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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

"RECRUITEMNT 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

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

(Affiliated to Rani ChannammaUniversity,Belagavi)

A Project Report on

"RATIO ANALYSIS"

At

"ALANKAR ENTERPRISES, BELGAVI"

Submitted by:

Ms. SHRUTIKA MALI

Reg.No.B1811241
BBA 6thSem

Under the guidance of

Organizational guide
MR. ROHAN CHOUGULE

Institutional Guide
PROF. SONAL KALBURGI

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. Shrutika S. Mali** has satisfactorily completed the project at.**"Alankar Enterprises, Belagavi"** In partial fulfilment of award 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 Miss. Shrutika Mali Bearing The Register No.B1811241 Hereby Declare That, The Project Report Entitled.

"Study Of Ratio Analysis At Alankar enterprises"

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 2020-21, Is Record Of Bonafide Reports Carried Out By Me Under The Guidance Of Prof. : Sonal kalburgi , Rani Parvati 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

Date:

SHRUTIKA MALI

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 ToAlankar Enterprises, Belagavi For Giving Me Opportunity To Undergoing My In Plant Project In Their Esteemed Organization.

I Sincerely Thank The Organization Guide Mr. Rohan Chougule, 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 KalburgiFor 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.Shirmgoudar For His Whole Hearted Support Throughout The Curriculum,

SHRUTIKA MALI

EXECUTIVE SUMMERY

Financial statements provide summarized view of financial position and operation of the company. Many parties are interested in financial statement analysis to know about the financial position of the firm. They include investors, creditors, lenders, suppliers etc. ratio analysis is the widely used tool of financial analyses. It is the systematic use of ratio to interpret the financial statements so that the strengths so that the strengths and weakness of a firm is determined.

Alankar Group was established in the year 1982, by Mr. Mahadev Chougule. Alankar group is well known in Belagavi as an ISO certified manufacturing of Precision Machine Components. Alankar Group is manufacturer of Products and sub-products on Conventional and Non-conventional Machines since 37 years.

Title:

To study the financial analysis of Alankar enterprises

Project consists of analysis of financial performance on the bases of financial ratios. The study will reveal the financial performance of the firm which enables the management to know their financial strengths of the firm to make their best use. Study will also help to spot out financial weakness of the firm if any and to take suitable corrective action.

SHRUTIKA MALI

OBJECTIVE OF THE STUDY

The main objectives of the study are-

- To understand various techniques of ratio analysis and its control.
- To study the effectiveness of ratio analysis through various techniques.
- To analysed the function producers in ratio analysis.
- To make a comparative study of ratio analysis in last three years using ratio techniques.

METHODOLOGY

Data Collection Methods

The data collection is basically classified into two types. They are:

- Primary Data
- Secondary Data

Primary Data: The primary data was collected through interaction with the HR Manager, Finance Manager and others in the organization. Some of the primary data collection methods used during the study are:

- Discussions
- Interviews
- Observations

Secondary Data: This study includes data which recorded by the organization and other research studies conducted till date. Some of the available materials used during this study are as follows:

- Annual reports of last five years
- Profit and loss statements
- Balance sheets

Measurement tools

- Accounting ratios
- Financial statement of company

Significance of the study

- The study focuses on the financial statements of organization. This will help the Board of Directors to consider some of the key aspects for their decision making.
- Ratios give the finance managers an overview of the financial health of the organization.
- This study provides a clear picture to the shareholders about the financial position of the organization.
- This study can be used to convince the stakeholders.

INDUSTRY PROFILE

The Indian Metal casting (Foundry Industry) is well established. According to the recent World Census of Castings by Modern Castings, 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, Aluminum Alloy, graded cast iron, ductile iron, Steel etc for application in Automobiles, Railways, Pumps Compressors & Valves, Diesel Engines, Cement/Electrical/Textile Machinery, Aero & Sanitary pipes & Fittings etc& Castings for special applications. However, Grey iron castings are the major share approx 70 % of total castings produced.

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

About Alankar Enterprises

Alankar Enterprises was formed in the year 1982.

It was started by Mr. Mahadev Chougule with a modest investment.

Financial support was hard to come by. But the zeal to do something, keeping CUSTOMER SATISFACTION as the focus, was firm, right from day one.

This FOCUS has helped Alankar Enterprises in its journey from

- A turnover of Rs 35,000 in the first year to the present turnover of

  Rs 5.00 crores.

- One employee in 1982 to 70 employees at present
- One machine in 1982 to 25 CNCs 1 VMC & 1 HMC with all support machineries at present
- We have also set up our OWN FOUNDRY (Ferrous& Non-Ferrous) to cater the needs of our clients under one roof.
- We are manufacturing 8 Tone capacity Screw Jack and supplying for bus department

In its quest for quality, Alankar Enterprises got certified for ISO 9001-2008 quality management system certification from M/s TUV SOUTH ASIA (formerly RUV Suddeshland).

Alankar Enterprises has also implemented all concepts of ISO / TS 16949 automotive standard like F.M.E.A, Control Plans, kaizen, S.P.C and M.S.A.

Alankar Enterprises has continuously upgraded its manpower, competencies, manufacturing and quality assurance facilities ahead of customer expectations.

It has a team of qualified engineers for planning, production and quality assurance activities.The team at Alankar Enterprises commits to continue its journey based on pillars of customer satisfaction and continuous improvements.

COMPANY OVERVIEW EVOLUTION

Alankar enterprises stated as a small but positively accelerated journey to become one of the precision manufacturer of the products. Some of the significant milestones in the company's journey towards excellence and best at their category

.

1982-company started with the name of Alankar engineering works with second hand kirloskar make madras GD Lathe machine in agented premises at Udyambag.

1984-shifted the work shop to a new premise at Udyambag, borrowing loan under prime ministerRojagarhosanna at SBI.

1985- Added lathe machine, to the enterprise borrowing loan under prime ministerRojagarhosanna at SBI.

1990-company has named as Alankar enterprises.

1991-2003-company has started three more firms in the name of

1. Akkad precision-machining.
2. Rohan Metals-C. I, Graded casting.
3. Dhanshree Industries-D.C. Motors.

2003-the 1st CNC Lathe machine purchased from ACE, jobber model. Then, every six months one CNC Lathe machine is added to the enterprise. Now total of 20 CNC lathe machine is operation.

2005-apllied and award ISO 9001-2000 certificate from TUV suddesh land and India Pvt Ltd. Registered under central excise.

2007-started ESI, PF and LIC to the entire employees.

2009-2010- started second unit with the 6 CNC lathe machine and 1 VMC Machine.

2010-2011-started third unit with the 5 CNC lathe machine (AUTO NAGAR, KIADB, KANBARGI IND AREA, BELAGAVI.)

2013-2014-VMC machine in operating.

2016-2017-HMC machine in operation.

COMPANY PROFILE

Company name	Alankar enterprises
Address	Survey No.698, Plot No. B-36UdyambagBelagavi-590008 Karnataka.
Year established	1982
Business type	manufacturing/ supplier
Turnover	5.00cr
Standard certifications	ISO 9001-2000
Product Manufacturing	Ci casting and steel components & assembly and supplying automobile components, automobile spare part, shaft piston, Sleeve.
Total area of the foundry	8000sq.ft(built up-3000sq.ft)
Founder	Mr. Mahadev Chougule (partner)
Phone number	(0831) 2440345
Fax number	(0831) 2440345
E-mail I'd	mahadevialankar@gmail.com
Bank	The Belagavi Industrial Co-op, Bank Ltd. Udyambag Belagavi
Total employees	62 Employees (office staff-12 and workers 50)
Total machine	44no.s
Customers	Fairfield Atlas Ltd. Shinoli, Kirloska Brothers, Kirloskarwadi, Kolsite Group, Mumbai,Saraswati Auto Components Ltd. Aurangabad, Bharat Fritz Wener Ltd. Bangalore, Etc

PRODUCT PROFILE

Products and service profile summarize information about the different products and service within each business segment to be considered.

Alankar Enterprises undertake design, engineering and manufacturing of complete range of equipment and plants. A part from undertaking annual maintenance contract, they also design, develop, procure and supply spare / equipment, carry out safety audits and provide measure to identify areas of losses among other value added services offered by them.

CASTING

FLYWHEEL & HOUSING

LEVELING PAD

MOTOR MOUNTING

SCREW JACK

FLANGES

HYDRAULIC FITTING

HYDRAULIC FITTING

NOZZLE RINGS

SHAFTS

GEAR BLANKS

NATURE OF BUSINESS CARRIED

"Nature of Business" refers to the type or general category of business or commerce such as in the form of a manufacturing unit, a service undertaking or a trading concern etc.

Alankar Enterprises is a small scale industry. The nature of business carried by Alankar Enterprises is manufacturing and supplying of components. Alankar enterprises manufactures and supply products such as Ci casting and steel components & sub assembly, automobile components, automobile spare part, shaft, piston, bushes, sleeve, etc.

BACKGROUND AND INSPECTION OF THE COMPANY

Alankar Enterprises is a unit of Alankar Group Alankar Enterprises is a small company. They introduce themselves as one of the leading CNC precision machined components supplier, Conveyor's and sub-assemblies for ferrous, non-ferrous and any other components.

They are in this field since 36 years serving the changing needs of their customers.

They are very much aware of the high quality levels expected as they are dealing with multinational companies. Based on their performance they have been selected for direct exports by their customer M/S Fairfield Atlas ltd to USA.

In its quest for quality, Alankar Enterprises got certified for ISO 9001-2000 quality management system certification from M/S TUV SOUTH ASIA (formerly TUV suddeshland). Alankar Enterprises has also implemented all concepts of ISO/TS 16949 automotive standard like FMFA, control plans, kaizen, SPC and MSA.

Alankar Enterprises has continuously upgrade its manpower competencies, manufacturing and quality assurance facilities a head if customer expectation. It has a team of qualified engineers for planning, production and quality assurance activities.

The team at Alankar Enterprises commits to continue its journey based on pillars of customer satisfaction and continuous improvements.

VISION, MISSION AND QUALITY POLICY

Vision-

- They want to achieve maximum turnover and to expand their business.
- They endeavour to provide maximum satisfaction to the clients.
- They strive to enter new markets and they follow new trends, while at the same time they are strongly committed to a healthy tradition of the local community and local knowledge.
- They want to be distinguishable, but also recognised as a company which is tends to grow using the newest standards and technologies.
-

Mission-

- To develop, manufacturing and deliver the best quality machine components, storage and displays system.
- They support their employees, enabling them to create a rewarding and innovative culture.
- To be a responsible corporate citizen in the country and the markets where they operate.
- They are committed towards offering qualitative products that too at industry leading rates.

Quality policy-

- The integral part of their business policy is the quality of products and services that meet the highest standards, and customer- buyer satisfaction.
- They ensure stringent quality checking and measurements at every stage of production.
- They consistently improve their products & processes and comply with legal and regulatory requirements.
- To maintain quality as per satisfaction of the customers and to ensure timely delivery of products to customers.

AREA OF OPERATION-GLOBAL / NATIONAL/ REGIONAL

Alankar Enterprises operates in national/ domestic markets.

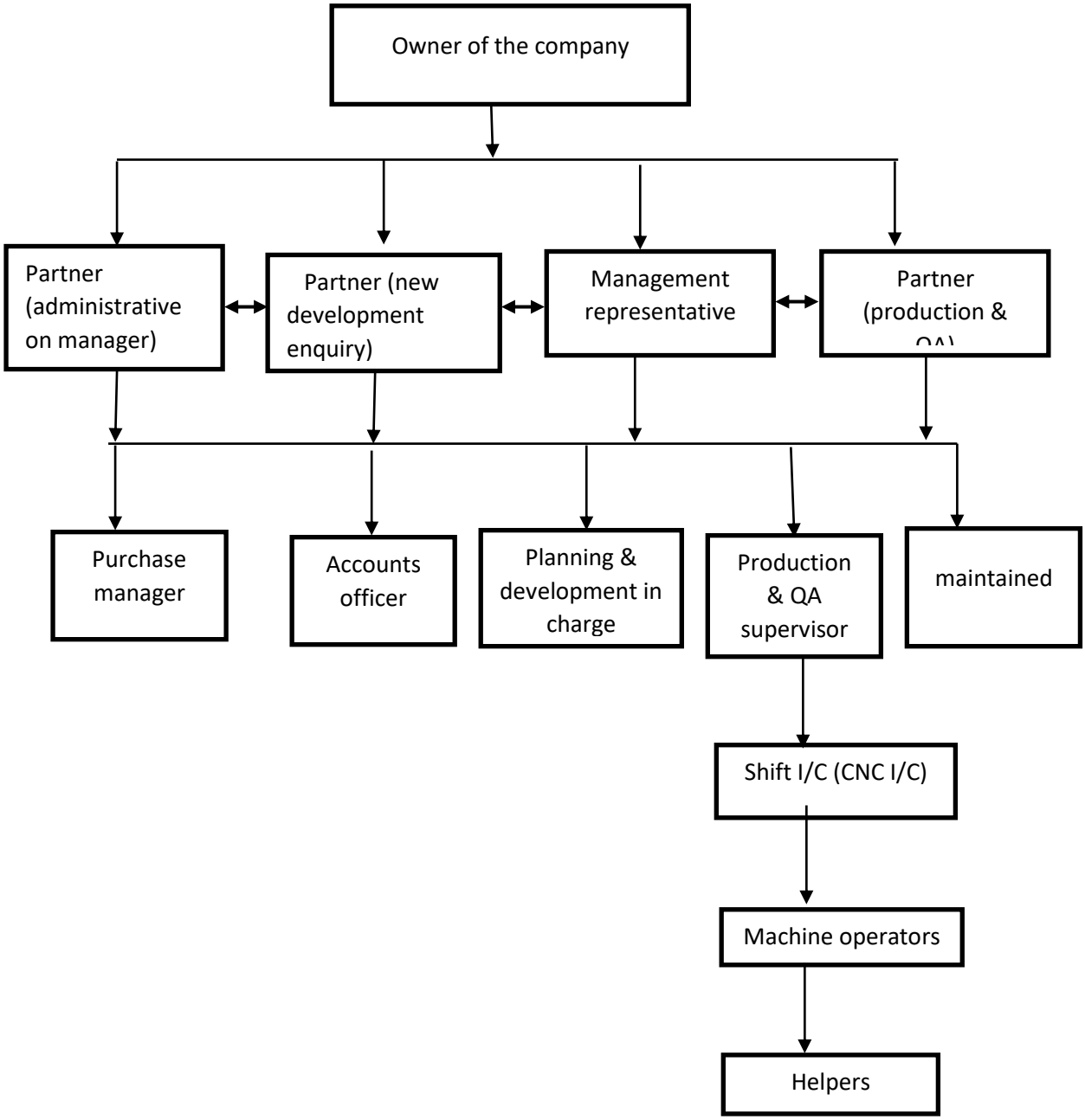
OWNERSHIP PATTERN-

Alankar Enterprises is a partnership firm. Its founder is Mr.Mahadev chougule.

BOARD OF DIRECTORS-

- Operation executive: - Mr.Mahadev chougule (partner)
- Finance executive: - Mr.chandrekant chougule(partner)
- Technical executive: - Mr.sampat chougule (partner)
- Purchase manager: - Mr. Krishna gavage.
- Development & quality manager: - Mr.dinar Kabbur.
- Production manager: - Mr. joseph D'Souza.
- Account manager: - Mr.Raju goanna
- System in charge: - Mr. Rohan chougule.

ORGANIZATION CHART



DEPARTMENTS OF ALANKAR

The organization has been divided into four departments and each is headed by a partner (manager). They have subordinated to assist them and share the work load of each department.

- Production department
- Quality department
- Purchase department
- Account department

Production department-

- Sole responsibility of implementing or accepting contract of work or not.
- To check the feasibility of product (contract) in terms of economy.
- Planning of machines and work force.

Quality department-

- Process approval at cutting stages.
- Inspection during at cutting process.
- Maintaining identification and traceability in their area of work.
- Maintaining all quality records pertaining to their area of work.

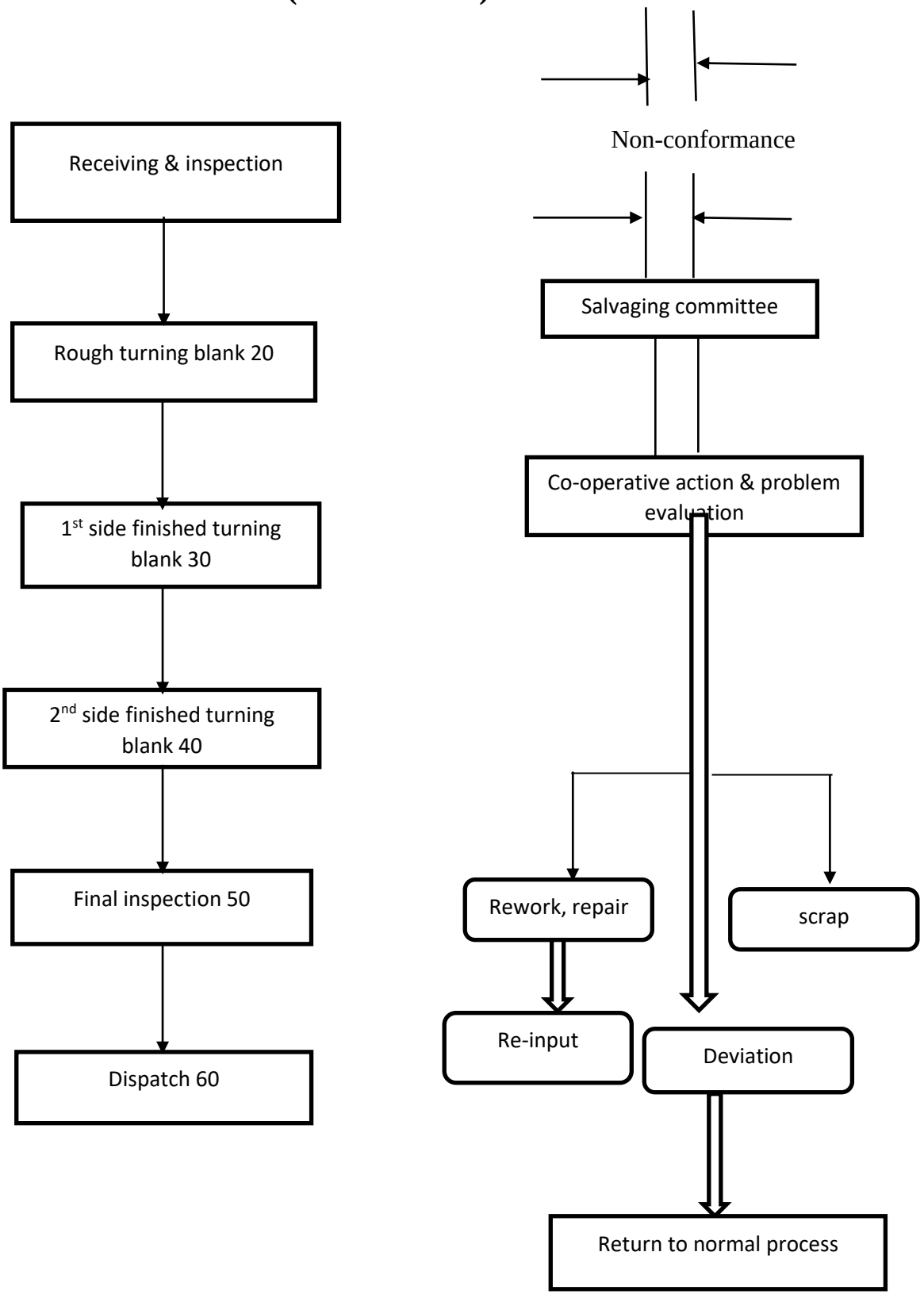
Purchase department-

- Selection of suppliers.
- Purchase of offloaded items for CNC tools and spares.
- Establishment of new suppliers.
- Purchase of indigenous product for CNC tools and spares.
- Marketing and technical adviser.
- Complete offloading of machines equipment and systems.

Accounts department-

- Financial marketing and technical adviser.
- Supporting staff (packing and forwarding).

WORK FLOW MODEL (END TO END)



FUTURE GROWTH AND PROSPECTS

Alankar Enterprise planning to expand their business units and earn more profits and also they want to grow globally and enter into foreign markets & export their products to other countries.

- Updating of humidification plant R&D.
- Updating of laboratory equipment.
- Development of product & process cost reduction.
- Diversify in to contract manufacturing.

SWOT ANALYSIS

Strengths-

- Established strong brand name.
- Most experienced technical manpower.
- Favourable access to distribution network.
- Good reputation among customers.
- Timely supply of goods to the customers.
- Co-ordination between the department and amongst the employees is best.

Weakness-

- Employees are not stable.
- Break-down of machinery act as a major cause of worry to the production department / injury to the workers on the job site.

Opportunities-

- Better utilization can be made with new machines.
- Can make more links for export.
- Technological advancement will help in future development in production and security measures.

Threats-

- Competitors in the market like Bee jay enterprises, kamatz enterprises, belie enterprises etc.
- Maintaining good quality products with competitive price in the current market.
- The concern is facing competitive from existing and upcoming units in the industry.

COMPETITORS INFORMATION

Alankar Enterprises competitors and other players: -

- Beejay Enterprises, Machhe, Belagavi.
- Kamath Enterprises, Udyambag, Belagavi.
- Bali Enterprises, Udyambag, Belagavi.
- Naveen Enterprises, Udyambag, Belagavi.

INFRASTRUCTURAL FACILITIES: -

Alankar enterprises has good infrastructure facilities such as buildings, workspace, production machine & 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, dining room and seminar room.

ACHIVEMENTS AND AWARDS

EMPLOYEES SUMMARY

SL No	Department	Staff	Workmen	Total
1	Marketing	2	-	2
2	Product Development	2	2	4
3	Production Head & Supervisor	3	3	6
4	Production	3	40	43
5	Quality Control	2	6	8
6	HR, Administration	1	-	1
7	Others	1	5	6
	Total	14	56	70

RATIO ANALYSIS

INTRODUCTION

The traditional or basic minatory statements are balance sheet and profit and loss account. These statements provide the information about the financial position and operating activities. The information contained in the financial statements helps the creditors, management and the public to evaluate the performance of the companies.

MEANING AND DEFINITION OF RATIO

Ratio is a relationship between two or more items expressed in mathematical terms. This is an expression of quantitative relationship between two amounts or items which are expressed in numbers or percentage.

Ex:- there are 50 computers in an office where 200 employees are working for identifying quantitative relationship between numbers of computers used in the office, we should calculate employee computer ratio

200:50

4:1

MEANING OF RATIO ANALYSIS

Ratio analysis is a technique of analysis and interpretation of financial statements. It is a process establishing and interpreting various ratios for helping in market certain decisions.

Uses of ratio analysis

- Measuring the profitability.
- Measuring short term financial position of the company.
- Measuring long term financial position of the company.
- Judging operational efficiency.
- Facilities comparative analysis of the performance.

BENEFITS OF RATIO ANALYSIS

- Helpful in financial analysis.
- Helpful in comparing interfirm performance.
- Helpful in simplifying accounting ratios.
- Helpful in assessing operating efficiency of the business.
- Helpful in predicting future forecast.

LIMITATIONS

- False results.
- Limited use of single ratio.
- Ignoring qualitative factors.
- Ignoring price level changes.
- Misleading results.

CLASSIFICATIONS OF RATIOS

Ratios can be classified into four types

1) Liquidity ratio
2) Leverage ratio or solvency ratio
3) Turnover ratio or activity ratio
4) Profitability ratio

LIQUIDITY RATIO

The ratio which measures the short term solvency or financial position of a firm. These ratio are calculated to comment upon the short term paying capacity of a concern or the firm's ability to meet its current obligations.
Following are the types of liquidity ratio

- Current ratio
- Quick ratio

LEVERAGE RATIO OR SOLVENCY RATIO

The ratio are financial statement ratio which show the degree to which the business is leveraging itself through its use of borrowed money by using combination of assets, debt and equity and interest payment. Leverage ratios are used to understand the firm ability to meet its long term financial obligations.

