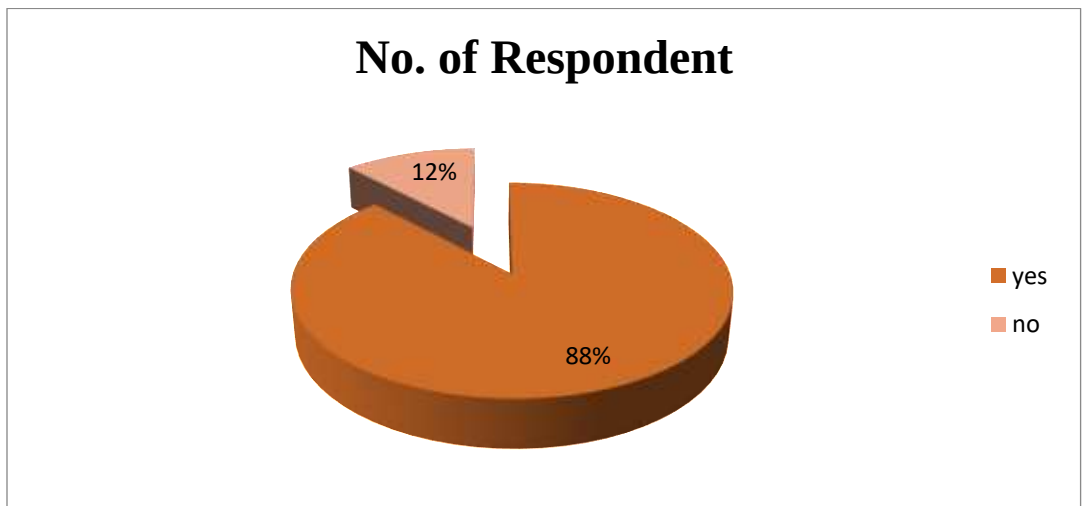
ANALYSIS

According to this survey company given induction training after selection to their employees.

KUDALE IRON WORKS

14. Are you satisfied with the present recruitment and selection procedure done in your organisation?

No	Criteria	No of Respondents	Percentage
1.	Yes	44	88%
2.	No	6	12%
	Total	50	100%



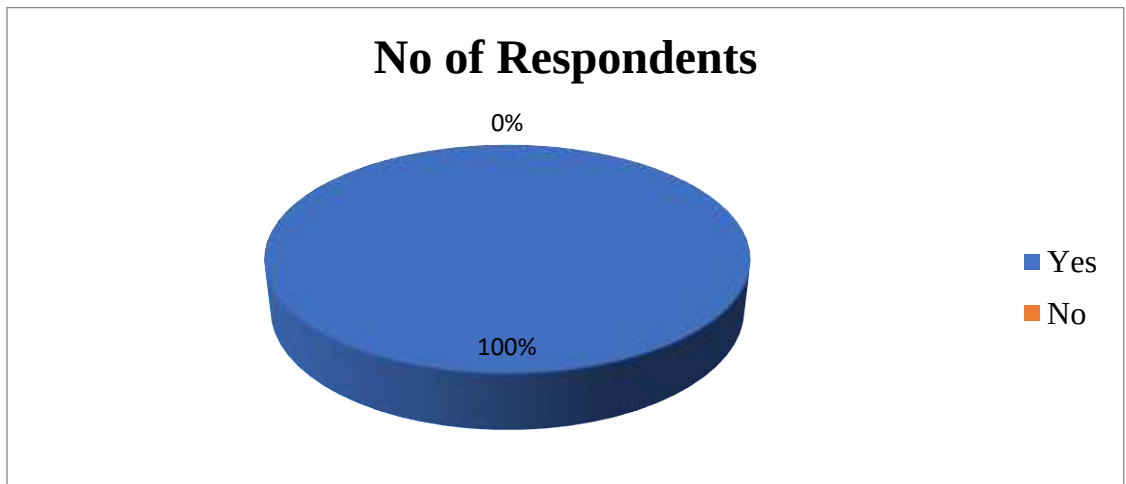
INTERPRETATION

In the above chart shows that 88% of employees says that they are satisfied with the present recruitment and selection procedure and 12% of employees says that they are satisfied

ANALYSIS -This survey shows that most of the employees are satisfied with the recruitment and selection procedure.