Following are the types of leverage ratios

DEBT EQUITY RATIO

The debt-to-equity (D/E) ratio compares a company's total liabilities to its shareholder equity and can be used to evaluate how much leverage a company is using. Higher-leverage ratios tend to indicate a company or stock with higher risk to shareholders.

INTEREST COVERAGE RATIO

The interest coverage ratio is a debt and profitability ratio used to determine how easily a company can pay interest on its outstanding debt. The interest coverage ratio is calculated by dividing a company's earnings before interest and taxes (EBIT) by its interest expense during a given period.

TURNOVER RATIO OR ACTIVITY RATIO

A firm been employed. These ratio are also called activity ratios because it indicates the speed with which assets are been turned over into sales.

Following are the types of turnover ratios

- Capital turnover ratio
- Working capital turnover ratio
- Total assets turnover ratio etc....

PROFITABILITY RATIO

These ratios are used to measure the results of business operations or overall performance and effectives of a firm.

Following are the types of profitability ratio

- Gross profit ratio
- Net profit ratio
- Operating ratio
- Return on equity ratio
- Return on investment ratio

RATIOS FOR CALCULATION AN INTERPRETATION

- Current ratio.
- Working capital turnover ratio.
- Fixed assets ratio.
- Net profit ratio.
- Gross profit ratio.
- Return to total assets.

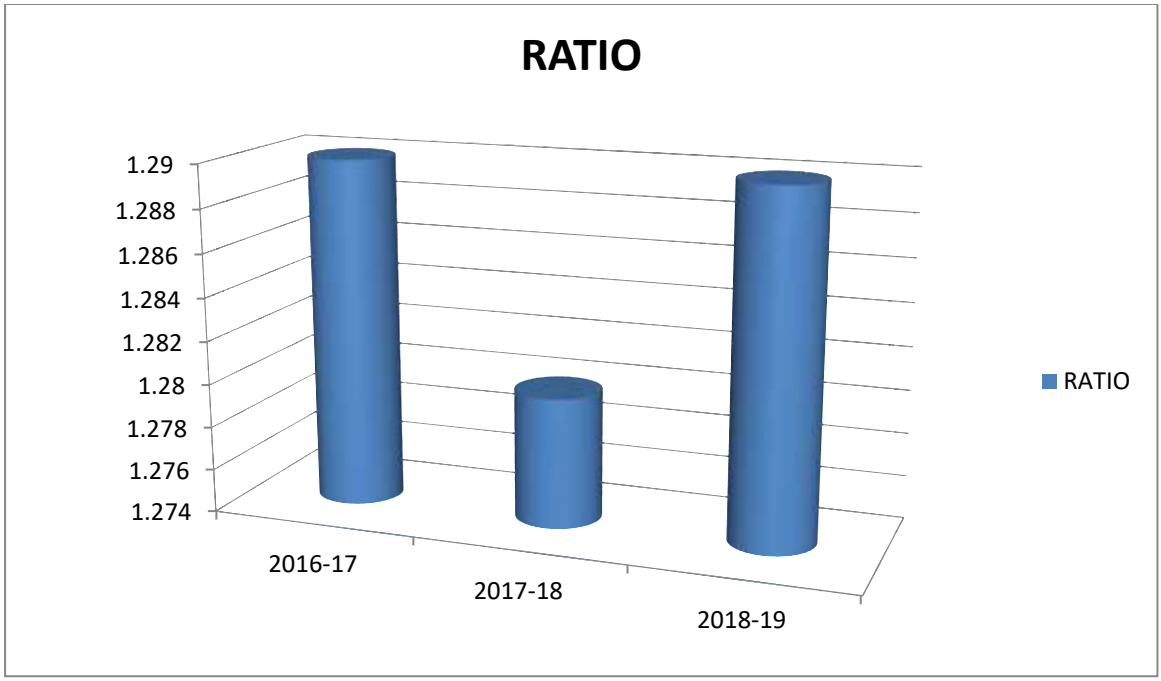
1) CURRENT RATIO

The objective of computing this ratio is to measure the ability of the firm to meet its short term obligations and to reflect the short term financial strength or solvency of the firm.

Current ratio=current assets /current liabilities
The standard current ratio is 2:1

Sl.no	year	Current assets	Current liabilities	Ratio
1	2016-17	71.08	54.85	1.29
2	2017-18	68.06	52.83	1.28
3	2018-19	85.06	65.78	1.29

Diagrammatic presentation



Interpretation

In the current ratio where, in the year 2016-17 the current ratio is 1.29 And in the next year that is 2017-18 the current ratio is 1.28 And in the year 2018-19 the current ratio is 1.29

So, in the year 2017-18 the current ratio has decrease by 1.28

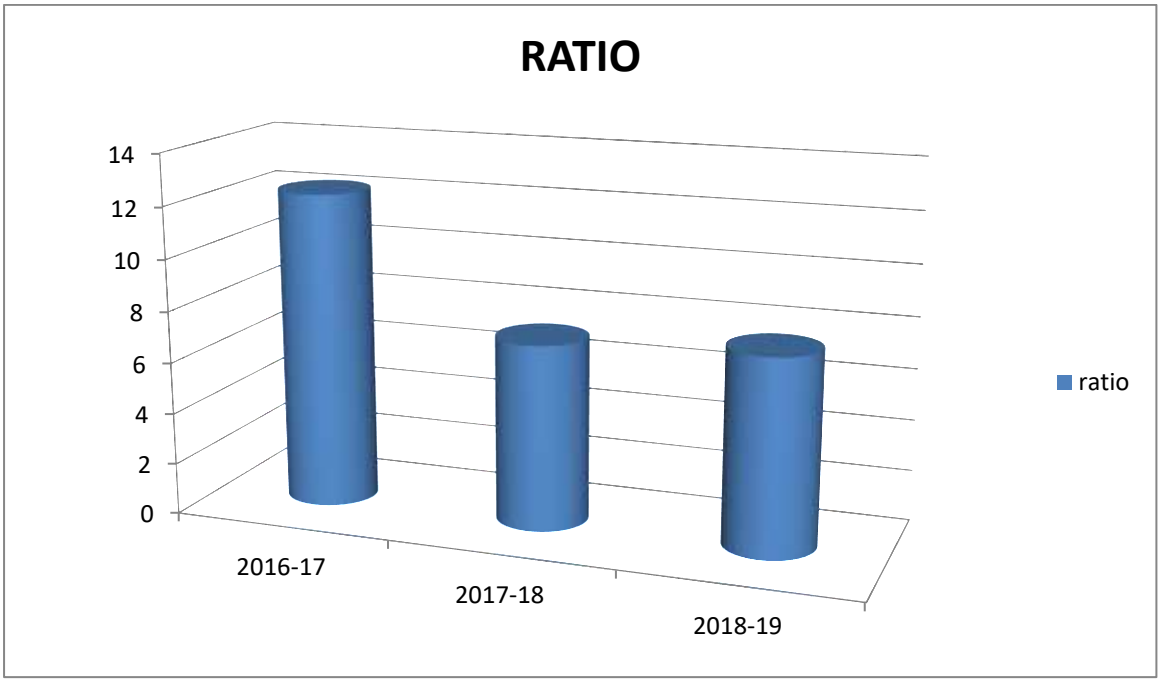
2. WORKING CAPITAL TURNOVER RATIO

The objective of computing is to indicate the velocity of utilization of net working capital.

Working capital turnover=net sales/working capital

Sl.no	year	Net sales	Working capital	Ratio
1	2016-17	199.35	16.23	12.28
2	2017-18	110.01	15.2	7.23
3	2018-19	146.57	19.28	7.60

Diagrammatic representation



Interpretation

In the working capital turnover ratio where, in the year 2016-17 the working capital turnover ratio is 12.28 And in the next year that is 2017-18 the working capital turnover ratio is 7.23 And in the year 2018-19 the working capital turnover ratio is 7.60

So, in the year 2016-17 the working capital turnover has increase by 1.28 So it is not good for firm.

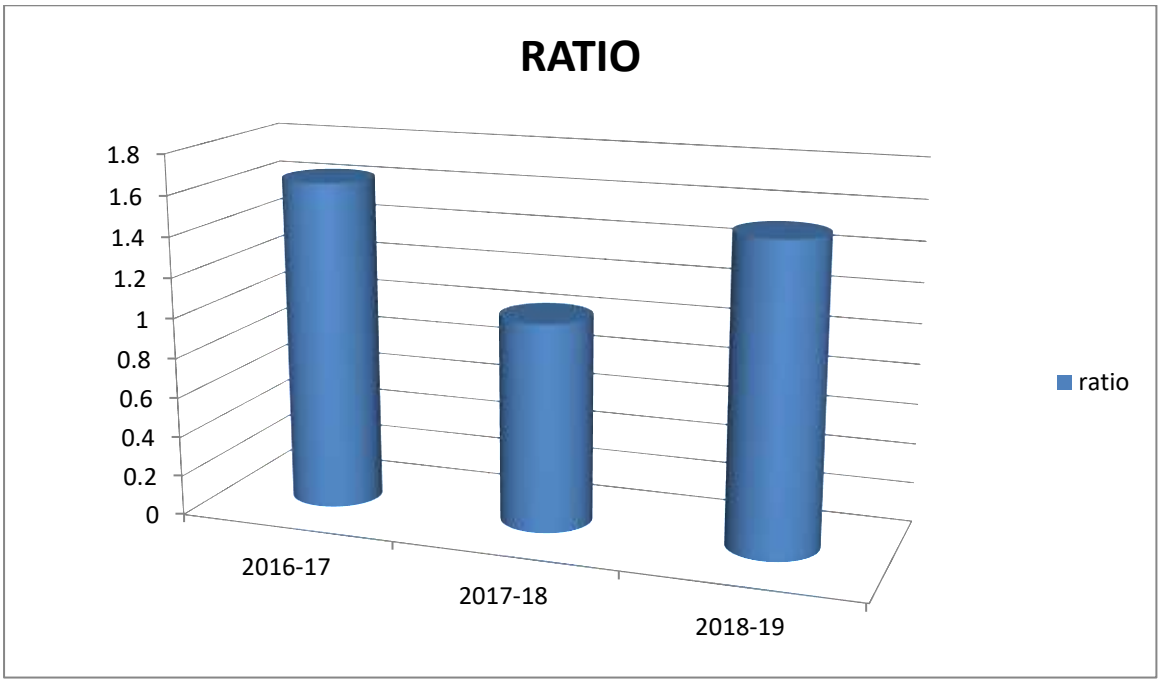
3. FIXED ASSETS TURNOVER RATIO

The objective is to determine the efficiently with which fixed assets are utilized.

Fixed assets turnover ratio=net sales/net total fixed assets

Sl.no	year	Net sales	Net total fixed assets	Ratio
1	2016-17	199.55	121.29	1.64
2	2017-18	110.01	105.59	1.04
3	2018-19	146.57	96.01	1.52

Diagrammatic representation



Interpretation

In the fixed assets turnover ratio where, in the year 2016-17 the fixed assets turnover ratio is 1.64 And in the next year that is 2017-18 the fixed assets turnover ratio is 1.04 And in the year 2018-19 the fixed assets turnover ratio is 1.52

So, in the year 2016-17 the fixed assets turnover are not utilized properly.

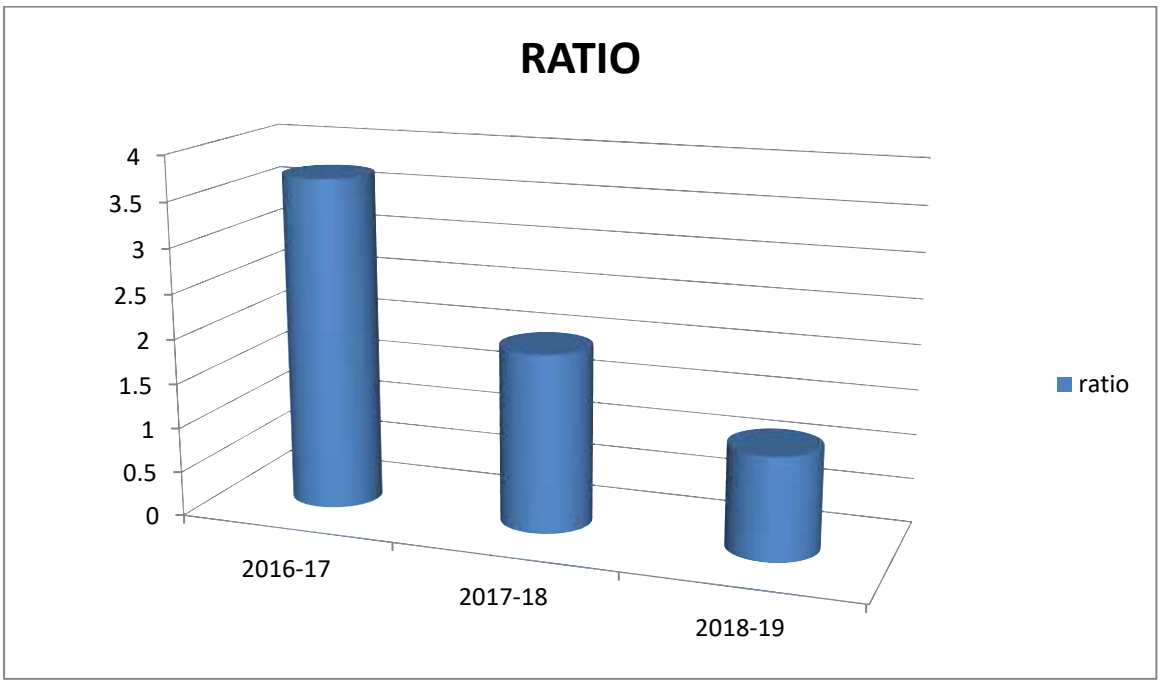
4. NET PROFIT RATIO

The objective of this ratio is to determine overall profitability due to various factors such as operational efficiency. Trading on equity etc....

Net profit=net profit/net sales*100

Sl.no	year	Net profit	Net sales	Ratio
1	2016-17	7.39	199.35	3.70
2	2017-18	2.19	110.01	1.99
3	2018-19	1.69	146.57	1.15

Diagrammatic presentation



Interpretation

In the net profit ratio where, in the year 2016-17 the net profit ratio is 3.70 And in the next year that is 2017-18 the net profit ratio is 1.99 And in the year 2018-19 the net profit ratio is 1.15

So, in the year 2018-19 the fixed net profit has been decline by 1.15 So, the firm has to take care of the firm.

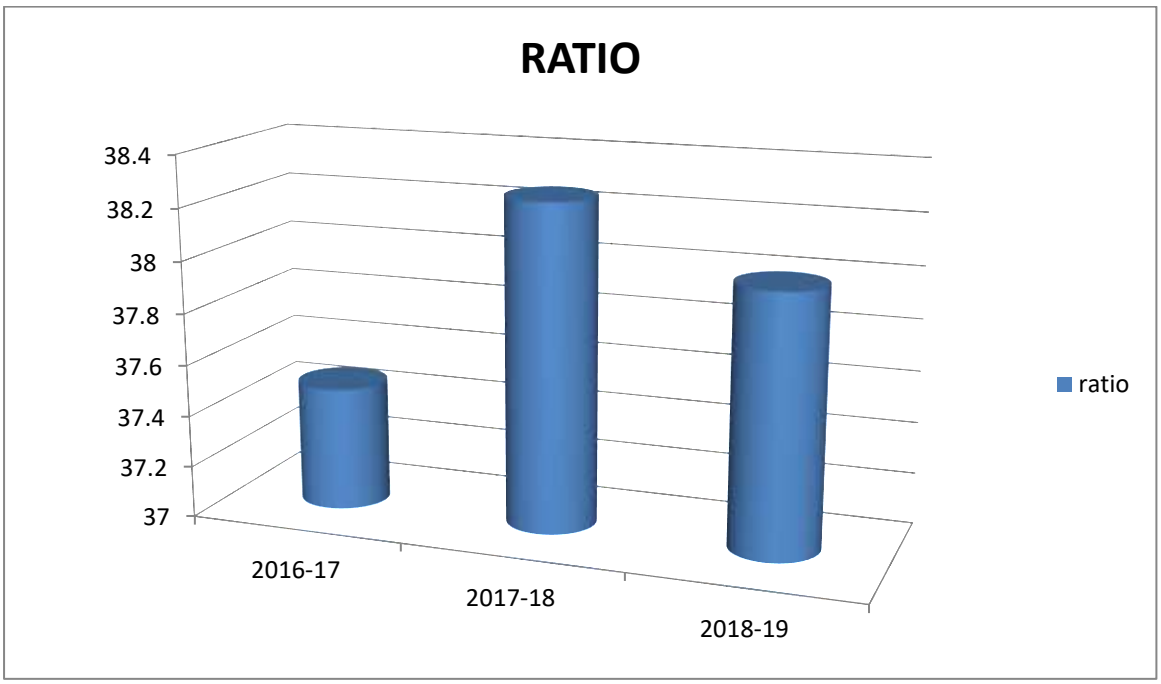
5. GROSS PROFIT RATIO

The objective is to find whether the business is in position to meet operating expenses or not and to see how the share holder can get after meeting all expenses.

Gross profit ratio=gross profit/net sales*100

Sl.no	year	Gross profit	Net sales	Ratio
1	2016-17	74.72	199.35	37.48
2	2017-18	42.10	110.01	38.26
3	2018-19	55.70	146.57	38.00

Diagrammatic representation



Interpretation

In the gross profit ratio where, in the year 2016-17 the gross profit ratio is 37.48 And in the next year that is 2017-18 the gross profit ratio is 38.26 And in the year 2018-19 the gross profit ratio is 38.00

6. RETURN TO TOTAL ASSETS RATIO

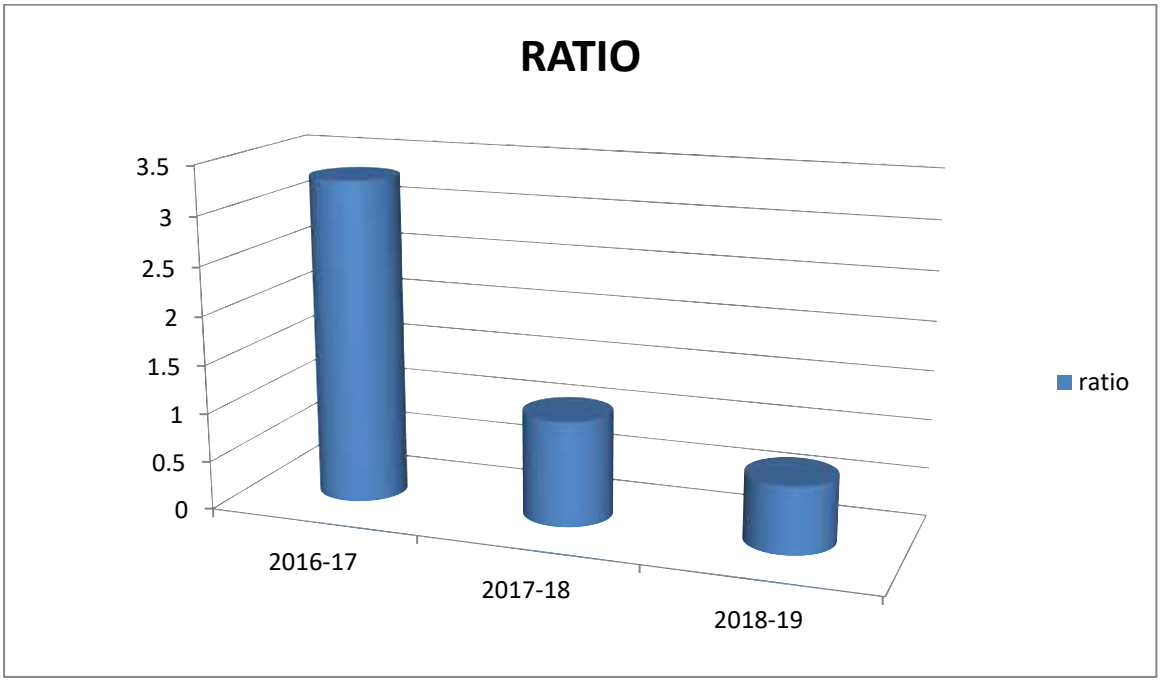
It is also called as return on total resources. Return mean net profit to total resources mean total assets.

The standard ratio id 10%

Return to total assets=net profit/total assets*100

Sl.no	year	Net profit	Total assets	Ratio
1	2016-17	7.39	223.20	3.31
2	2017-18	2.19	201.97	1.08
3	2018-19	1.69	243.73	0.69

Diagrammatic representation



Interpretation

In the return to total assets where, in the year 2016-17 the return to total assets ratio is 3.31 And in the next year that is 2017-18 the return to total assets ratio is 1.08 And in the year 2018-19 the return to total assets ratio is 0.69

In the year 2016-17 the firm has got returns in good way. So, i suggest the firm done work on it have the same returns for the next year.

ALANKAR ENTERPRISES

Balance Sheet as on 31st March 2017

Liabilities	Amount (in lakhs)	Assets	Amount (in lakhs)
Capital A/c	134.42	**Fixed Assets (gross)**	121.29
Secured Loan	31.91	**Investment & Deposits**	30.80
Unsecured Loans	02.00	**Current Assets, Loans & Advances**	
		Umesh Enterprises	0.48
		Sundry Debtors	41.86
		Closing Stock	10.29
Current Liabilities & Provisions	54.85	**Duties & Taxes**	
		Belgaum Industrial Bank-179	16.37
		SBI C/A	
		Cash in Hand	0.12
			11.22
	223.20		223.20

ALANKAR ENTERPRISES

Trading and Profit & Loss A/c for the Year Ending

31st March 2017

Expenses	Amount (in lakhs)	Amount (in lakhs)	Income	Amount (in lakhs)	Amount (in lakhs)
To, Opening stock		**19.02**	**By, Sales**		
To, Purchases A/c			Labour Charges	160.94	
Purchases 14.5%	5.41		received (W/S)		
Purchases 5%	16.59		Packing Charges	0.84	
Purchases 5.5%	23.41		Sale of scrap 5%	0.67	
Interstate purchases			Sales interstate %	32.95	
%	13.19		Sales Machined		
URD purchases	0.26		casting (W/S)	4.12	
Direct Expenses			14.5%		
Electricity charges	14.38		Sales rejections 2%		
Job work machining	12.41		interstate	0.19	
charges			Sales (W/S) 5.0%		
Labour charges	1.92			0.0038	**199.35**
Repair & Maintain	0.19		**Closing Stock**		
electrical					**1.02**
Repairs & Maintain/c	0.95				
Transportation					
charges	6.68				
Wages					
Weightiest charges	1.07				
	0.01	**58.97**			
Gross Profit c/d		**74.72**			
		200.38			200.38

Expenses	**Amount (in lakhs)**	**Amount (in lakhs)**	**Income**	**Amount (in lakhs)**	**Amount (in lakhs)**
Audit fees		0.14	**By, Gross Profit**		**74.72**
Accounting charges		0.43	**b/d**		
Advertisement		0.04	**Indirect incomes**		
expenses			Dividend received	0.09	
Bad debts		1.14	Interest received on	0.16	
Bank charges		0.03	electricity deposit		
Bonus		0.98	Interest received on	1.30	
Consultation charges		0.17	FD		
Consultation fees		0.40	Interest received on	0.75	
Conveyance		0.79	RD		
Donation		0.72	Round off	2.34	
Depreciation		19.03			**2.31**
House rent		2.02			
allowance					
ESI		0.70			
Ineligible input		1.28			
2017-18					
Insurance stock		0.08			
Interest on capital		10.78			
Interest TDS		10.00			
Interest on TL		2.80			
Interest on Cc loan		1.33			
Medical Aid		0.03			
News paper&		0.0033			
periodical					
Penalty for E sugar		0.08			
Postage & courier		0.02			
charges					
Printing & stationary		0.23			
Professional tax		0.02			

Provident & Family Pension Fund		1.61			
Repairs & Maintenance of building		0.025			
Staff & Workers welfare		0.16			
Tea & Tiffin expenses		0.65			
Telephone charges		1.08			
Testing & Lab charges		0.08			
Traveling expenses		0.20			
Vehicle repair & maintenance		0.74			
Watchman salary		0.15			
Water charges		0.02			
Website charges		3.05			
Income tax 2014-15		0.42			
TDS 2014-15		3.41			
Salary to partner		17.34			
Net Profit transfer to partner		**7.39**			
C.M. Chougule					
M.M. Chougule					
S.M. Chougule					
		77.04			77.04

ALANKAR ENTERPRISES

Balance sheet as on 31st March 2018

Liabilities	**Amount (in lakhs)**	**Assets**	**Amount (in lakhs)**
Capital account	133.27	**Fixed assets (gross)**	105.59
Secured Loan	14.87	**Investment & Deposits**	28.32
Unsecured Loan	0.98	**Current Assets, loans & Advances**	68.03
Current liabilities & Provisions	52.83		
	201.97		201.97

ALANKAR ENTERPRISES

Trading and Profit & Loss Account for the Year Ending

31st March 2018

Expenses	**Amount (in lakhs)**	**Amount (in lakhs)**	**Income**	**Amount (in lakhs)**	**Amount (in lakhs)**
To, Opening stock		**1.02**	**By, Sales**		**110.01**
To, Purchases a/c		**34.24**	Labour charges	14.83	
Purchases 14.5%	2.60		received (W/S)		
Purchases 5%	17.48		Packing	0.76	
Purchases5.5%	6.59		charges		
Interstate purchases	4.88		Labour charges	51.55	
2% with C form			received		
Interstate purchases	2.33		(interstate)		
2% without C form			Sales interstate	33.14	
URD purchases	0.34		2%		
Direct expenses		**33.53**	Sales 14.5%	8.25	
Electricity charges	8.50		CST Sales	0.88	
Job work machining	8.19		14.5%		
charges			Sales (W/S)	0.56	
Labour charges	0.49				**0.88**
Repair & Maintain	0.67		**Closing stock**		
electrical					
Repair & Maintain	2.42				
m/c					
Transportation charges	11.88				
Wages	0.04				
Weightiest charges	0.03				
Consumable and store					
Fuel & Oil	0.60				
Rent of shed	0.08				
Gross profit c/d		**42.10**			
		110.90			110.90

Audit fees		0.15	**By, Gross profit b/d**		**42.10**
Accounting charges		0.42	**Indirect Incomes**		
Advertisement expenses		0.0085	Interest received on		**2.79**
Books and Periodicals			electricity deposit	0.083	
Bank charges		0.013	Interest received on		
Bonus		0.014	FD		
Computer repairs and		0.018	Interest received on	2.62	
accessories		18.00	RD		
Consultation Fee				0.089	
Conveyance		0.018			
Donation		0.49			
Depreciation		0.74			
House rent allowance		0.047			
ESI paid		15.70			
Ineligible input		2.07			
(2018-19)		0.68			
Insurance stock		0.34			
Interest on capital					
Interest on TDS		0.080			
Factory license fees		7.75			
Interest on Cc loan		0.00048			
Income tax paid		0.04			
Interest on		2.56			
		0.044			
Penalty on		0.048			
Postage & courier charges		0.072			
Printing & stationary					
Professional tax		0.0067			
Provident & family pension					
fund		0.22			
Repair & maintain building		0.025			
Staff & Workers welfare		1.61			

Remission					
Security charges		0.39			
Telephone charges					
Rounding off diff		0.95			
Travelling expenses					
Vehicle repairs &		0.76			
maintenance		0.30			
Water charges		1.09			
Website charges		0.00011			
Salary to partner		0.14			
TDS 2014-15		0.24			
Income tax for FY 2015-16					
		0.071			
Net Profit transfer to		0.16			
partners		3.29			
C. M. Chougule		0.0043			
M. M. Chougule		1.07			
S. M. Chougule					
		2.19			
	0.73				
	0.73				
	0.73				
Total		44.89	Total		44.89

ALANKAR ENTERPRISES

Balance Sheet as on 31st March 2019

Liabilities	Amount (in lakhs)	Assets	Amount (in lakhs)
Capital account	144.12	**Fixed assets (gross)**	96.01
Secured loan	32.99	**Investment & Deposits**	62.66
Unsecured Loan	0.83		85.06
		Current Assets, loans & advances	
Current liabilities & provisions	65.78		
	243.73		243.73

ALANKAR ENTERPRISES

Trading and Profit & Loss Account for the Year Ending

31st March, 2019

Expenses	**Amount (in lakhs)**	**Amount (in lakhs)**	**Income**	**Amont (in lakhs)**	**Amount (in lakhs)**
To, Opening stock		**0.88**	**By, Sales**		**146.57**
			Labour charges	12.72	
To, Purchases		**52.74**	received (W/S)		
account			Packing charges	0.61	
Purchases 14.5%	2.04		Labour charges	52.51	
Purchases 5%	21.28		received (interstate)		
Purchases 5.5%	19.16		Sales interstate 2%		
Interstate purchases	6.89		Sales 14.5%	31.61	
2%			CST sales 14.5%	22.89	
Interstate purchases	2.90		Less: Sales rejection	26.37	
5.5%			14.5% (interstate)		
Interstate purchases	0.03			0.16	
12.5%					
URD purchases	0.41		**Closing stock**	26.21	
Direct Expenses		**38.52**			**1.28**
Electricity charges	9.15				
Labour charges	14.87				
Repairs &					
maintenance of m/c	1.04				
Transportation charges	2.78				
Wages					
Rent of shed	10.44				
	0.22				
Gross Profit c/d		**55.70**			
Total		147.86	Total		147.86

Expenses	**Amount (in lakhs)**	**Amount (in lakhs)**	**Income**	**Amount (in lakhs)**	**Amount(in lakhs)**
Audit fees		0.15	**By, gross profit b/d**		**55.70**
Advertising expenses		0.15			
Bank charges		0.036	**Indirect incomes**		**0.46**
Bonus		1.04	Interest received on FD	0.33	
Computer repair and accessories		0.045	Interest received on RD	0.12	
Consultation fees		0.60			
Conveyance		0.38			
Depreciation		16.18			
House rent allowance		1.66			
ESI paid		0.59			
Intelligible input (2018-2019)		0.73			
Interest on capital		15.20			
Interest on Cc loan		1.95			
Postage and courier charges		0.017			
Printing and stationary		0.06			
Professional tax		0.025			
Repair and maintain building		0.23			
Telephone charges		1.15			
Travelling expenses		0.14			
Vehicle repairs and maintenance		0.97			
Water charges		0.089			
Interest on		0.019			
Legal fees					
Rounded off		0.71			
Salary to partner		0.0017			

Stock insurance		8.34			
Excise duty absorbed		0.020			
Provided fund		1.13			
Tea and Tiffin expenses		1.41			
in house		0.12			
Income tax					
		1.31			
Net Profit transfer to partners					
C. M. Chougule		**1.69**			
M. M. Chougule					
S. M. Chougule	0.56				
	0.56				
	0.56				
Total		56.17	Total		56.17

FINDINGS

- The current ratio of the company is less than the standard ratio 2:1. This shows liquidity position should be improved.
- The working capital ratio has increased by 12.28. so it is not good for firm.
- In 2016 -17 fixed assets are not utilised properly.
- In the year 18-19 the net profit has been decline by 1.15. so firm has to take care of profits.
- In the year 2016-17 the company got less gross profit ratio that is 37.48
- In the year 2018-19 the firm has not got the return in good way.
- In the year 2016-17 , 2017-18 and 2018-19 the companys net profit is decreasing year by year so company have to take care of the profit.

SUGGESTION

- The current ratio of the company is less than the standard 2:1. The shows liquidity position should improve.
- The fixed assets turnover of the firm is in increasing that means the company is efficiently utilizing the fixed assets.
- Subsequently year net profit ratio has gone down company has to improve.
- Working capital ratio has decreased drastically. The company has to look into it and improve the ratio.
- Gross profit ratio is almost constant. Company has to check other express to improve net profit.
- The company can reduce the cost of production and try to improve its profitability.
- Proper control over various expenses may increase the net profit generation of a company.
- The company has to improve their returns to the total assets so as to get the maximum profit.
-

CONCLUSION

ALANKAR ENTERPRISES is a partnership firm. It has good sales record over the years and it is providing good quality products and giving satisfactory products to the customers.

As I was working there for one month, I learnt a lot about the financial transactions of company. By considering all the calculation of ratios, I say that ratio analysis worked out by me may be examined by the company to improve their performance.

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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 WELFARE"

Undertaken At

"ABHINANDAN ENGINEERS, BELAGAVI"

Submitted By

Mr. SHUBHAM KALUCHE

REG.NO. B1811242

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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REG.NO. B1811242

BBA 6th Sem.

Under the Guidance of

Organizational Guide	**Institute Guide**
Mr.Ashish Patil	**Prof. Nandakeshwar 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. Shubhamkaluche**has satisfactorily completed the project at **Abhinandan Engineers 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	Director
Prof. Nandakeshwar Hiremath	**Prof. S.S. Shimangoudar**

Declaration

I MR.Shubhamkaluche hereby declare that the dissertation titled “Employee Satisfaction” at Master precision is an original work carried by me during the year 2020-2021 under the guidance of Prof. Nandakeshwar Hiremath Faculty of R.P.D. college of Arts and Commerce, Dept. of BBA Belagavi

I also hereby declare that any individual or team has not submitted this project report on any time to any other university or institution for the award of any degree courses.

Place : Belagavi **Shubhamkaluche**

Date : Rg.No:-B1811242

ACKNOWLEDGEMENT

I got opportunity to express my deep sense of obligation in the **ABHINANDAN ENGINEERS BELGAUM"** for their kind permission to undertake this project in their organization. I am grateful to HR Manager **Mr. ASHISH PATIL.**for giving me the permission to do my project on **"A STUDY ON EMPLOYEES WALFARE".** 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. S.S.SHIMANGOUDAR** (Director of BBA Dept) & also thank for **Prof. NANDAKESHWAR HIREMATH** for guidance & correction of my project. I would like to thank my parents & friends who motivated me to complete to this project report.

Shubhamkaluche

INDUSTRY PROFILE

INDUSTRY PROFILE

Industrial Casting is manufactured utilizing best grade material, and is designed as per the international quality standards. Our assortment of casting includes industrial die casting, valve casting, valve body casting and pump casting. High tensile cast iron is used for manufacturing these castings. We offer the industrial die castings, valve castings, valve body castings and pump castings at competitive prices.

Casting is a manufacturing process by which a liquid material is usually poured into a mold, which contains a hollow cavity of the desired shape, and then allowed to solidify. The solidified part is also known as a casting, which is ejected or broken out of the mold to complete the process. Casting materials are usually metals or various *cold setting* materials that cure after mixing two or more components together; examples are epoxy, concrete, plaster and clay. Casting is most often used for making complex shapes that would be otherwise difficult or uneconomical to make by other methods.
Casting is a 6000 year old process. The oldest surviving casting is a copper frog from 3200 BC.

Metal

Main article: Casting (metalworking)

Metal casting is one of the most common casting processes. Metal patterns are more expensive but are more dimensionally stable and durable. Metallic patterns are used where repetitive production of castings is required in large quantities.

Plaster, concrete, or plastic resin

Main article: Resin casting

Plaster and other chemical setting materials such as concrete and plastic resin may be cast using single-use *waste* molds as noted above, multiple-use 'piece' molds, or molds made of small rigid pieces or of flexible material such as latex rubber (which is in turn supported by an exterior mold). When casting plaster or concrete, the finished product is, unlike marble, unattractive, lacking in transparency, and so it is usually painted, often in ways that give the appearance of metal or stone. Alternatively, the first layers cast may contain colored sand so as to give an appearance of stone. By casting concrete, rather than plaster, it is possible to create sculptures, fountains, or seating for outdoor use. A simulation of high-quality marble may be made using certain chemically-set plastic resins (for example epoxy or polyester) with powdered stone added for coloration, often with multiple colors worked in. The latter is a common means of making attractive washstands, washstand tops and shower stalls, with the skilled working of multiple colors resulting in simulated staining patterns as is often found in natural marble or travertine.

Raw material & Energy

Since 2003 the steep increase in cost of raw materials and energy have resulted in the closure of approx. 500 units, Overall India is exporter of Pig Iron but must import Scrap metals and Coke etc. Cost recovery for material and energy is very difficult as most contracts are long term contracts without any clause for price adjustment. India has to import coke &scrap.Moulding sand is locally available & India has an advantage on this account . Energy cost typically vary between 12-15%

Labour

India has major competitive advantage over the foundry industries in the developed countries. The total labour cost account for 12-15%

Technology

Govt. of India (GOI) has encouraged technology transfer through JV with foreign Companies and GOI has cooperated with UNIDO with many foundry clusters. Indian foundry industry has an edge over China for producing complex machined and precision castings as per international quality standards. The GOI also helps upgrade foundry clusters. The clusters in Belgaum, Coimbatore and Howrah are undergoing modernization under the industrial infrastructure up gradationscheme.More of such clusters are likely to follow The Institute of Indian Foundry men has plans to strengthen and develop various foundry clusters.

About India's Casting Industry

INDIA'S CASTING INDUSTRY 19.2 BILLION BY 2016

The industry is making a contribution of Rs 7,000 per ton produced to the national exchequer by way of excise and other levies. The sector exports touched $215 million in 2010/11

The year 2011 augured well for the Indian foundry industry as it has been acknowledged as the world's second largest producer of castings (7.4 million tons per annum - mtpa) based on tonnage in the year 2009.

They were placed second only to China (35 mtpa). The tempo was maintained in the year 2010 as well. The large gap between India and China, along with the fact that the foundry industry is not able to keep up with local demand both in terms of quantity and quality have compelled them to go in for a detailed analysis of the sector.

The compounding factor is the visible impasse in the investments in the foundry sector, especially in comparison to the planned investment in the user industry, that is, auto and auto parts.

This aspect warrants detailed examination and study. Towards that direction, the following content describes the present status of the sector and the issues that are facing this industry. sector producing 80.3 million tons. The global production had a roller coaster ride during the period 2008 to 2010 – 93.5, 80.34, 83.55 mmt in 2008, 2009 and 2010 respectively. It is expected to bounce back to 93.5 mmt by 2015/6.

Global scenario

It is estimated that in 2009 there were 46,906 foundries globally in the organizedImportant findings of diagnostics study

	Challenges	Prospects / Limitations	Status
Land	• No land to balance melting capacity • Over 40% operating at unviable economical levels	• No access to resources to expand production • No surplus funds for new investment • No command on Bank / FI finance due to Proprietary status and status of accounts	• Assistance and awareness required at the lower level
Succession Plan (MSME Level)	• No succession plan from L1-L3 (often owner-managed) • Regarded as a dirty business	• Family run businesses with no interest from the next generation • Prospect of the business being reduced to land value	• Loss of these foundries has a major impact at the macro level
Partnership of "User" Segment	• Demand from user segments of higher quality & cheaper price	• Present size of unit, legal structure, and absence of professional management are not attractive to users	• No partnership between the "user" the "mother"
Investments	• Demand supply gap projected at 10-12 MTPA by 2020 • Increase in productivity alone not sufficient	• Investment required for new technologies to increase capacity to excess of 100000 TPA per unit • 15 such units can give up to 2 Million TPA	• Indian foundry must follow suit of countries such as Mexico which plan 600,000 TPA per unit for NAR through investments
Quality	• Globally 200 OEMs consume 50% of global casting	• Defined strategy required to increase market share • Focus must shift from quantity to quality	• Quality levels must move from % levels to PPM levels
Buyback Arrangement	• Environmental norms do not support the relocation of overseas units to India	• Indian entrepreneurs can set-up, build and develop foundries in countries like Africa which depend on exports/buy backs for cost-effectiveness apart from domestic demand	• Set-up capacities in countries like Africa .Part can be used for domestic demands, while rest can be used as export / buy backs
Product Mix	• No value-added products • No method of capturing demand of products and numbers	• Product range and mix need to be aligned to the market • Core competence of the foundries are not identified	• Regional level or National level cell required to convey the demand and core competencies
Machinery & Mechanisation	• Visible gap in Fettling, Sand reclamation, core making • Lack of facilities for Casting simulation, design, pattern making, finishing and testing	• Equipment suppliers not assured of future orders • High cost and low utilisation at individual level	• CFC must pool demand for clusters. • Set-up common facilities
Pollution Control & Energy Savings	• The existing solutions have 2 major drawbacks. (1) No acceptability across the country by the various state PCBs (2)Very high cost for L0 to L2 firms • No critical mass to go for energy efficient machines	• No R&D in low cost mechanisation & Pollution control • Great scope for energy saving measures throughout the sector in all areas, including melting, moulding, core making, and pouring, fettling and material movement	• Standard pollution control device/measure required, to ensure that minimum norms are met
Skill Levels	• Unsafe work conditions in L0-L1 foundries. Safety standards below minimum acceptable level • Lack of skill in operatives	• Non availability of skilled personnel • Unwillingness of new entrants	• 20,000 workers, 2000 engineers and 100 trainers are -needed in the sector.
Buying Power & Profits	• 85% of raw materials in a cluster have common specs	• Best estimate of profits are only 3-8% and 5-10% for large units	• Collective buying could give bargaining power

The position of foundries is of conflicting importance among the manufacturing industries. The castings alone account only for 0.31 per cent of the world GNP and 5 per cent of the world metal production. Thus foundries do not rule the world economy. But as main inputs into nearly all industrial products and daily life, this casting industry is indispensable.

A major happening in the global scenario is the shift and moving of manufacturing bases from developed countries (Europe and US) to third world countries especially in Asia. Also China, the number one producer in the world, is now focusing on domestic demand created

by its recent 1.5 trillion U.S. dollar investment in the infrastructure development. This temporary diversion of Chinese output has created a vacuum in the international market to be taken up by upcoming foundry producers like Mexico, Turkey, Poland, Czech Republic, and Russia, apart from India,

Indian scenario

India has 4,600 foundry units, 80 per cent of them in the SME sector. Annual production is 7.4 million tons, approximately valued at $8 billion. The sector employs 0.5 million people directly and an additional 1.5 million people indirectly.

The industry is making a contribution of Rs 7,000 per ton produced to the national exchequer by way of excise and other levies. The sector exports touched $215 million in 2010/11. The manufacturing units are located in 12 identified and recognized clusters and in 20 other clusters.

Projected market size

While there is a growth expected in the auto-sector and the casting sector alike, the domestic market is set to surge at least three times by 2016. The auto sector alone should go up to $10 billion by 2016 and the casting industry is projected to be a $19.2 billion industry by 2016.

The global growth rate for castings follows approximately twice the global growth rate in GDP in absolute terms. So apart from the domestic demand, India's exports are to go up to $3 billion with a 20 per cent growth in direct exports.

Projected demand-supply gap

While there is a clear picture of demand side, the supply side is not prepared to make pro rata investments to take up the opportunity arising out of growth.

Even assuming that the past growth rate would continue, there will be a large demand-supply gap in excess of 11 million TPA by year 2016.

Diagnostic study of foundry sector

The data collected (from the 325 units and 100 personal interviews) are analyzed with a diagnostic tree and the key findings based on them are summarized in the table below.

INTRODUCTION TO THE COMPANY

ABHINANDAN ENGINEERS is a private limited company directed by, the company is registered with government of India registrar of companies Bangalore Abhinadan. engineers commenced operations in 1997, with the initiative of first generation young entrepreneur Mr. Uday M. Patil with his first confidence steep to manufacture of Die, Pattern making and foundry and all types of engineering CI machined components in Belgaum.

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 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.

COMPANY PROFILE

NAME OF THE COMPANY	: ABHINANDAN ENGINEERS
ADDRESS	: Plot No. 185, BESIDE MAHALAXMI FOUNDRY, UDYAMBAG, BELGAUM - 590 008.
EMAIL	: ABHINANDAN ENGG@SIFY.COM
DATE OF ESTABLISHMENT	: 1997
CONTACT NO	: 09343961008
PROPRIETOR	: UDAYKUMAR M. PATIL
WORKERS	: 100 WORKERS
SSI REGISTATION 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

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 PUMP

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, Belgaum. 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, Belgaum. 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. Belgaum.

This existing factory building is located in 185, Mahalaxmi Foundry Compound, Industrial Estate Udyambag, Belgaum.

VISION AND MISSION

1. The corporate vision is to become one of the most vibrant,selfreliant financially viable and steady growth oriented corporate.
   The corporate mission is :
2. Improve productivity and profitability.
3. Provide financial stability on long term.
4. Provide safe working conditions in the company
5. Introduvtion of moderm and effective management a part from achiving day to production target.
6. Promote harmonious and cordial industrial relationship.
7. Promote Human Resource Development.

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 Dewalt make
8. 5HP COMPTECH make Compressor
9. Die Grinder Makita make
10. 7" Angle Grinder Atlas Cop co make.

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 centres, top and bottom bearing housing, gear cases, shafts. Bearing housing for automobile industry back plates, face plates, drums. Etc are manufactured by the company.

MANUFACTURING PROCESS:

The manufacturing process involves finished grinding, turning, boring, milling, salting, shaping, drilling, taping, 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, venires, micrometers, height and depth gauges.

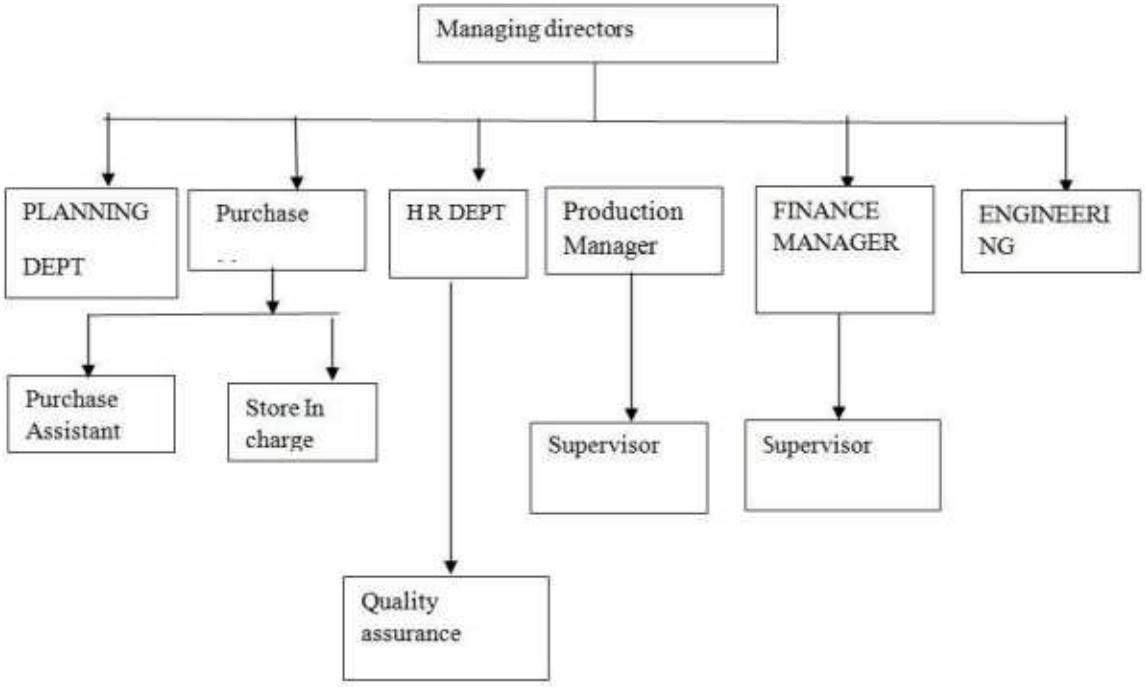
STRATEGIC OBJECTIVES:

- To provide products of the highest quality and value.