15. Is recruitment and selection helps you to understand your work profile?

No	Criteria	No of Respondents	Percentage
1.	Yes	50	100%
2.	No	0	0%
	Total	50	100%



INTERPRETATION

In the above chart shows that 100% employees says recruitment and selection helps to understand their work profile.

ANALYSIS

This survey shows that recruitment and selection helps them understand their working profile.

FINDINGS

- Kudale iron work follows simple method of recruitment and selection.
- Most of the employees working since 5-10 years in this organization.
- Maximum employees agree that HR clearly define the job description and job specification in the recruitment process.
- Most of the employees are aware about the recruitment and selection.
- Because of awareness on recruitment and selection process the company has recruited and selected the best and efficient candidates in their organisation.
- 90% of the employees are saying that organisation doing time lines recruitment and selection process
- Due to proper recruitment and selection process, the right employees are placed for the right job in the organization.
- Recruitment and selection process takes place whenever there is a vacancy.

SUGGESTIONS

- More importance should be given to recruitment and selection process so that the company can recruit the skilled and efficient candidate.
- Maximum of the employees feel that recruitment and selection procedure is helpful in bringing out development and efficiency in the organisation and it good to have a common goal for the success of the organisation.
- The company may create a good friendly environment during the interview process which may make the candidates feel free and confident to answer the questions.
- The candidates called for interview should be allotted timing and it should not overlap with each other.

CONCLUSION

The process of recruitment and selection in Kudale Iron Works good. The company source of recruitment is very effective. Recruitment is ending process in the organization. Selecting the qualified and skilled candidate is main motto of the organization.

The excellent pattern of interview is followed in case of selection process. Candid eligibility verification program is a greatest merit to the organization to avoid unfaith candidates in the organization. They systematic procedure is followed in recruitment selection process.

“You can’t teach employees to smile. They have to smile before you hire them” recruitment and selection is a very important process and needs to be taken care of.

Limitations of the Study:

- The study is conducted only in kudale iron works.
- Due to the limitations of the time, the research could not be made more detailed.
- I was able to cover only those employees who were currently working in the company.
- Some of the replies of the respondents may be biased.
- Due to the confidentiality of some information accurate response was not revealed by some of the respondents.

Bibliography

- Previous Project Works at Alankar enterprise Belgaum.
- en.wikipedia.com
- Books - Subbarao “Personnel and Human Resource Management”.

Annexure

QUESTIONNAIRE

Name:

Age:

Qualification:

Designation/Type of work:

Period of service in Kudale Iran Pvt. Ltd:

1. Since how many years have you be working in this organisation?
 - a) 5 to 10 year
 - b) 1 to 5 year
 - c) Less than 1 year
 - d) More than 10 year

2. Workers awareness towards recruitment and selection?
 - a) Yes
 - b) No

3. HR clearly defines the job description & job specifications in the recruitment process?
 - a) Disagree
 - b) Neutral
 - c) Agree
 - d) Strongly agree

4. What kind of recruitment and selection procedure is followed in the organisation?
 - a) Simple
 - b) Complicated

5. Dose HR provides an adequate pool of quality application?
 - a) Yes
 - b) No

6. How many rounds of interviews are conducted before a candidate is offered the employment?
 - a) One
 - b) Two
 - c) Three
 - d) More

7. How do you rate HR department performance in recruitment and selection?
 - a) Adequate
 - b) Very good
 - c) Excellent

8. Do you feel such recruitment and selection procedure is helpful in bringing about development and efficiency?
 - a) Yes
 - b) No

9. What forms of interview did you prefer?
 - a) Personal
 - b) Telephonic
 - c) Other

10. Is recruitment and selection essential for you all
 - a) Yes
 - No

11. Are rejected candidates informed by
- a) Email
 - b) Phone
 - c) Not informed
12. Is the organisation doing time lines recruitment and selection process.
- a) Yes
 - b) No
13. Have you been given induction training after selection/joining?
- a) Yes
 - b) No
14. Are you satisfied with the present recruitment and selection procedure done in your organisation
- a) Yes
 - b) No
15. Is recruitment and selection helps you to understand your work profile?
- a) Yes
 - b) No