- To achieve cost effectiveness in the Abhinadan Engineers and machine shops through establishment of world class manufacturing facilities. To strive for employ empowerment, team work and motivation.

BACKGROUND AND INCEPTION OF THE COMPANY

STRUCTURE



- **ADMINISTRATION DEPARTMENTS**
  1. Receipt of store items.
  2. Storage and recording of store items.
  3. Preparation of local purchase order and purchase requisition for stock items.
  4. Maintaining all quality records pertaining to there are of work.

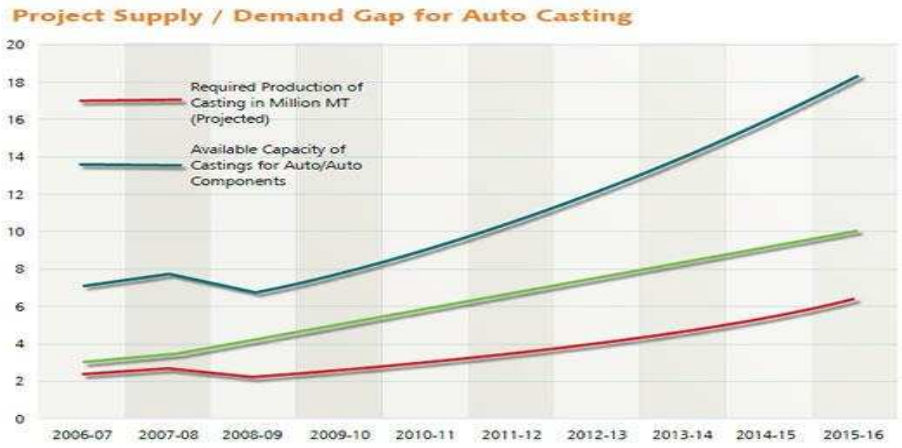
- **PURCHASE DEPARTMENT**
  1. Receipt of purchase indent.
  2. Evaluation and selection of vendor.
  3. Maintaining all quality records.
  4. Feedback on non consumable.

Determination of level of foundry

The industry has five distinct levels of units based on the size and sophistication each having its own dynamics of growth and plans. The market has also has four tiers and each level of unit has found its own market segment.

The foundries and markets are nicely dovetailed to each other in terms of price. But there is a disparity in terms of quality and quantity – between the market expectation and the supplies.

Project Supply / Demand Gap for Auto Casting



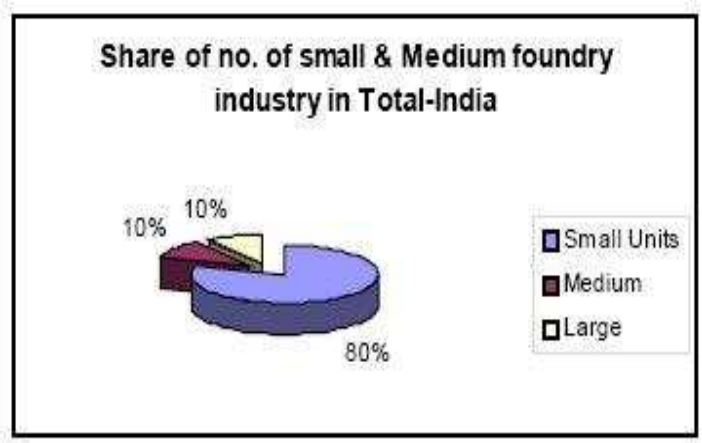
	Current Contribution	Current Value	Projected Growth by 2016
Auto Sector Demand	32% of demand	$2.5 billion (~2.18 MT)	$10 billion
Casting Industry for manufacturing	Over 90% of the local demand is locally met	~$18 billion	$19.2 billion (17-18 MT)
India Exports	15% of production	~$1 billion	$3 billion

Profile of Indian Foundry Industry

The Indian Metal casting (FoundryIndustry) is well established. According to the recent World Census of Castings 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, on ferrous, Aluminum Alloy, graded cast iron, ductileiron, Steeletc for application in Automobiles, Railways, Pumps Compressors & Valves, Diesel Engines, Cement/Electrical/Textile Machinery, Aero& Sanitary pipes & Fittings etc& Castings for special applications. However Grey iron castings are the major share approx 70 % of total castings produced.

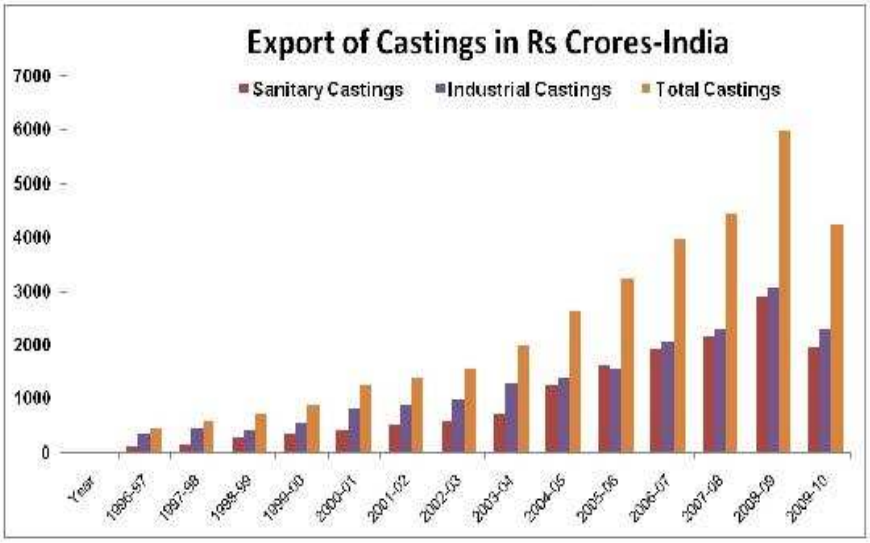
There are approx 4500 units out of which 80% can be classified as Small Scale units & 10% each as Medium & Large Scale units.Approx 500 units are having International Quality Accreditation. The large foundries are modern & globally competitive & are working at nearly full capacity. Most foundries use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

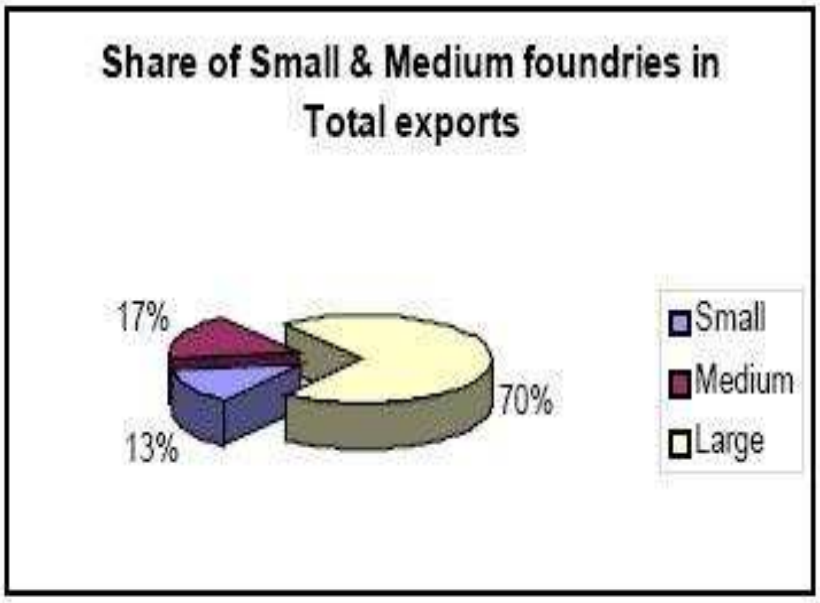


Exports

The Exports are showing Healthy trends approx 25-30% YOY as can be seen from the charts

Export Trends





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 cupolas.

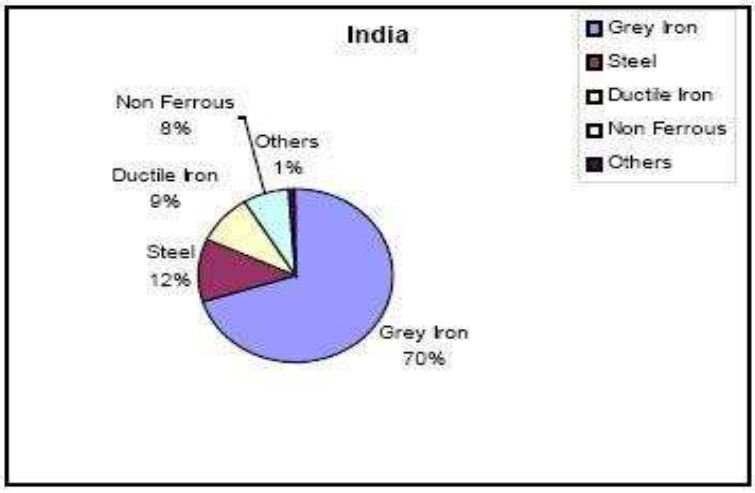
Important Clusters

There are several foundry clusters .Some of the major clusters are as below. Each cluster is known for its type of products

Batala	Jalandhar	Ludhiana
Belgaum	Chennai	Kolhapur
Rajkot	Coimbatore	Howrah
Agra	Pune	Rajkot

Product Mix

Grey iron is the major component of production followed by steel, ductile iron &non ferrous as Shown below



The Indian Foundry Industry is trying to focus on higher value added castings to beat the competition

Investments

India would need approx. $ 3 Billion in investment to meet the demand of growing domestic industry and strong export drive.

Following the economic reforms the Govt. of India has reduced tariffs on imported capital goods as a result the annual average amount of FDI is reported to have increased but is still one tenth of the annual FDI in China. The reforms also encourage the privatization of industry enabling foreign companies to invest or enter into joint ventures with Indian Foundries. FDI projects are permitted an automatic approval process. Several International corporate from USA, EU and East Asian Countries have increased overseas foundry operations in India. I.e. VOLVO foundries in Chennai and Suzuki in Haryana. Sundered Clayton has joined hands with Cummins. Hyundai Motors, Delphi. Ford India, Tata-Cummins, GM and Ford have contracts of foundry products for export with a value of $ 40 Million.

- **COMMERCIAL DEPARTMENT**
  1. Preparation and distribution of monthly forging programmed or amendments based on the feedback from sales and manufacture department under the guidance of H.O.D commercial.
  2. Maintaining all quality records pertaining to his area of work.

- **MANUFACTURE DEPARTMENT**
  1. Receipt and storage of raw material.
  2. Issue of accepted raw material cutting activity.
  3. Organizing the raw material
  4. Maintain quality records pertaining to their area operation.

- **QUALITY ASSURANCE DEPARTMENT**
  1. Supervising of the MPI activities.
  2. Process approval at cutting and forging stages.
  3. Inspection during cutting and forging processes.
  4. Maintaining MPI setup in proper working condition.

- **ENGINEERING DEPARTMENT**
  1. Preparation of inserts, tooling and products drawings.
  2. Issue of all internal/customer drawing.
  3. Preparing annual calibration plan.

- **PLANNING DEPARTMENT**

Planning department is an important department which plan and ever activities of the organization. This also decides on goal and objective formulates the policies to achieve the goal and objectives of the organization. It also involve fore casting and research.

- **FINANCE DEPARTMENT**
  1. Recording of the day to day business transaction.
  2. Planning and controlling expenses and funds for production.
  3. Receiving payment from clients and accounting these funds.
  4. Preparation of P&L account on monthly bases and balance sheet on yearly basis.
  5. Conduct and co-ordinate internal and statutory audit.

- **HUMAN RESOURCE DEPARTMENT**

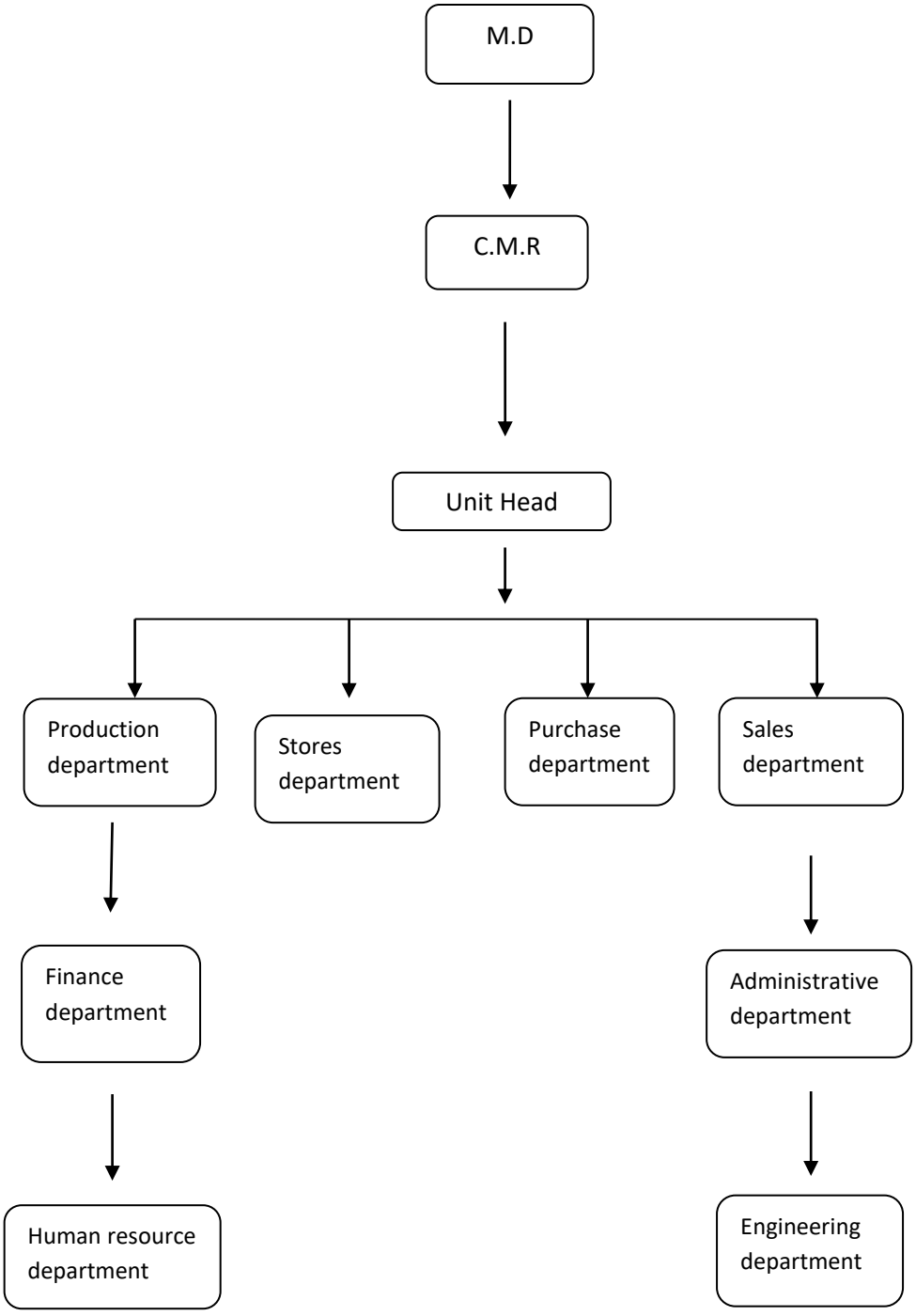
  Human resource department is the field of management. Which has to do with human relationship to mentainance and its related issue, in order to attain the individual goals as well as company goals.

STRATEGY

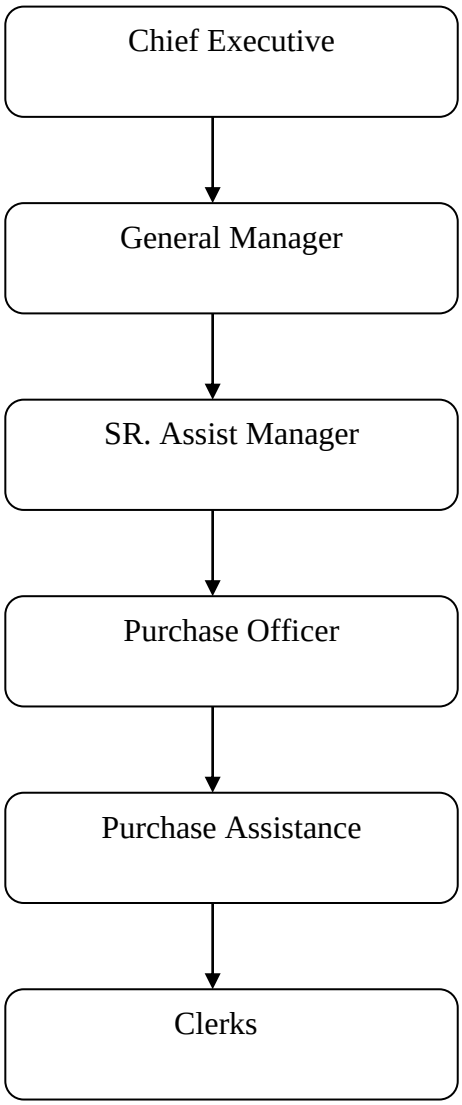
Strategy refer to competitive plan design to achieve the particular long term aim it is an art of planning and directing different activist in an organization with context to a business unit.

- Reduce accident in the company.
- In relation to company.
- Top level management is concerned with reach i.e, defining issues that are corporate responsibilities.
- Managing activities and business inter- relationship.

ORGANISATION CHART



FLOW CHART OF PRODUCTION DEPARTMENT



STORES DEAPARTMENT

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.

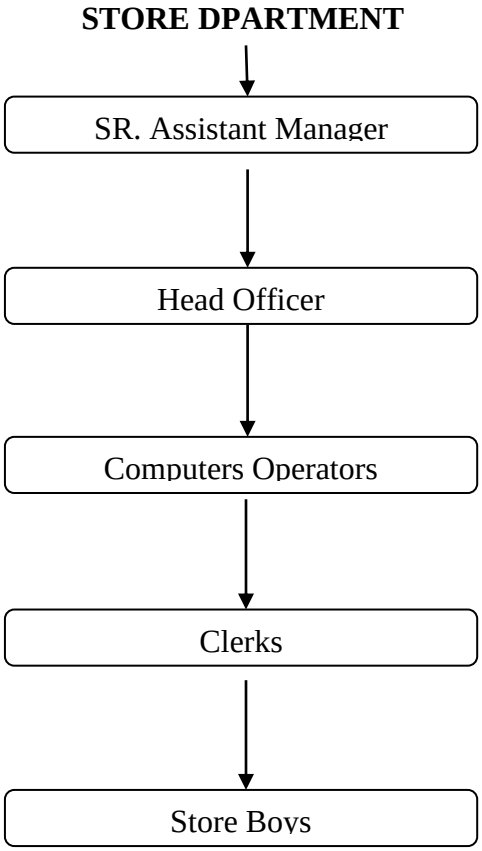
FUNCTIONS:

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.



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 one of the 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 Belagavi.
- Product quality is the strength of the company.
- The work environment is full of excitement, creativity, and innovative atmosphere.

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.

Safety check list of the company:

1. **Safety records keeping**:
    a. Verification of records.
    b. Verification of reports.

2. **Employees protection:**
    a. Safety glasses.
    b. Safety shoes.
    c. First aid kit.
        - No empty bottles/ tubes.
        - No expired date of bottles/ tubes.
        - Trained employee's names.
        - First aid kit list outside the cabinet.

3. **Machine, equipments etc.**
    a. Machine chip guard.
    b. Machine safe guard.
    c. No trash/chips/coolant around machine.

4. **Electrical:**
    a. No extensions cord.
    b. Electrical cords- not on pedestrian traffic areas..
    c. Easy access to electrical panels.
    d. Machinery / equipment properly grounded .
    e. Electric substation closed and locked with warning signs.

5. Environmental:

a. Coolant waste tank- utilization.
b. Machine chip storage areas- organize and chip contained.
c. No unmarked bottles / cans / tubes.
d. No unused bottles / cans / tubes
e. no chemical spill on floors.
f. Proper ventilation around painting areas.

6. Housekeeping:

a. No broken / damaged / floors.
b. No wet areas including toilets.
c. No trash on plant floors.
d. Airless clearly marked- repaint if needed.
e. Everything should have a home.

7. General:

a. Fire extinguishers every 15 meters or 50.
b. Fire extinguishers – periodically inspected and documented.
c. Easy access to the fire extinguishers.
d. Nothing stationery in airless.
e. No storage in the marked airless areas.
f. No storage the painted yellow / red areas.
g. Everything properly organized / secured.

CONCEPTUAL FRAMEWORK

INTRODUCTION TO THE TOPIC

Human resource (or personnel) management, in the sense of getting things done through people, is an essential part of every manager's responsibility, but many organizations find it advantageous to establish a specialist division to provide an expert service dedicated to ensuring that the human resource function is performed efficiently.

"People are our most valuable asset" is a cliché, which no member of any senior management team would disagree with. Yet, the realities for many organizations are that their people remain undervalued, under trained and underutilized.

TITLE:EMPLOYEEWELFARE AND SAFETY MEASURES:

Employee welfare and safety has seen as one of the important measures of performance of an organization. The changes in the work life of employees and changes in the business environment internal as well as external has brought tremendous transformation in the organizational behavior.

Globalization, Technology and other work-design factors have forced organizations to focus on employee Safety and Welfare. Organizations have set standard measures to take care of the employees' professional and personal careers. Increase in reliance on technology, distributed work arrangements, increase in pace of work, and diversity in the work environment creating several challenges for Human Resource Management personnel.

First, potential new hazards are emerging from the introduction of new technologies and through the performance of work in a more virtual organization. Second, businesses are becoming smaller and flatter and are redefining the content of work and the nature of the employment relationship. Safety:

Safety:

In the workplace means having an environment free from injury and hazards. Proper processes and procedures will allow employees to work without worrying about the safety**.**

Labor Welfare:

The concept of laborwelfares necessarily dynamic and has been interpreted in different ways from country to country and from time to time and even in the same country, according to social institutions, degree of industrialization and general level of social and economic development.

Labor Welfare

includes under it "Such services, facilities and amenities as adequate canteens, rest and recreational facilities, sanitary and medical facilities, arrangements for the travel to and from and for the accommodation of workers employed at a distance from their homes, and such other services, amenities and social facilities including security measures as contributing to conditions under which workers are employed" Welfare activities influence the sentiments of the workers. When workers feel that the employers and the state are interested in their happiness, his tendency to grouse and grumble will steadily disappear. The provision of various welfare measures such as better housing, canteen, medical and sickness benefits etc.

NEED FOR THE STUDY AND ITS SIGNIFICANCE:

Need for the Study and its Significance Safety and Welfare is the main concern for the employees in the power generation plants. Minor neglects may also cause irreversible hazards. Hence, the malfunctions in day to day activities should be checked in every function. An environment should be created such that the employees work fearlessly, focusing on their work rather than safety issues. Welfare measures should be adopted by the organizations in a way to take utmost care of the employee and its family, in case anything happens

. Organization should make an attempt to make its associates aware of all the related issues. This in turn will improve the employee productivity and efficiency. Organizational focus on employee safety can provide for higher morale and productivity in the workplace. This is

due to the perception that the company truly cares about the health and wellbeing of its employees, thus creating a sense of pride for the organization. Increased productivity as it correlates to safety and morale is a difficult metric to measure, but forward-thinking organizations realize that it does exist and can therefore justify the costs of their safety programs as compared to the productivity benefits that they provide.

In contrast to measuring productivity as it relates to safety, the indirect costs of employee injuries are much more measurable. For example, a death or severe injury on the job site can shut down a project for extended periods of time while it is under investigation, and lost time equals lost money.

Additionally, there is the cost of lost productivity of the affected employee, increased insurance premiums, cost of replacing the injured worker, cost of training the new worker and potential fines. These costs can be so severe that they may make it difficult to run a profitable organization. The above mentioned points stand as motivation factors to undertake the present study. Accordingly appropriate objectives are framed and studied using primary and secondary data. Objectives of the Study 1. To understand the awareness of safety and welfare facilities among the employees provided by the organization. 2. To find out the utilization of welfare facilities by the employees 3. To find out the level of satisfaction of employees with regard to labor welfare.

RESEARCH METHODOLOGY

Meaning of research:-

Research is the process of systematic & in-depth or search for any particular topic, subject on area of investigation, backed by collection, computation, presentation & interpretation of relevant details or data.

RESEARCH DESIGN:

"A research design is a purposeful scheme of action proposed to be carried out in a sequence during the process of problem to be tackled."

Data collection Method: Primary data as well as secondary data is collected for the study.

- ✓ Primary Data.
- ✓ Secondary Data.

Primary Data:

In it we study various steps that are generally adopted by researcher in studying a research problem along with the methodology of research.

The method of data was the way of survey method. This is the process where first-hand information was collected. The method opted by me in this research was personal interview method through a questionnaire.

The following were the sources of primary data -

- ✓ Personal interview method.
- ✓ Questionnaire(Self Assessment form)
- ✓ Personal conversation with Managing director &Asst.Manager for operations.
- ✓ Meetings with Supervisors.
- ✓ Collecting data through questionnaire by interacting with workers in company.

Secondary Data:

The secondary data gives relevant information. It is the data which is already collected by someone else and which is used for our study purpose.

The following were the sources of secondary data -

- ✓ Company web site http://www.spicahydraulics.com/
- ✓ Company Booklets
- ✓ Work Manuals of various departments
- ✓ Information obtained from company officials

OBJECTIVE OF THE STUDY

- To know the punctuality of Employees to working
- To know whether safety measures are provided to the employees
- To know the facilities provided to the employees (Education, Medical,)
- To study whether statutory and non statutory measures are provided by the company

LIMITATIONS OF THE STUDY

1. Data collection:- I have collected responses only from the 50 workers because Abhinandan Engineers works with less number of employees but have good reputation.
2. Area covered:- The area of study is done in Abhinandan Engineers, Udymabag, Belagavi
3. Suggestion is based on the data collected.
4. Time is the most important constraints in carrying out this project.
5. The busy schedule of work shop associates and supervisors is also a limitation.

Period of study:

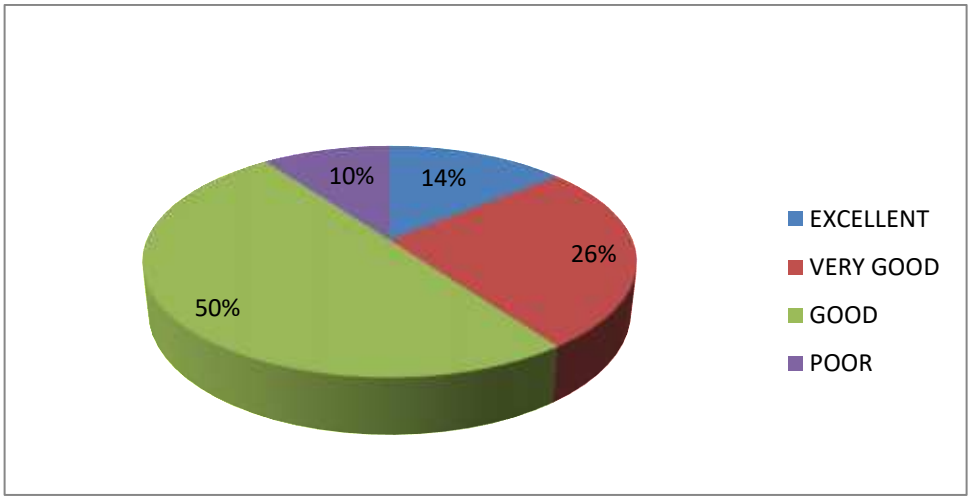
The present study had been undertaken for period of 1 month.

DATA ANALYSIS & INTERPRETATION

1): Analysis of Data The data collected was analysed using appropriate statistical tools and the results are presented appropriately addressing the objectives mentioned above. 1. To understand the awareness of safety and welfare facilities among the employees provided by the organization. The employees were asked to rate their awareness about the facilities provided by the following gives the details.

1. What are rating awareness about facilities?

OPTIONS	RESPONDENTS	PERCENTAGE
EXCELLENT	07	14%
VERY GOOD	13	26%
GOOD	25	50%
POOR	5	10%
TOTAL	50	100%



Interpretation

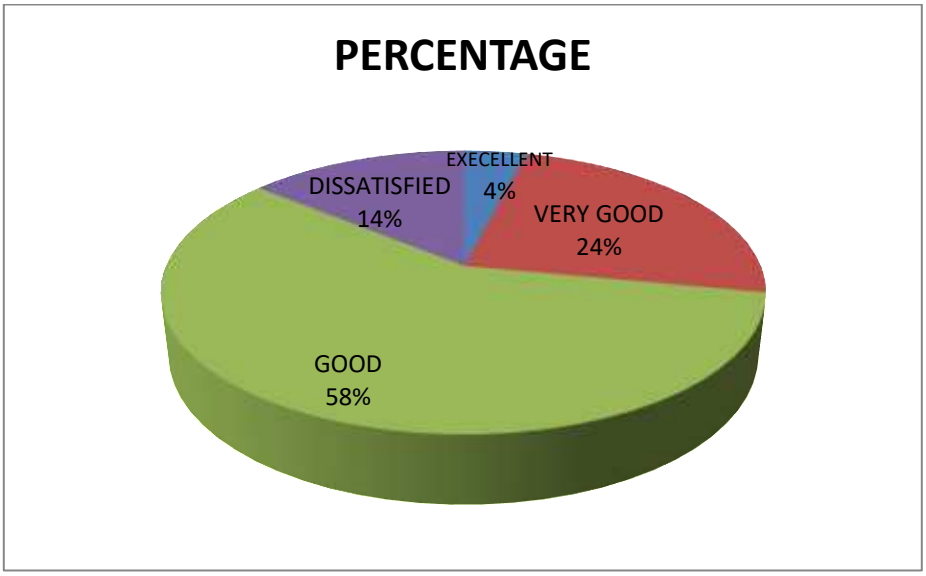
- The above diagramed state that 14%employees excellently aware about the facilities & 26 % very good , 50 % were good and remaining 10% poorly were aware about the company's facility.

02. What the Utilization of Welfare Facilities by the Employees?

Under this we check whether the employees are utilizing the welfare facilities like medical facilities, health insurance, and accident benefits.

RATING FOR THE MEDICAL FACILITIES:

PARAMETERS	RESPONDENTS	PERCENTAGE
EXCELLENT	2	4.0%
VERY GOOD	12	24.0%
GOOD	29	58.0%
DISSATISFIED	7	14.0%

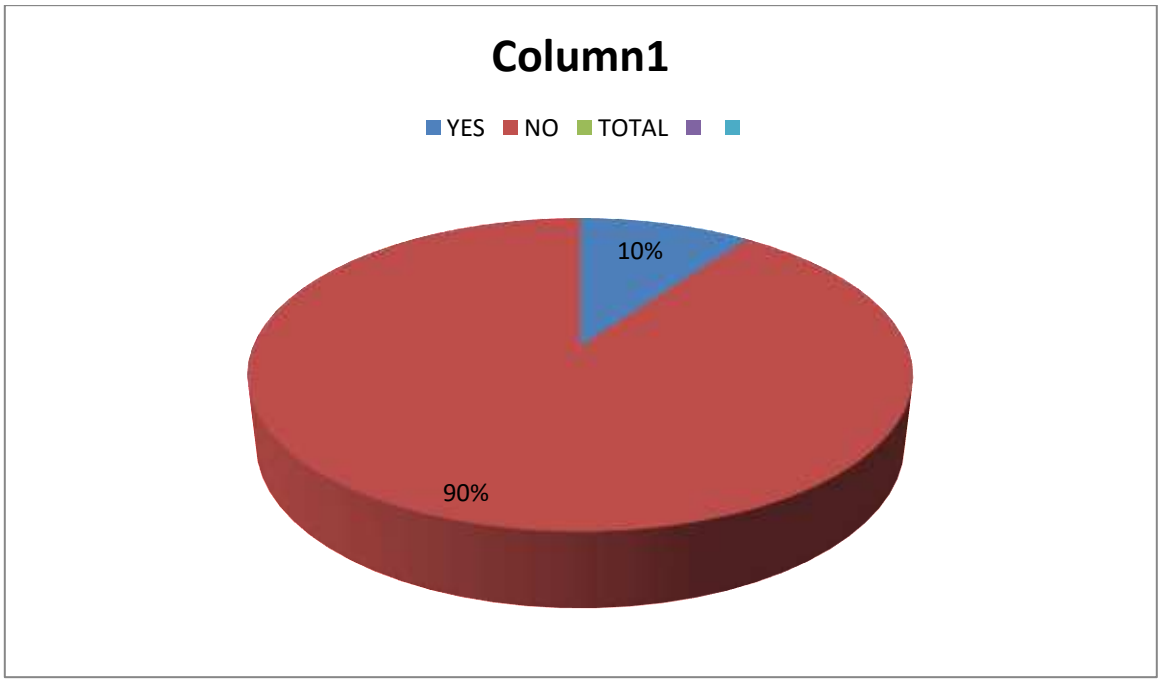


Interpretation

- one could see that 14% of the employees are dissatisfied with the medical facilities provided by the management. 58% feel good about medical facility.24 %are very good and 4% feel excellent about the medical facility.

3. Do you face problems to receive medical services?

PARAMETERS	RESPONDENTS	PERCENTAGE
YES	5	10.0%
NO	45	90%
TOTAL	50	100%

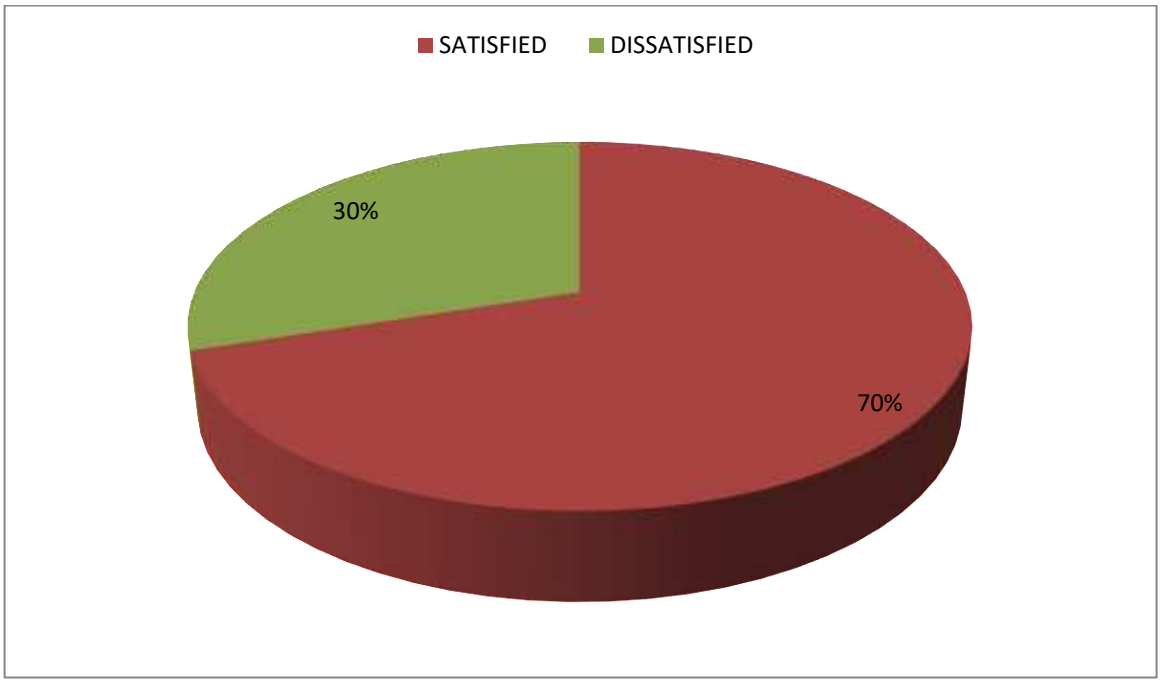


Interpretation

- From the above chart we can see that 90% of employees were not find any problem to receive medical facilities where 10% of employee were find the difficulties

4. What are rating for health insurance and accident benefits?

Parameters	RESPONDENTS	PERCENTAGE
SATISFIED	35	70%
DISSATISFIED	15	30%
TOTAL	50	100.00%



Interpretation

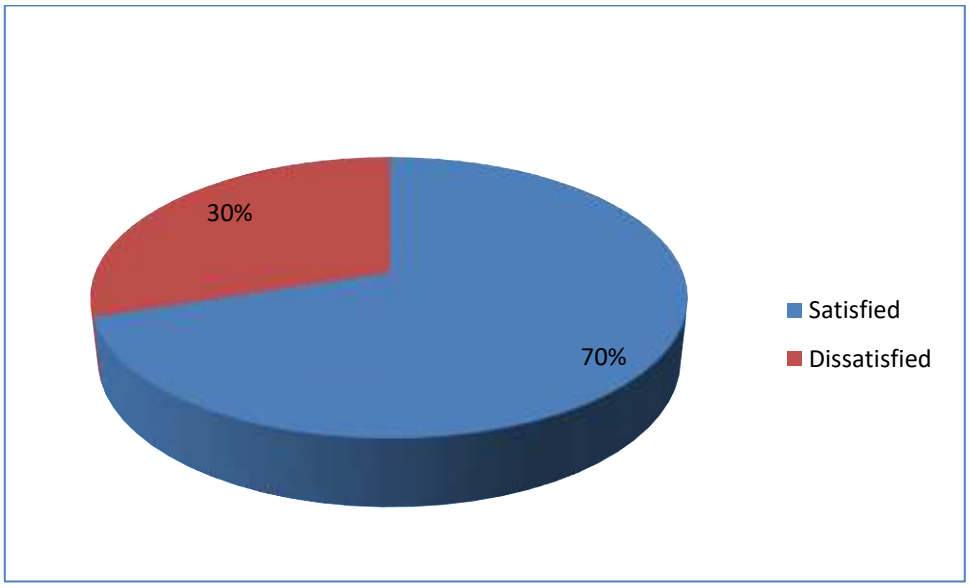
- From above table, we infer that the employees are receiving health and accident benefits regularly from the management and 70% employee are satisfied with the health and accident insurance where 30% are not satisfied

05. To find out the level of satisfaction of employees with regard to labour welfare facilities?

Under this we consider leave policy, advances/ loans provided by the plant, grievance redresses, and sharing of new ideas with the management.

RATING FOR SATISFACTION ON LEAVE POLICY:

PARAMETERS	RESPONDENTS	PERCENTAGE
Satisfied	35	70%
Dissatisfied	15	30%
TOTAL	50	100%



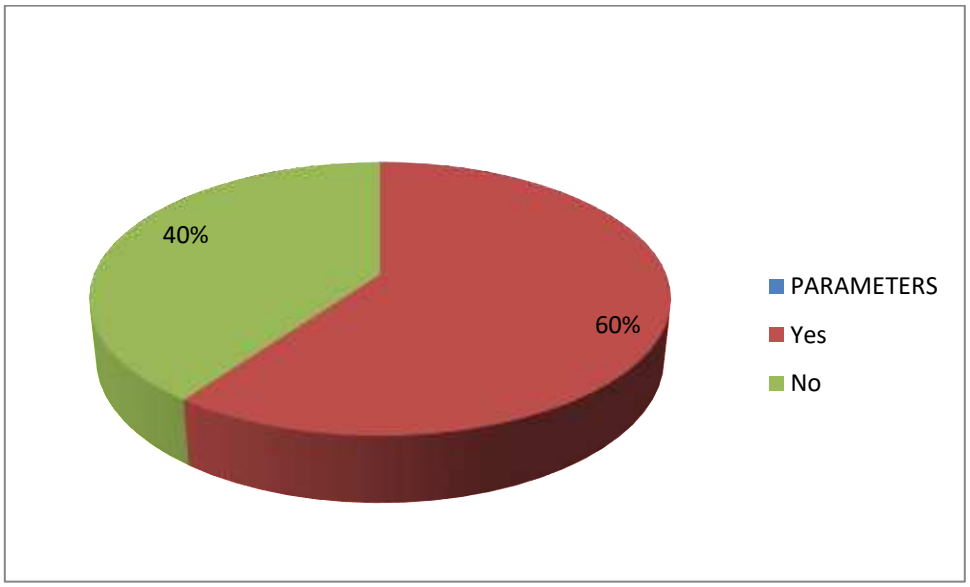
Interpretation

- It is interesting and has to be noted that 70% of the employees are happy with respect to the leave policy adopted by the management. where 30% are not satisfied

06. Rating on advances / loans?

PARAMETERS	RESPONDENTS	PERCENTAGE
Yes	30	60%
No	20	40%
TOTAL	50	100%

FREQUENCY

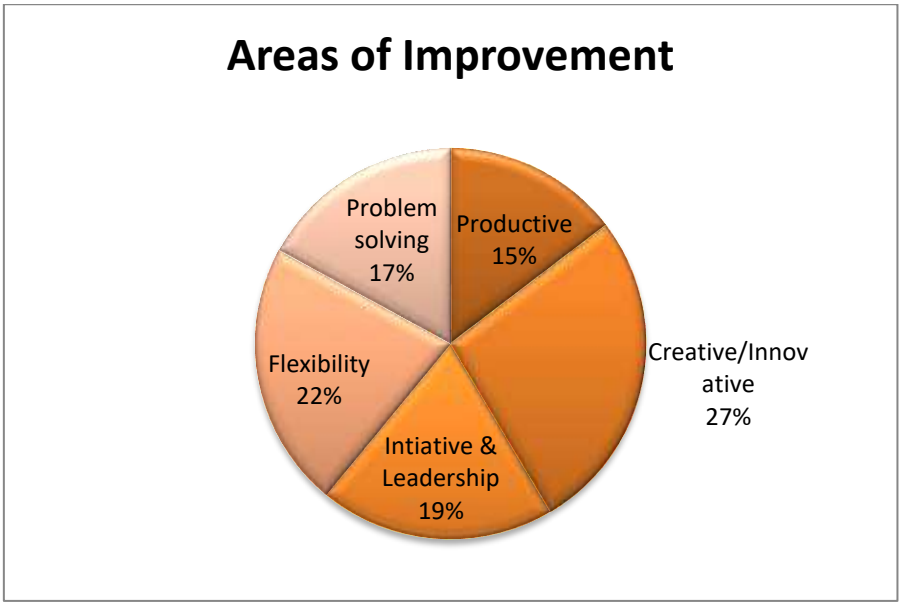


Interpretation

- it is evident that management has to take appropriate measures to help employees get advances/ loans so that it improves their personal life. Because 60% employees are not getting any loan and advances. 40% are getting

07. List your areas of improvement?

OPTIONS	RESPONDENTS	PERCENTAGE
Productive	6	15%
Creative/Innovative	11	27%
Initiative & Leadership	8	19%
Flexibility	9	22%
Problem solving	7	17%



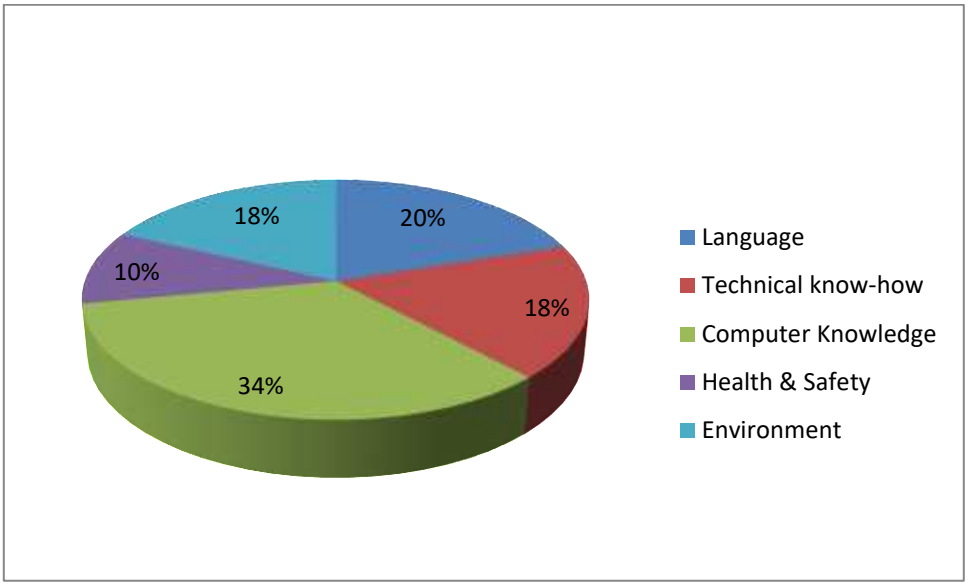
Interpretation:

Creativity& Innovative aspects are needed in every organization.

- Here 27% of employees need to be improved in creativity/innovative skills. Management can provide them training and explain them the creativity process. So that employee can try to do something different in their work.22% of the employees are needed to improve in the flexibility to take decisions .19% of the employees say that they should improve in the leadership and some of them should be given an opportunity to be senior and their job should be observed by the management whether he/she is suitable to be the leader or not.

08. What training you need to perform your tasks better?

OPTIONS	RESPONDENTS	PERCENTAGE
Language	10	36%
Technical know-how	8	17%
Computer Knowledge	17	36%
Health & Safety	2	4%
Environment	3	7%

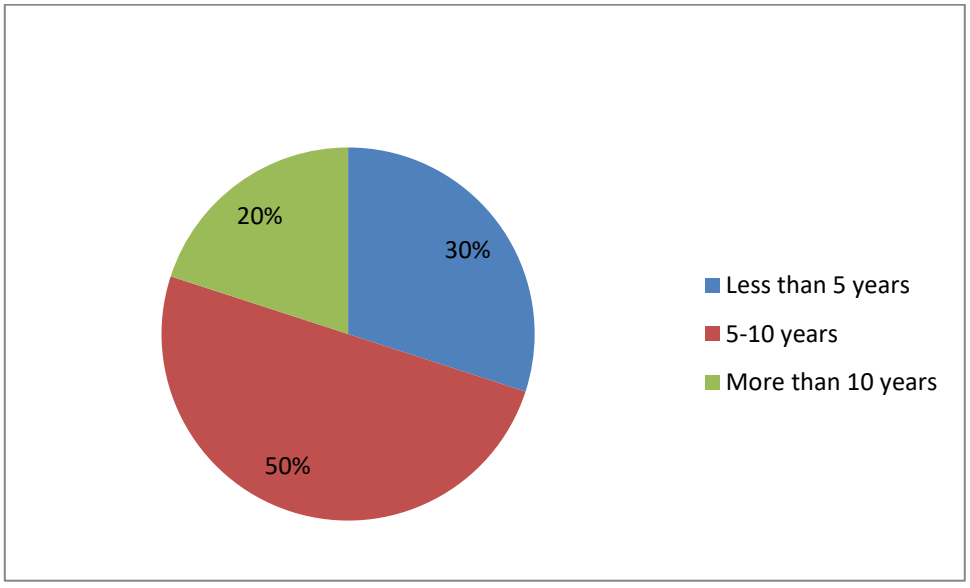


Interpretation:

- Management provides all Facilities & Training to employees, but some extra training except the workshop training is needed to employees. Almost 20% of the chart states that employees need the training of language and 34% of the employeescomputer knowledge. 36% of employees know only the local languages used. And remaining training needed about the environment and health and safety and technical

09. Work experience in abhinandan engineers pvt.ltd?

	RESPONDENTS	PERCENTAGE
Less than 5 years	15	30.0%
5-10 years	25	50.0%
More than 10 years	10	20.0%
Total	50	100.0%

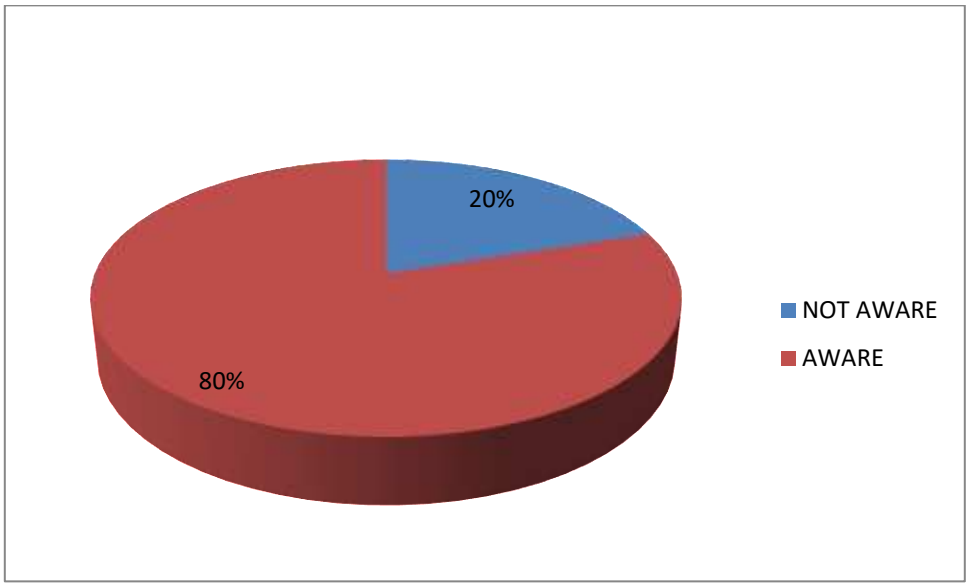


Interpretation :

From the above graph we understand that 30% of the employees are working from less than 5 years, 50% of them are working from 5-10 years, and 20% of them are working from more than 10 years. From the survey it is revealed that majority of the employees (50%) are working from 5-10 years.

10.Are youaware about the safety measures?

	RESPONDENTS	PERCENTAGE
AWARE	40	80.0%
NOT AWARE	10	20.0%
TOTAL	50	100.0%



Interpretation :

From the above graph it is observed that out of the total, 80% employees are aware about of the company safety measures. And 20% employees are not aware about the company safety measures.

As per the survey we come to know that 40% numbers of employees are aware of the company's safety measures.

FINDINGS

By analyzing the two categories of Punctuality, Productivity and Creativity, the following results are obtained:-

1. When workers are aware of the health and safety risks in their workplace, they can address health and safety concerns and follow safe work practices. Information about workers' current and changing awareness of health and safety hazards, risk perception and safe work practices can help to understand where to focus prevention strategies.

2. Toassess rapport between labor welfare measures and employee satisfaction. Thestudy used primary and secondary data collection method. Thestudy based on descriptive research design is used for theexisting problem in theorganization.

3. The company should give the some more facilities like, education to their children's, some more medical benefits to the employees.

SUGGESTION

The study reveals that there is a positive relationship between the levels of satisfaction and the implementation of various employee safety and welfare measures, which should be properly implemented to improve so that it might increase employee satisfaction, which in turn may help increase productivity. An employee can feel safe in the organization to be happy with his employment. Employee welfare ensures health and safety, comfort and efficiency of the workers, in turn to have a positive impact on employee productivity in the organization.

1. Organization needs to conduct more safety training programs for the employees. Need to supply safety equipment wherever required and supervising to follow safety measures by the employees.
2. Organization should provide separate rest rooms and wash rooms for each department for both male and female employees.
3. Promotions and allowances should be provided to the employees based on their performance rather than their experience.
4. Organization should improve medical facilities regarding services and treatment.
5. Organization should provide liveries and PPEs for working labor and employee where ever it is required.

CONCLUSION

The study undertaken at Abhinandan Engineers studied on the employee welfare and safety measurement.

At present the safety condition in work place is satisfactory. Welfare facilities rendered to the employees are of good quality but there is a scope for improving safety & welfare measures for the employees to provide full range of amenities that may improve living standards of the employees in the organization. The effective and efficient safety policies and welfare facilities make the employee to perform the job better, which leads to effectiveness of the organisation.

Abhinandan Engineers have a strong sales team as well as the good reputation in the market in Belagavi to solve the applications or to handle any shooting problems.

With this I finally conclude my project report at Abhinandan Engineers.

BIBLIOGRAPHY

- Primary Data
- Annual reports of the Company
- www.abhinandanenginners@gmail.com
- Human Resource –K. Aswathappa

ANNEXURE

QUESTIONNAIRE

Name**:-**
Department**:-**
Age **:-**
Address**:-**
Education Qualification**:-**

1. What are rating awareness about facilities?
   A. Excellent ☐
   B. Very Good ☐
   C. Good ☐
   D. Poor ☐

2. What are the utilization of welfare facilities by the employees?
   A. Excellent ☐
   B. Very Good ☐
   C. Good ☐
   D. Dissatisfied ☐

3. Do you face problems to receive medical services?
   A. Yes ☐
   B. No ☐

4. What are rating for health insurance and accident benefits?
   A. Satisfied ☐
   B. Dissatisfied ☐

5. To find out the level of satisfied of employees with regard to labour welfare facilities?
   A. Satisfied ☐
   B. Dissatisfied ☐

6. Rating on advances/loans?
   A. Yes ☐
   B. No ☐

7. What are rating for new ideas?
   A. Very High ☐
   B. Moderate ☐
   C. Low ☐
   D. Very Low ☐

8. List your areas of improvement?
   - A. Productive ☐
   - B. Creative/Innovative ☐
   - C. Initiative & leadership ☐
   - D. Flexibility ☐
   - E. Problem Solving ☐

9. What training you need to perform your tasks better?
   - A. Language ☐
   - B. Technical Know-how ☐
   - C. Computer Knowledge ☐
   - D. Health & Safety ☐
   - E. Environment ☐

10. Work experience in Abhinandan engineers pvt.ltd?
   - A. Less than 5 years ☐
   - B. 5-10 years ☐
   - C. More than 10- years ☐

11. Are you aware about the safety measures?
   - A. Aware ☐
   - B. Not Aware ☐

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCEDEPARTMENT

OF BBA

BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)

A project report on "EFFECTIVENESS

OF TRAINING"

AT

"BELGAUM FERROCAST PVT. LTD"

KARNATAKA.

Submitted by

Ms.SHUBHASHREE P. PHATAN

Reg. No. B1811243

Submitted to

RANI CHANNAMMA UNIVERSITY, BELAGAVI

In the partial fulfillment of the award of BACHELORE"S DEGREE

OF BUSINESS ADMINISTRATION

2020-2021

S.K.E. Society's

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DEPARTMENT OF BBA

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BBA 6th Sem

Under The Guidance Of

Organizational guide	Institute guide
RK . SANADI	PROF .POONAM KADAPURE

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPARTMENT OF BBA

BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)

Certificate of Approval of Project Report

Certificate

This is to certify that Ms.**SHUBHASHREE P. PHATAN** has satisfactorily completed the project at **BELGAUM FERROCAST PVT. LTD.** In partial fulfillment of award of Bachelor's Degree by **Rani Channamma** university Belagavi for the year 2020-2021

Director

Prof. S.S.SHIMANGOUDAR

Institution guide

Prof. POONAM KADAPURE

ACKNOWLDEGMENT

This project report is the outcome of my study in "**BELGAUM FERROCAST PVT**. LTD." I am thankful to BELGAUM FERROCAST PVT. LTD for providing me an opportunity to do this project work. I am also thankful for their co-operation and help in assistance extended to me by various personality in completion of this project report.

I am grateful to Mr.RK..Sanadi for giving me permission to do my project report on "**EFFECTIVENESS OF TRAINING**" procedure. I sincerely thank other department managers, staff for their kind co-operation and support for providing me with necessary information

I express my sense of gratitude to our Director Prof. **S.S SHIMANGOUDAR** for their able guidance and support through the course of project.

I also thank my parents, friends and relatives for supporting in completion of the project.

DECLARATION

I, Ms. **SHUBHSHREE PHATAN** of 6th semester BBA, studying in R.P.D. college of business administration Belgaum, hereby declare that the project entitled A study of **EFFECTIVENESS OF TRAINING**" in partial fulfillment of the requirement for the degree of "**BACHELOR OF BUSINESS ADMINISTRATION**". Affiliated to any other degree, diploma, fellowship or other similar title prizes. It is based on the data and information collected by me.

SHUBHSHREE P. PHATAN

EXECUTIVE SUMMERY

The project was undertaken in BELGAUM FERROCAST PVT. LTD. As a part of BBA program with the objective to study "EFFECTIVENESS OF TRAINING" in the company.

The study was conducted systematically. The primary data required for the study was obtained from Customer with the help of structured questioner which was given to customer randomly. The secondary data was collected through company handbook and old project. The study was limited to 30 days. The study is intended to evaluate EFFECTIVENESS OF TRAINING in the organization. A good attendance is essential to achieve the goal of organization.

SHUBHASHREE P. PATAHAN

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CHAPTER-1

INDUSTRY PROFILE

INTRODUCTION OF BELGAUM FERROCAST PRIVATE LIMITED

Belgaum Ferrocast (India) Pvt. Ltd. is one of the leading Grey Iron and Ductile Iron Machined Components Manufacturer and Supplier for Domestic and Global Clients. We are a Private Limited Company established on 1st December 2006, with mergers of companies S.N. Engineering established in the year 1987 and M/s. Sai Metals established in 2000.

We are situated in Belgaum city in Karnataka state of India. Belgaum is one of the top three cities in India with state of the art infrastructure to cater to the casting requirements of Domestic as well as Global Markets.

We have two foundries and a machine shop. Our annual capacity is about 10,200MT, consisting of approx 1 million components. All the components are supplied in finish and semi-finished condition to various industrial sectors such as:

Automobile- Industry - Inertia Rings, Hubs and Housings for Torsional Vibration Dampers, Front Bearing Cover, Rear Bearing Cover Components for Transmission Assemblies. Engine Industry - Pulleys, Water Pump Body, Covers, Lube oil Housings, Oil Pans, Gear Case Covers, and Manifolds used in Diesel Engines , Couplings , Centres castings for Gear box and transmission Infrastructure- Traction Sheaves for Elevators. O.E.M – Cylinders Components for Air compressors. Irrigation & Agriculture – Butterfly valve body and Disc for Valve industries .Hydraulics Industry- Castings such as body, flange and covers for Hydraulic gear pumps.

- **Certification ;**

  Quality System : ISO 9001: 2008 & TS 16949
  EMS : ISO 14001: 2004
  OHSAS : ISO 18001: 2007 from TUV SUD

- Duns & Bradstreet D-U-N-S Certified , (NO.67-611-0320)

- Manufacturing Facility Spread across 3 Units more than 1,00,000 sq .ft

CHAPTER-2

COMPANY PROFILE

BELGAUM FERROCAST PRIVATE (I) LIMITED

Name of company	BELGAUM FERROCAST INDIA PVT LTD.
Establishment	1st December 2006
Location	Plot No 150,Sy No.585 & 589 Machhe Industrial Area Machhe BELAGAVI
Nature of industry & Process	Manufacturing of iron and casting metals
Nature of ownership	Private Limited
Name of the concerned bankers	STATE BANK OF INDIA BELAGAVI
Address for correspondence	Plot No 150,Sy No.585 & 589 Machhe Industrial Area Machhe BELAGAVI
Phone No	0831 -2411052
Fax No	0831-2441957

DIRECTOR`S OF THE COMPANY

1) Executive Chairman	Mr.NiranjanSant
2) Managing Directors	Mr. Sachin Sabanis
3) Coordinator	Mr.Prabhakar Kulkarni

❖ VISSION :

"We at Belgaum Ferro cast (India) Pvt. Ltd .are committed to be a reliable supplier of Quality products through process improvement, innovation & proactive approach"

❖ MISSSION :

* Achieve 75 % of sales through Domestic customer & 25% sales through Export.
* Continually improve the Environmental performance & occupation health & safety performance by providing safe & healthy work environment by energy conservation , improving Reuse , Recycling of resources & doing proper disposal of waste .
* Maximize value addition.
* To build in house technical competence & be a solution provider.
* Promote "proactive & team work culture.
* 2 % of the net profit to be allocated for CSR Projects

CORE VALUES

ACCOUNTABILITY

SPEED & EFFICIENTLY

CREATIVITY & INNOVATION

PROACTIVE

FIT

PASSION

OPEN MINDED & COURAGEOUS

ETHICAL APPROACH

Major Customers of the company:

1. Ashok Iron Works Pvt. Ltd., plant –I
2. Atlas copco (India) Limited
3. Coupling Engineering Service
4. Craft &Technique Industries
5. Creative Tool & Components (I) Pvt. Ltd
6. Mahindra & Mahindra Ltd.
7. Midland Manufacturing
8. Poly Hydron
9. Samarth Engineering
10. V.K. Engineering Works

AWARDS:

1. Outstanding Performance for Quality & Delivery.
2. India ABO Supplier Conference 2013.
3. Vehicle Group India 2011.
4. Best New Supplier

PRODUCTS:

1. Hydraulics
2. Infrastructure
3. Pumps (Water / Oil)
4. Industrial Equipments
5. Transmission
6. Engine Components
7. Automobile
8. Valve Industry

FOUNDRY DIVISION:

Foundry division is equipped with 1250 kw Tri Track Induction furnace,

With present melting capacityof1100 MT/ Month.

A semi-automated sand plant for green sand moulding process with sand preparation capacity of 30 MT / Hour.

A fully equippedtestinglab.

MACHINE DIVISSION:

Machine division is a full-fledged setup with latest

Machine turn mill centre (VTM)

CNC turning centre which production capacity rang from co-chucking 2000 chucking capacity.

STRENGTHS:

- Small to large batch sizes production flexibility.
- All molding process under one roof.
- Practice TOC & LEAN for overall business growth.
- Adequate infrastructure & in house manufacturing facilities.
- Faster response time.
- 30000 sq .ft. land available for expansion.
- Full fledge in house testing capacity.

Our dream:

Think Big, Think Fast, and Think Ahead, Ideas Are Nobody's Monopoly. Ones Dreams Have To Be Bigger, Ones Ambition Higher, Ones Commitments Deeper and Ones Efforts Greater" Meeting Dead Lines Is Not Good Enough, Beating Deadlines Is What We Expect. This Is OUR Dream for BFPL

POLICY & STEPS TO ACHIVE TURN OVER OBJECTIVE

- Export business – To achieve 25% of sales through export.
- Manufacturing – Expertise, Competency & facility.
- Packaging & Logistics – Understanding & adherence to international norms & standards.

85% through existing customers & 15% by addition of new customers.

Supply casting in 100% machined condition.

Focus on;

- Speed & Accuracy in Development.
- Process & quality improvement.
- Value addition & Value Engineering.

BELGAUM FERROCAST (I) PVT. LTD.

***QUALITY* POLICY**

We, at Belgaum Ferrocast (India) Pvt. Ltd, manufacturing precision machined components are committed to:

- Deliver products that satisfy the present requirements of our customers.
- Upgrade our resources to meet future requirements of our customers.
- Ensure that customer receives the products as per agreed quality parameters, at the agreed time and in agreed quantity continually.
- We shall produce good quality and quantity of castings through continual improvement of our processes through establishing good systems and procedures by involving all our personnel
- Reflect Quality in all the activities carried out by our organization.

BELGAUM FERROCAST (I) PVT. LTD.

ENVIRONMENT, OCCUPATIONAL HEALTH & SAFETY (EOHS) POLICY

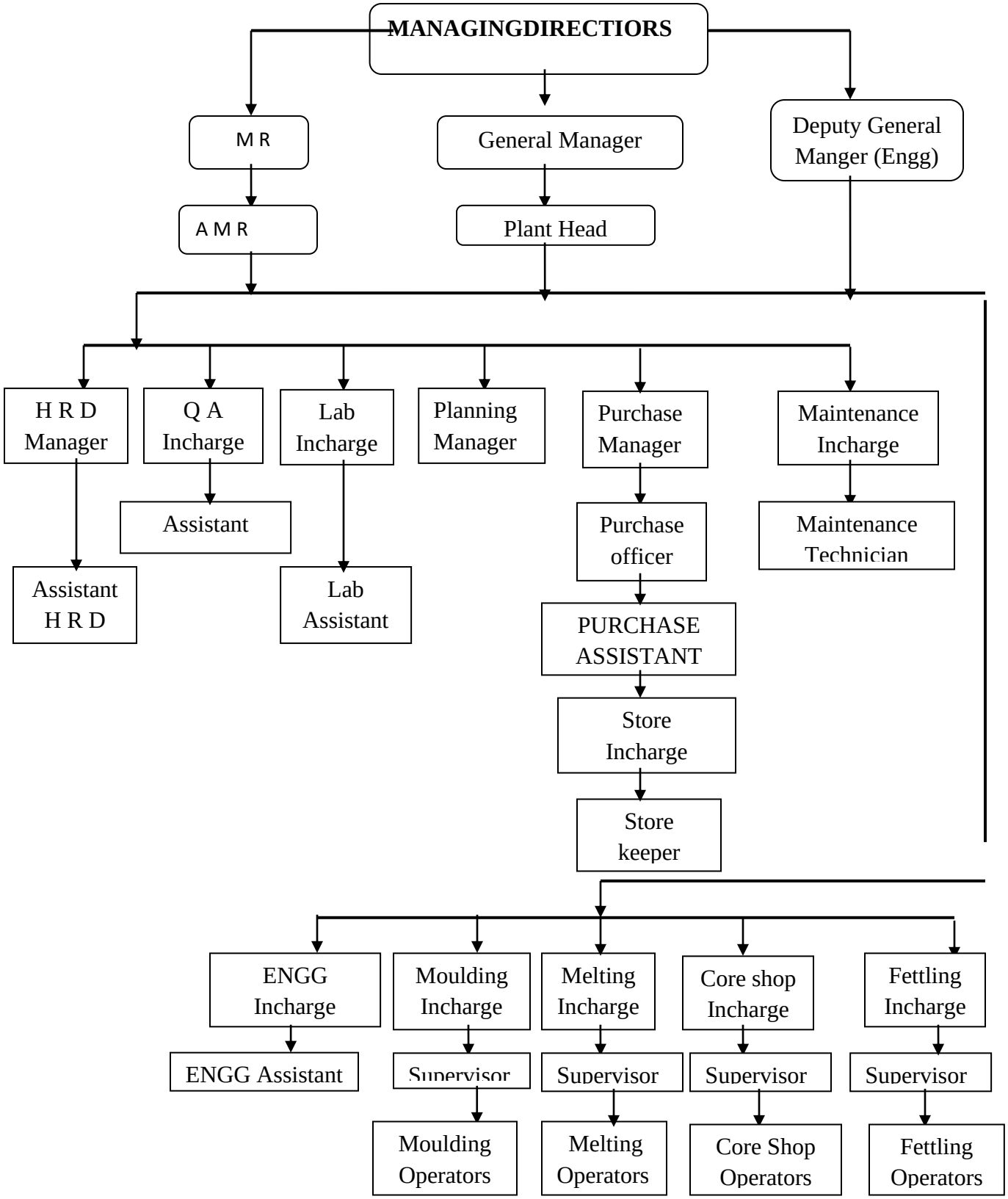
Belgaum FerrocastPvt. Ltd. is committed to:

- Continually improve the Environmental performance and occupation Health & Safety performance by providing by safe & healthy work environment, by Energy Conservation, Improving Re use, Recycling of resources and doing proper disposal of Waste.

- Prevention of injury, ill health & environmental pollution.

- Comply with all applicable legal requirement and other requirements to which we subscribe. Towards these we pledge to create awareness for environment, Occupational health and safety among our employees, customers, suppliers & the community at large.

ORGNISATIONAL STRUCTURE



We Use for Casting Process

We employee several process for manufacturing supreme quality cast Iron and Cast Iron Components like Inertia Ring, Rubber Damper, Viscous Damper, Viscous Hub, Rubber Damper Hub, Damper Inertia Ring, C.I Pulleys and Damper Housing . With the help of cutting edge technology, we are able to effectively undertake the casting procedure and meet the requirements of clients. Some of the processes we utilize are as following:

- **Pattern making :**

  We have in-house pattern shop where minor repairs & modifications of moulds are done. The patterns we use are made of wood or composite material or aluminium and are used for preparation of sand moulds.

- **Pouring :**

  At these stages the mould is filled using network of runner through. The runner through are designed to achieve the requirements of each casting. We maintain the temperature to ensure proper pouring process.

- **Moulding :**

  We use jolt squeeze machine to carry out floor mouldings, and loose moulding, processes. Moulds are generally made of green sand, or of self-hardening sand, silicate, no bake and also shell. The moulding is done in fix boxes as well as loose flask type.

- **Melting :**

  For melting we use cupola machines with varying capacities which are fitted with scrubber for environment friendly operations.

- **Shakeout/ cleaning :**

  The casting is lifted out of its moulds after the solidification & cooling process is over. This is followed by another moulding cycle where the casting is freed from its risers, shot blasted and cleaned for shipping.

  After the cleaning the casting is ready to undergo operations such as thermal treatments, machining or painting whenever necessary. Thermal treatment is essential forecast stress relieving and changing the mechanical properties of the casting. Painting of casting is essential for the surface protection of the castings.

CHAPTER-3

INTRODUCTION TO TRAINING

HUMAN RESOURCE MANAGEMENT:

Human Resource Management is defined as the people who staff and manage

Organization. It comprises of the functions and principles that are applied to retaining, training, developing, and compensating the employees in organization. It is also applicable to non-business organization, such as education, healthcare, etc Human Resource Management is defined as the set of activities, programs, and functions that are designed to

Maximize both organizational as well as employee effectiveness

Scope of HRM without a doubt is vast. All the activities of employee, from the time of his entry into an organization until he leaves, come under the horizon of HRM. The divisions included in HRM are Recruitment, Payroll, Performance Management, Training and Development, Retention, Industrial Relation, etc. Out of all these divisions, one such important division is training and development.

TRAINING: Training**is** a subsystem of an organization. It ensures that randomness is reduced and learning or behavioural change takes place in structured format.

OBJECTIVES OF TRAINING

1) To promote individual and collective morale, a sense of responsibility, co-operative attitude and good relationships.

Organizational objectives like viability, stability, and growth can be achieved through training. Training enhances 4 C's viz., competence, commitment, creativity and contribution for the organization.

2) To prepare the employee, both new and old to meet the present as well as the changing requirements of the job and the organization.
3) To prepare employees for higher level tasks.
4) To assist employees to function more effectively in their present positions by exposing them to the latest concepts, information and techniques and developing the skills they will need in their particular fields.
5) To develop the potentialities of people for the next level job.
6) To ensure smooth and efficient working of a department.
7) To established a sound relationship between a worker and his job
8) To increase the skill and knowledge of an employee
9) To prepare employees for future assignment
10) To reduce cost of production

TRAINING IN ORGANIZATION:

Training in organization is an important aspect of human resource. HR professional use training as a tool to achieve pre decided goals and objectives.

Various methods of training are used in business organization to train employees. Training itself is done for a variety of reasons. It may be done to bring about a transfer of technological know-how change the level of awareness in employees, improve their performance etc.

Training plays a vital role achieving the set objective of an organization by bringing about a change in the job performance of the employee at the same time it can be advantage to the employee as training also enables the development of individuals personality and improves his/her areas of knowledge training has been recognized as a vital factor in improving the knowledge level, developing the capabilities and realizing of potential of individuals. This is in accordance with the learning process as learning as a continuous process. Training plays a important role in the development in the business organizations. Therefore in view of the benefits of training organization need to consider the various types, methods of training and their effectiveness to ensure that the most the effective training is used in the training.

IMPORTANCE:

No organization can get a candidate who exactly matches with the job and organization requirement. So training is very essential for an employee to develop him and make him suitable to that job. Training works towards the value addition to the company.

Job and organizational requirements change with the change in the technological advancement and change in the awareness of total quality and productivity management. Trained employees are the valuable asset and development to a greater extent depend on training.

NEED FOR TRAINING

The need for training of employees is universally accepted and practical training in the form if information, instructions and guidance is given to all categories of employees. It is a must for raising efficiency of employees. Training is necessary in present competitive and ever changing industrial world. The following points (reasons) justify the need for training.

- Training is needed as a good supplement to school/college education. Training at the industry level practical and is needed for creating confidence among employees. It is also needed for personal growth and development of employees.

- Training is needed due to continuous changes in the field of science and technology. Workers can work as per the new methods or can use new machine only when suitable practical training is given them. Training is the only method by which the knowledge and skills of workers are updated.

- Training is needed in orders to introduction of rationalization and computer technology in the industrial units.

- Training is needed for raising the efficiency and productivity of industrial employees.

- It is needed for improving the quality of production and also for avoiding accidents and wastages of all kinds in the industrial units.

- Training is needed for personal safety of employees and also for avoiding damage to machines and property of the company.

- Training is needed as it creates highly skilled manpower in the organization such skilled manpower is the real assets of an industrial unit.

TRAINING METHODS

As a result of research in the field of training, a number of programmes are available. Some of these are new methods, while others are improvements over the traditional methods. The training programmes commonly used to train operative and supervisory personnel are discussed below. These programmes are classified into on-the-job and off-the-job training programmes

ON THE-JOB TRAINING METHODS

This type of training, also known as job instruction training, is the most commonly used method. Under this method, the individual is placed on a regular job and taught the skills necessary to perform that job. The trainee learns under the supervision and guidance of a qualified worker or instructor. On-the-job training has the advantage of giving first-hand knowledge and experience under the actual working conditions. While the trainee learns how to perform a job, he is also a regular worker rendering the services for which he is paid. The problem of transfer of trainee is also minimized as the person learns on-the-job. The emphasis is placed on rendering services in the most effective manner rather than learning how to perform the job. On-the-job training methods include job rotation, coaching, job instruction or training through step-by-step and committee assignments.

(i) **Job Rotation**: This type of training involves the movement of the trainee from one job to another. The trainee receives job knowledge and gains experience from his supervisor or trainer in each of the different job assignments. Though this method of training is common in training managers for general management positions, trainees can also be rotated fromjob to job in workshop jobs. This method gives an opportunity to the trainee to understand the problems of employees on other jobs and respect them.

(ii) **Coaching**:The trainee is placed under a particular supervisor who functions as a coach in training the individual. The supervisor provides feedback to the trainee On his performance and offers him some suggestions for improvement. Often the

Trainee shares some of the duties and responsibilities of the coach and relieves

Him of his burden. A limitation of this method of training is that the trainee may

Not have the freedom or opportunity to express his own ideas.

(iii) **Job Instruction**:This method is also known as training through step by step. Under this method, the trainer explains to the trainee the way of doing the jobs, job knowledge and skills and allows him to do the job. The trainer appraises the performance of the trainee, provides feedback information and corrects the trainee.

(iv) **Committee Assignments**:Under the committee assignment, a group of trainees are given and asked to solve an actual organizational problem. The trainees solve the problem jointly. It develops team work.

OFF-THE-JOB METHODS

Under this method of training, the trainee is separated from the job situation and his attention is focused upon learning the material related to his future job performance. Since the trainee is not distracted by job requirements, he can place his entire concentration on learning the job rather than spending his time in performing it. There is an opportunity for freedom of expression for the trainees. Companies have started using multimedia technology in training; Off-the-job training methods are as follows:

(i) **Vestibule Training**: In this method, actual work conditions are simulated in a class room. Material, files and equipment which are used in actual job performance are also used in training. This type of training is commonly used for training personnel for clerical and semi-skilled jobs. The duration of this training ranges from days to a few weeks. Theory can be related to practice in this method.

(ii) **Role Playing**: It is defined as a method of human interaction that involves realistic behaviour in imaginary situations. This method of training involves action, doing and practice. The participants play the role of certain characters such as the production manager, mechanical engineer, superintendents, maintenance engineers, quality control inspectors, foremen, workers and the like. This method is mostly used for developing inter-personal interactions and relations.

(iii) **Lecture Method**: The lecture is a traditional and direct method of instruction. The instructor organizes the material and gives it to a group of trainees in the form of a talk. To be effective, the lecture must motivate and create interest among the trainees. An advantage of the lecture method is that it is direct and can be used for a large group of trainees. Thus, costs and time involved are reduced. The major limitation of the lecture method is that it does not provide for transfer of training effectively.

(iv) **Conference or Discussion**: It is a method in training the clerical, professional and supervisory personnel. This method involves a group of people who pose ideas, examine and share facts, ideas and data, test assumptions and draw conclusions, all of which contribute to the improvement of job performance. Discussion has the distinct advantage over the lecture method, in that the discussion involves two-way communication and hence feedback is provided. The participants feel free to speak in small groups. The success of this method depends on the leadership qualities of the person who leads the group.

(v) **Programmed Instruction**: In recent years, this method has become popular. The subject matter to be learned is presented in a series of carefully planned sequential units. These units are arranged from simple to more complex levels of instruction. The trainee goes through these units by answering questions or filling the blanks. This method is expensive and time consuming.

Advantages of training:

1) **Increased productivity:**

An increase in skill usually results in an increment in both quality and quantity of output.

2) **Heightened Morale:** Possessions of needed skills help to meet such basic human needs as security and ego satisfaction. Collaborate personnel and human relations programmes can make a contribution towards morale, but they are hollow shells if there is no solid core of meaningful work down with knowledge, skill and pride.

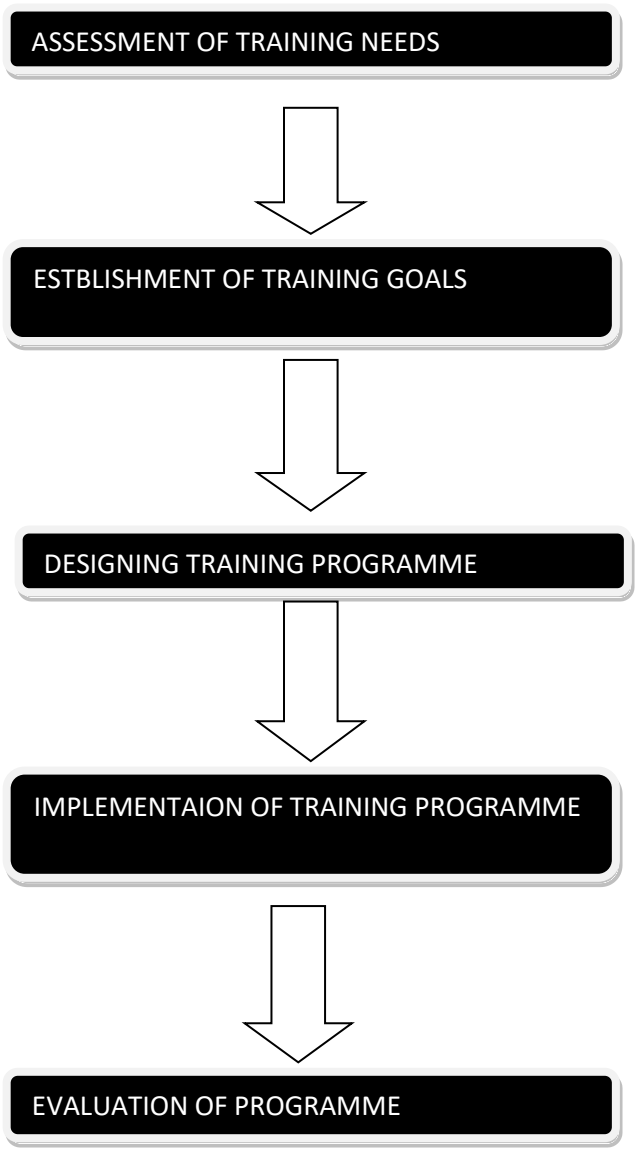
3) **Reduced supervision:**

The trained employee is one who can perform with limited supervision. Both employee and supervisor want less supervision but greater independence is not possible unless the employer is adequately trained.

4) **Reduced accidents:**

More accidents are caused by deficiencies in people than by deficiencies in equipment and working conditions. Proper training in both job skills and safety attitudes should contribute towards a reduction in the accident rates

PROCESS OF TRAINING:



1. **ASSESEMENT OF TRAINING NEEDS:** identifying the training needs of an organization is the first step in the systematic training process. All training needs should be related to the specific needs of the organization and also the individual employees. For the identification of training needs, the gap between the existing level of knowledge, skills, performance and aptitudes of employees and the required levels of the identified clearly.

2. **ESTBLISHMENT OF TRAINING GOALS:** After deciding the training needs, the logical steps in the training process are to set training and development objectives in concrete terms. In fact, without clearly set objectives/ goals, it is not possible to design a well planned training programme which is to be executed and also evaluated for judging its effectiveness. Training objectives decided should be tangible, verifiable and measurable. Some objectives are tangible while some others are difficult to state.

3. **DESIGNING TRAINING PROGRAMME:** the actual design of programmes is the foundation to effective training and development. Without solid and relevant content, training and development efforts are pointless. The usual approach to content development starts with outlining programme content, then expanding that outline into fully formed programmes. Selecting the most appropriate instructors completes the process. Thus several issues are involves in designing training programmes.

4. **IMPLEMENTATION OF TRAINING PROGRAMME:** once the training programme has been designed, it needs to be foundation implemented. Programme implementation involves action on the following lines:
    i. Deciding the location and organizing training and other facilities.
    ii. Scheduling the training programme.
    iii. Conduct of training

5. **EVALUATION OF TRAINING PROGRAMME:** since the huge amounts of money are spent on training and development, how far the programme has been useful must be determined. Evaluation helps in determining the results of the training and development programme. In practice, however, organizations either overlook or lack facilities for evaluation.

DEPARTMENTAL DETAILS

1. FINANCE DEPARTMENT:

This department is concerned with the maintenance of accounts of the company.

This department is controlled by KESHAV SAVANT finance manager of BFPL. Finance department helps in the development of the company. The main work of finance department is not only to provide monetary supply but also to minimize the expenses.

The accounts department has dealing with following departments.

- Sales department
- Purchase department
- Personnel department
- Stores department
- Clearing and forwarding department
- Planning department

FUNCTIONS:

- Finance forecasting and planning
- Investment decision
- Management of corporate assest structure
- Management of income
- Management the ledgers
- Maintaining proper records
- Preparing of annual reports
- To maintain sales accounting

2. MARKETING /SALES DEPARTMENTS :

Marketing is an organizational function and a set of processes for creating communicating delivering value to customers and for managing customer relationship in ways that benefit the organization and it stake holders.

- This department issues the quotation whenever there is enquiry made by the customer.
- Preparation of the quotation as it differs from customer to customers.
- formulation specification of the machinery
- Interacting with the engineering departments for particular needs to form a single aimed decision.
- customers follow –up is made by the servicing branches (i.e. Delhi , kolkatta, Madras)
- Re-quoting is done after the discussion, held by both the parities(i.e.markt .dept and customers)
- if any changes required by customer, can be done when this departments interacts with work shop/ production department

3. ENGINEERING DEPARTMENT:

The function producer describes the responsibility of the maintenance personnel who prepares framework common quality maintenance procedure activities statistical techniques are used to achieve the objectives.

- ✓ Processes the orders technically.
- ✓ Interacts directly with the parities whenever required.
- ✓ design & develop the machines with help of computers

Designing again involves

a) Calculators
b) Details drawings which include Hydraulics structural calculation etc

- ✓ this departments is required to monitor periodically

4. PERSONNEL DEPARTMENTS:

- ✓ man-power planning
- ✓ recruitment and selection
- ✓ induction and training program
- ✓ maintenance of attendance of working
- ✓ maintenance of leave records
- ✓ maintenance of personnel files
- ✓ grievanance handling
- ✓ annual increments to the employees
- ✓ conducting performance appraisal to the employees
- ✓ retirements records are kept
- ✓ Filings of returns under statutory act i.e. factory act, ESI act, Employee provident fund act.
- ✓ Welfare activities are carried on via tournaments, canteen maintenance, providing uniforms and shoes to the workers etc.
- ✓ administration of canteen, security office time keeping office etc
- ✓ License with governments officials regarding labor department, ESI act etc.
- ✓ All cases of promotion are recommended by the departmental heads at the time of performance appraisal.
- ✓ Transfer of the employee, resignation, retirement is maintained by personnel departments.
- ✓ Attending the court work, conciliation meeting etc.

5. PRODUCTION DEPARTMENT

This department is basically broken up into three sections:-

a. production planning
b. .process planning.
c. production control department

a) PRODUCTION PLANNING AND PROCESS PLANNING:

To draw up a long & short term manufacturing program for presses, valves etc. Periodic review of the same for adjustments if required. It co-ordinates itself with all Other departments for achieving target. It also decides upon the detailed viz material Cutting program and priorities, machining program, special processing program, assembly Programs and priorities, special jobs from other departments. It checks up the loading as Machines. This dept. plans for clearance of spares & monitor the manufacturing program Through master program charts, report to top management about the same.

B) PRODUCTION CONTROL FUNCTIONS

This department directly acts on the production planning made by the Production planning dept. starting from actual material cutting to the completion of the Presses & its dispatch its function basically is to executive the plans of production Planning dept.

6. PURCHASE DEPARTMENTS:

- ✓ To issue enquires for the materials, receive & decide upon the quotation received.
- ✓ To issue purchase orders & insure that the material being purchased satisfied all requirement.
- ✓ To develop alternative vendors for materials.
- ✓ To receive intimation of dispatch of material & forwarding of dispatch documents to shipping department.
- ✓ To feed the accounts department with purchase orders & month purchase budget.
- ✓ To make sure & co-ordinate prompt return of rejected materials.
- ✓ co-ordinate the receipt & payments of bill against purchases

7. STORES DEPARTMENTS:

- ✓ To receive & unload all materials verity the quality & quantity on receipt.
- ✓ To check delivery challan of parities
- ✓ To offer materials for inspection & issues, using Bin cards.
- ✓ To receive the non-excisable goods, receive goods Refection Note along with materials from works departments.
- ✓ To issue Refection delivery challan to account via. Shipping Depts.
- ✓ To appraise mgt. of the need for capital expenditure.

DESIGN OF THE STUDY

TITLE: A study on EFFECTIVENESS OF TRAINING at BELGAUM FERROCAST (INDIA) PVT.LTD.

In MACHHE.

NEED FOR STUDY-

This project helps to understand the importance of training in an organization. In every organization when an employee is been selected or recruited or appointed the immediate precaution an HR manager should take is to train the employee to gain knowledge, specific skill, abilities to an employee.

In other words, training is not only necessary to the newly appointed employees but it is applicable to an employee who already exist in the company, to impart the skills regarding the changes made in an organization.

Without training an employee cannot match up with the organization culture, training and development allows an employee to work better than the expectation of an organization as a whole

OBJECTIVES OF STUDY-

1. To study the theoretical background of training programs
2. To study the various methods of training and development adopted by an organization.
3. To know the opinion and expectations of employees regarding training programs.
4. To analyse effectiveness of the training program.
5. To arrive at conclusion and suggestion if any.

SCOPE OF THE STUDY-

The study is limited to the BELGAUM FERROCAST (INDIA) PVT LTD MACHHE, Belgaum. It enables us to understand the working efficiency of the employees which contributes to individual as well as organization development, employee's morale, knowledge, improvement, promotion etc.

METHODOLOGY OF THE RESEARCH-

Research in common parlance refer to research for knowledge and also is a systematic method of findings solution of problem.

According to Clifford Woody, "Research" comprises defining and redefining problems, formulating hypothesis or suggested solution; collecting, organizing and evaluating data, making deduction and reaching conclusion and at the last carefully testing the conclusion to determine whether they fit the formulating hypothesis.

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- **Sources of data:**

A. Primary Data

I) Questionnaire Survey.

II) Interaction with Employees

B. Secondary data

I) Company Website

II) Company Documents

III) Company profile

C.Sample size

A sample size of 50 respondents will be taken for the current study because for is not possibleto cover the whole universe in the available time period. So it is necessary to take the sample size.

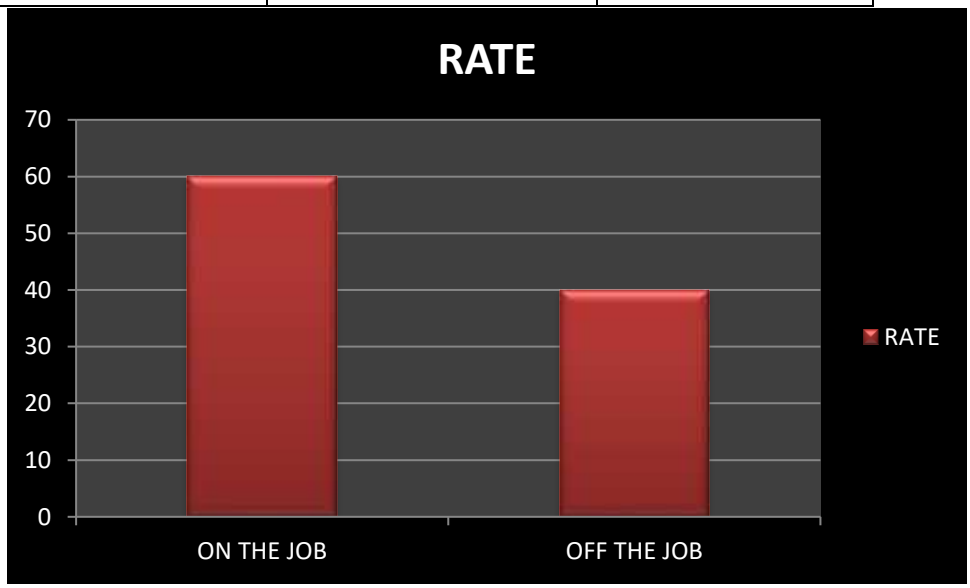
CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

1. what are the methods of training undergone by you?

Responses	No. of Respondents	Percentage
On-Job Training	30	60%
Off-Job-Training	20	40%
Total	**50**	**100%**



Analysis

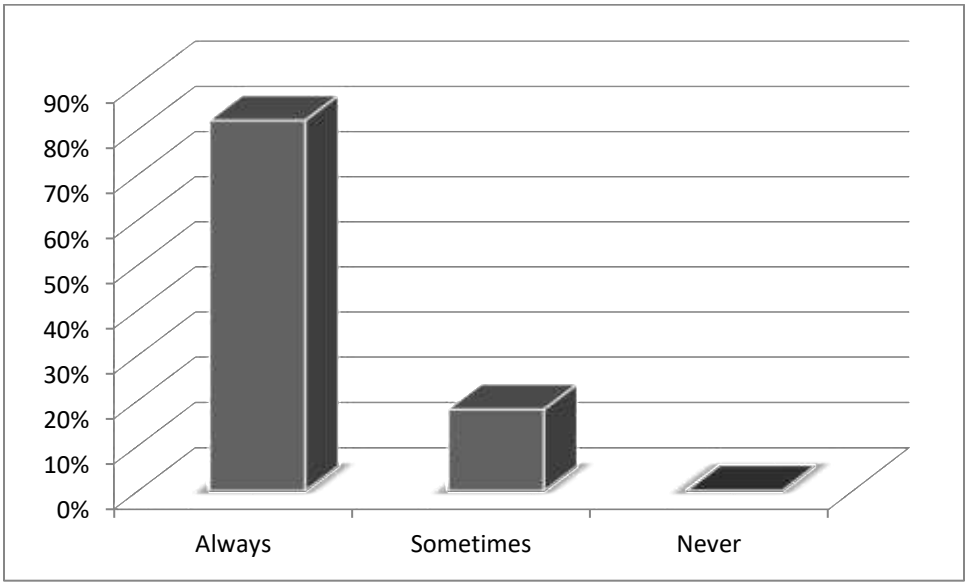
By above results we know that most of the employees out of 50 prefer to take On-Job training and 20 employees said that Off-Job training is satisfactory.

Interpretation

The survey shows that 60% of the employees goes under on-the job training & 40% of the employees goes under off-the job training.

2. Do you feel it is necessary to attend the required training program?

	No. of Respondents	Percentage
Always	41	82%
Sometimes	9	18%
Never	0	0%
Total	**50**	**100%**



Analysis

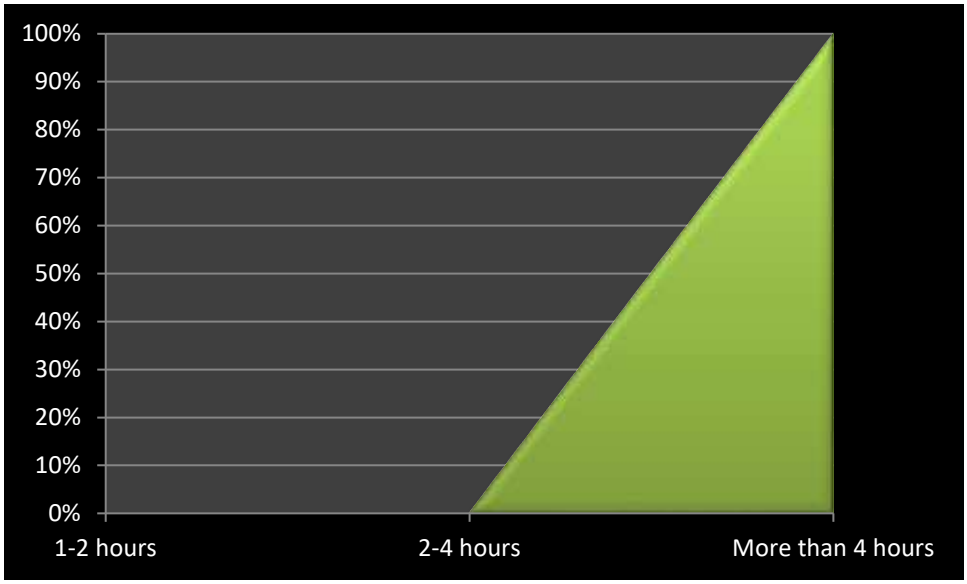
From the above results we know that most of the employees think that it is always necessary to attend the required training program whereas very few thinks that sometimes it becomes necessary to attend.

Interpretation

The survey shows that 82% of the employees feels that the training programme always requires, and 18% employees feels that that sometimes training programme requires.

3. During the training period, how much time is spent for training per day?

Responses	No. of Respondents	Percentage
1-2 hours	0	0%
2-4 hours	0	0%
More than 4hr	50	100%
Total	**50**	**100%**



Analysis

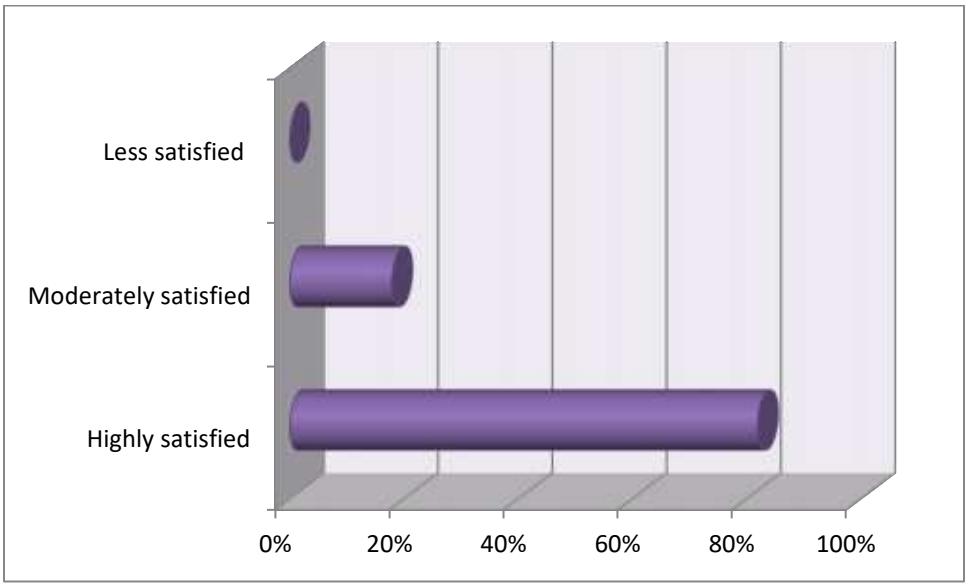
From the above survey we know that all the employees have spent more than 4 hrs for training per day.

Interpretation:

The survey shows that more than 4hrs are required for training per day.

4. Are you satisfied with the duration of the training program?

Responses	No. of Respondents	Percentage
Highly satisfied	41	82%
Moderately satisfied	9	18%
Less satisfied	0	0%
Total	**50**	**100%**



Analysis

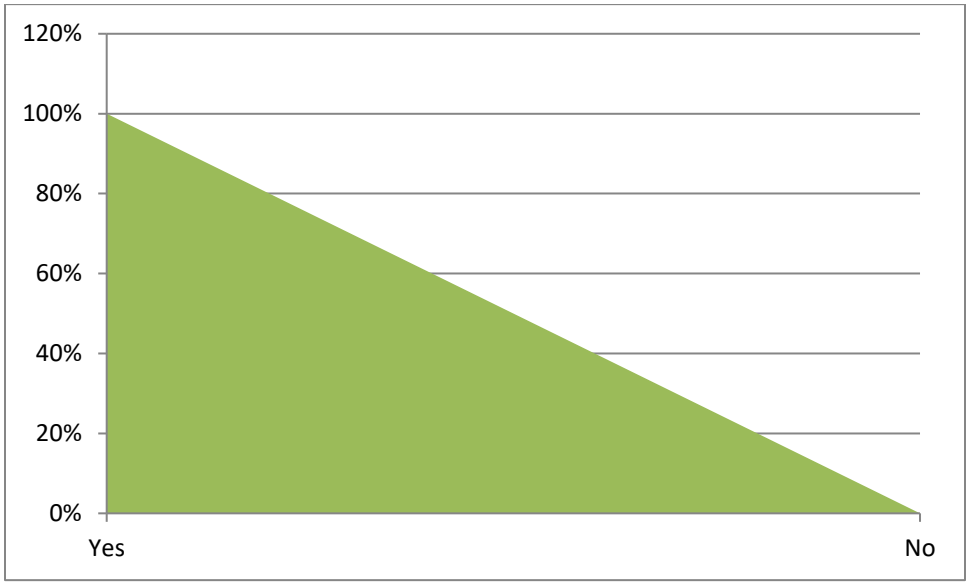
The survey carried shows that most of the employees are highly satisfied with the training program and very few are moderately satisfied.

Interpretation

The survey shows that more than 82% of the employees are highly satisfied with training programme.

5. Is your superior cooperative?

Responses	No. of Respondents	Percentage
Yes	50	100%
No	0	0%
Total	**50**	**100%**



Analysis

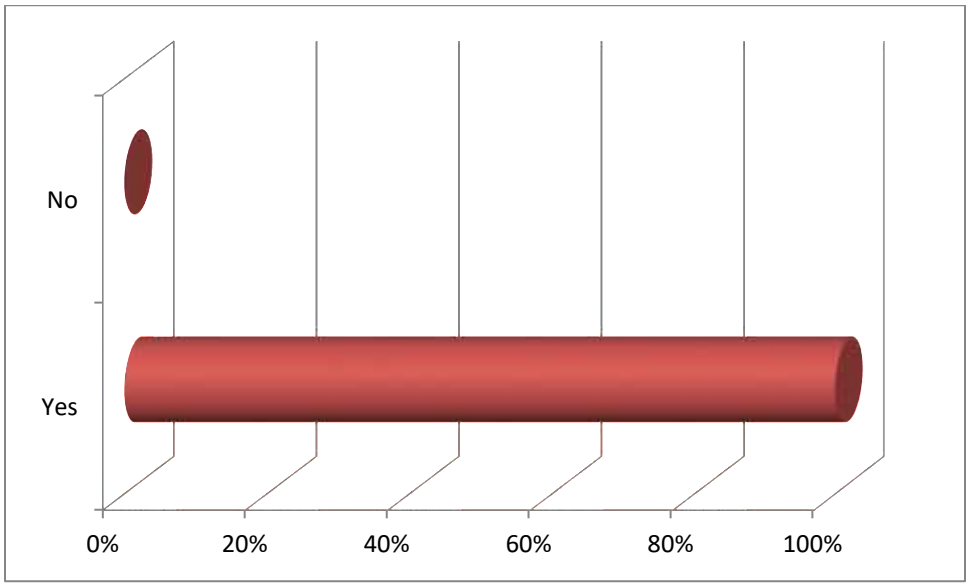
From the above survey we can see that all the employees found their guides to be co-operative regarding the work.

Interpretation

The survey shows that all the employees says that the superior is cooperative.

The survey shows that all the employees says that the superior is cooperative**?**

Responses	No. of Respondents	Percentage
Yes	50	100%
No	0	0%
Total	**50**	**100%**



Analysis

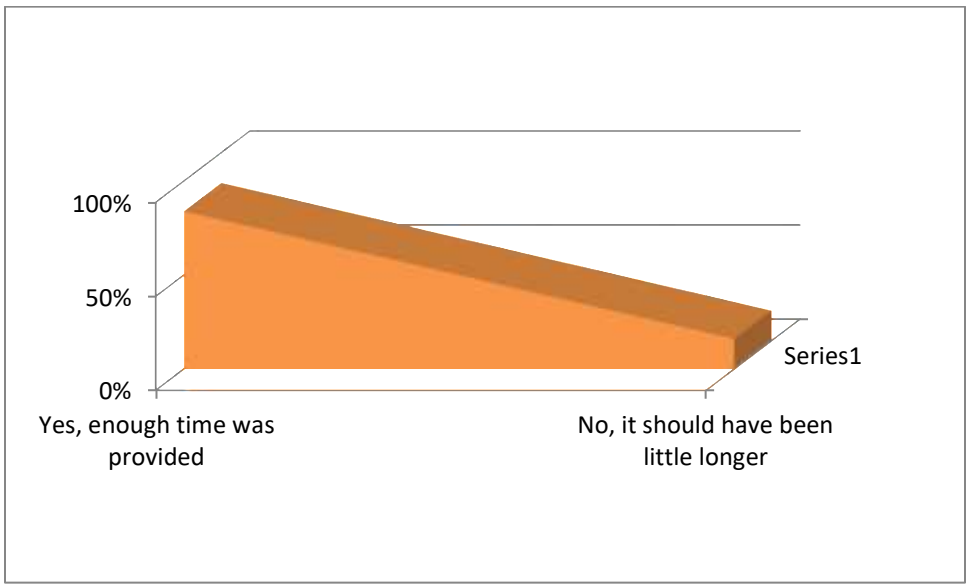
100% employees said that training programme provided by the company is beneficial.

Interpretation

The survey shows that all employees are benefited with the current training programme.

7. Was the duration of the training program sufficient?

Responses	No. of Respondents	Percentage
Yes, enough time was provided	42	84%
No, it should have been little longer	8	16%
Total	**50**	**100%**



Analysis

Survey conducted showed that, the organization provided enough time for the training program.

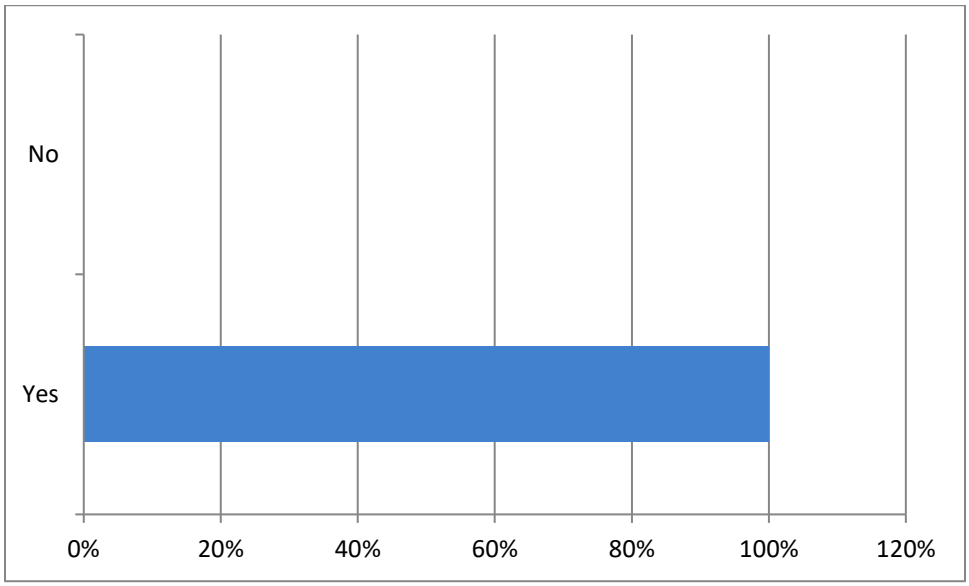
And most of the employees were satisfied with the organization.

Interpretation

The survey shows that organisation provided enough training programme.

8. Do you get satisfactory information and training that is required at your level?

Responses	No. of Respondents	Percentage
Yes	50	100%
No	0	0%
Total	**50**	**100%**



Analysis

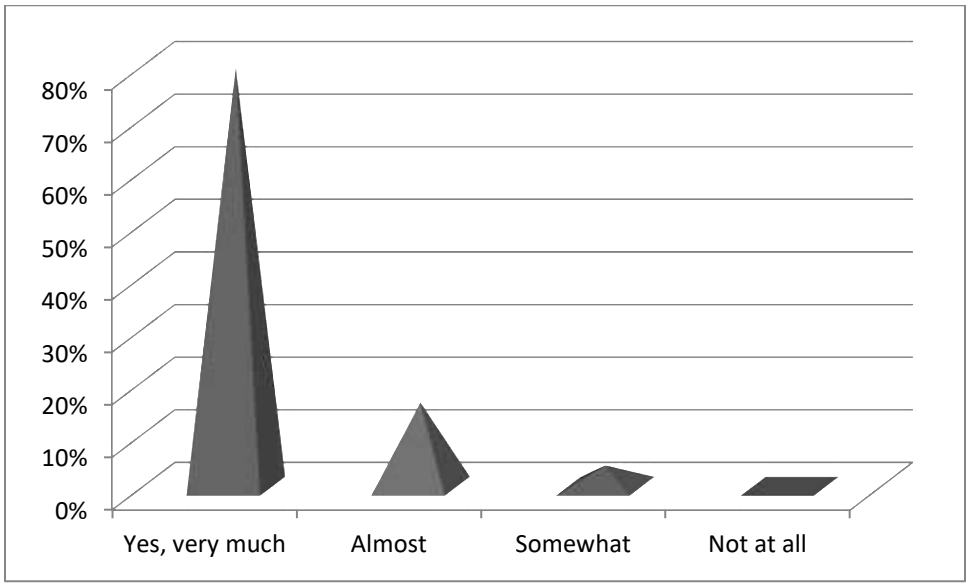
From the above results we know that all the employees are satisfied with the required information and training provided to them at their level.

Interpretation

The above survey shows 100% employee get the satisfactory information and training that is required at their level.

9. After undergoing training are you able to able to perform your duty well?

Responses	No. of Respondents	Percentage
Yes, very much	40	80%
Almost	8	16%
Somewhat	2	4%
Not at all	0	0%
Total	**50**	**100%**



Analysis

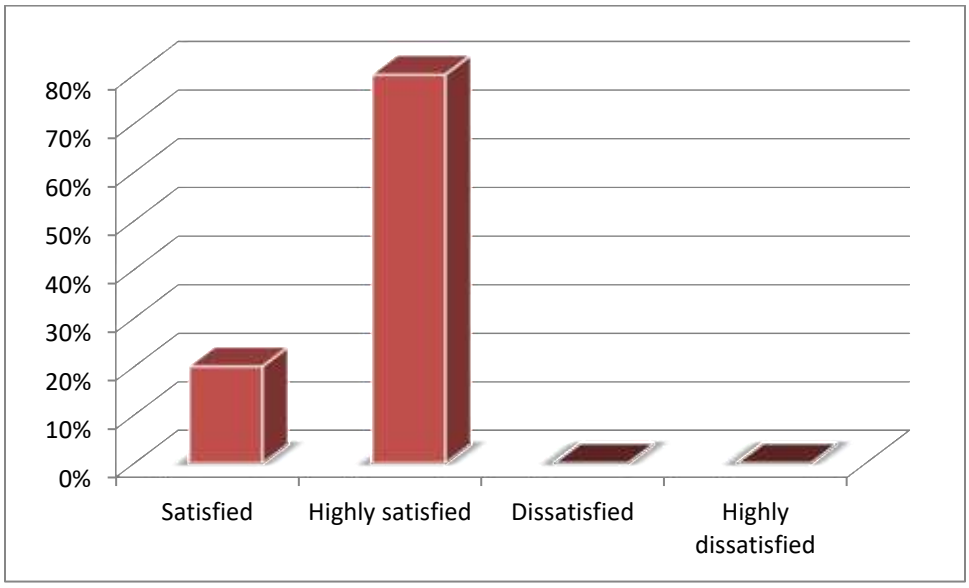
From the above results we know that most of the employees were very well able to perform their duty after undergoing training where as some employees were almost able to perform their duty and remaining few were somewhat able to perform their duty.

Interpretation

The survey shows that most of them satisfied with their training and they are very well able to perform their duty.

10. Are you satisfied with the relevant examples given during training?

Responses	No. of Respondents	Percentage
Satisfied	10	20%
Highly satisfied	40	80%
Dissatisfied	0	0%
Highly dissatisfied	0	0%
Total	**50**	**100%**



Analysis

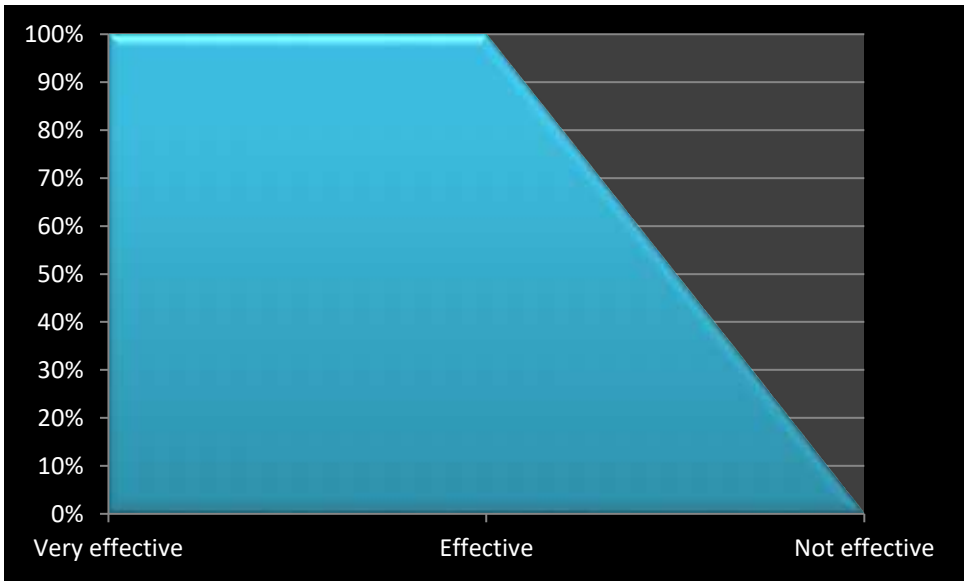
From the survey conducted we know that most of employees were highly satisfied with the relevant examples that were given in training and were few employees were satisfied with those examples.

Interpretation

The survey shows that the most of the employees are highly satisfied with therelevant examples given during training.

11. How is the effectiveness of the faculty regarding communication of ideas and conducting various sessions?

Responses	No. of Respondents	Percentage
Very effective	35	70%
Effective	15	30%
Not effective	0	0%
Total	**50**	**100%**



Analysis

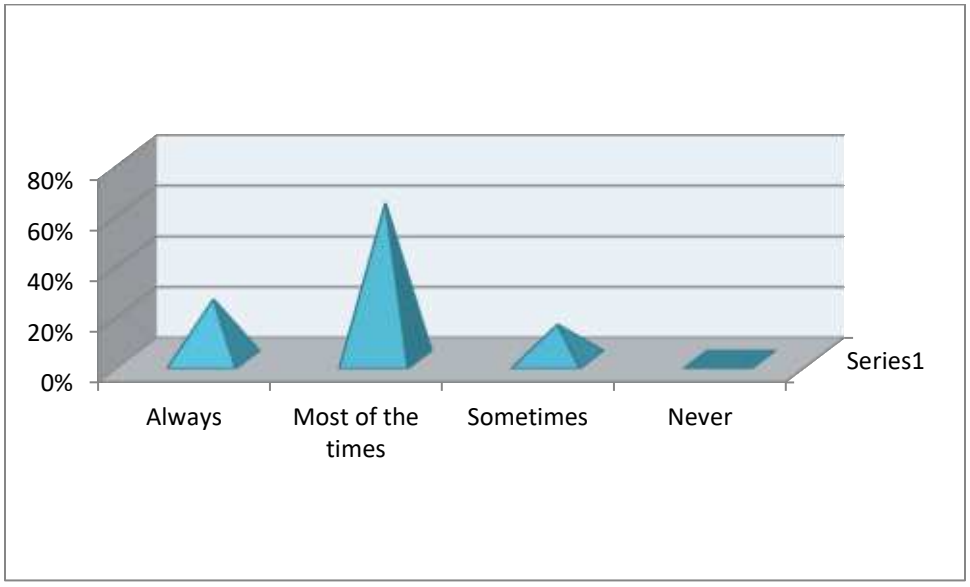
From the above survey we can conclude that most of the employees believed that the faculty was very effective with the communication of ideas and conducting various sessions.

Interpretation

The above survey shows that effectiveness of faculty regarding communication of ideas and conducting the various session.

12. Has the training eliminated the fear of attempting new tasks?

Responses	No. of Respondents	Percentage
Always	12	24%
Most of the times	31	62%
Sometimes	7	14%
Never	0	0%
Total	**50**	**100%**



Analysis

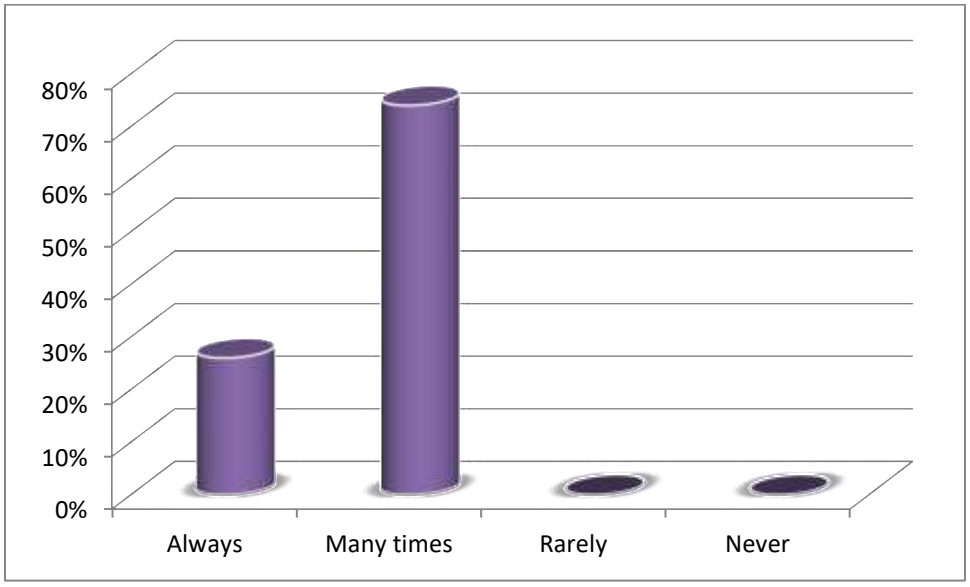
Survey conducted shows that 31 employees out of 50 feels that training has most of the time eliminated the fear of attempting new task and 12 out of 50 thinks that it always did eliminate the same where as 7 out of 50 employees thinks that only sometimes it does eliminate the fear of attempting new task.

Interpretation

The above survey shows that the training eliminated the fear of attempting new task.

13. Has the training helped in motivational variables like responsibility and achieving growth?

Responses	No. of Respondents	Percentage
Always	13	26%
Many times	37	74%
Rarely	0	0%
Never	0	0%
Total	**50**	**100%**



Analysis

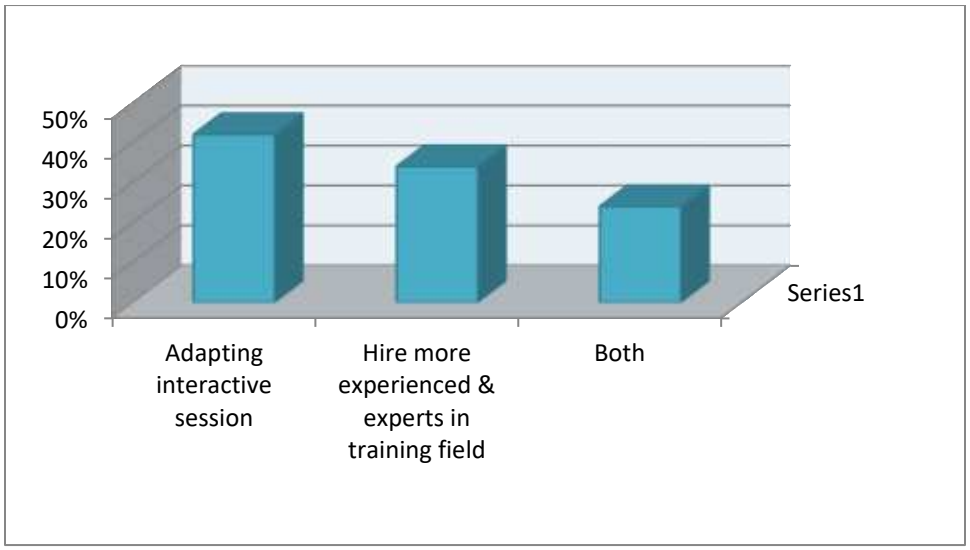
By above results we know that most of the employees think that they get motivation from training.

Interpretation

The above survey shown that many times training helped in motivating variables

14. How do you think improvement can be brought into the training program?

Responses	No. of Respondents	Percentage
Adapting interactive session	21	42%
Hire more experienced & experts in training field	17	34%
Both	12	24%
Total	**50**	**100%**



Analysis

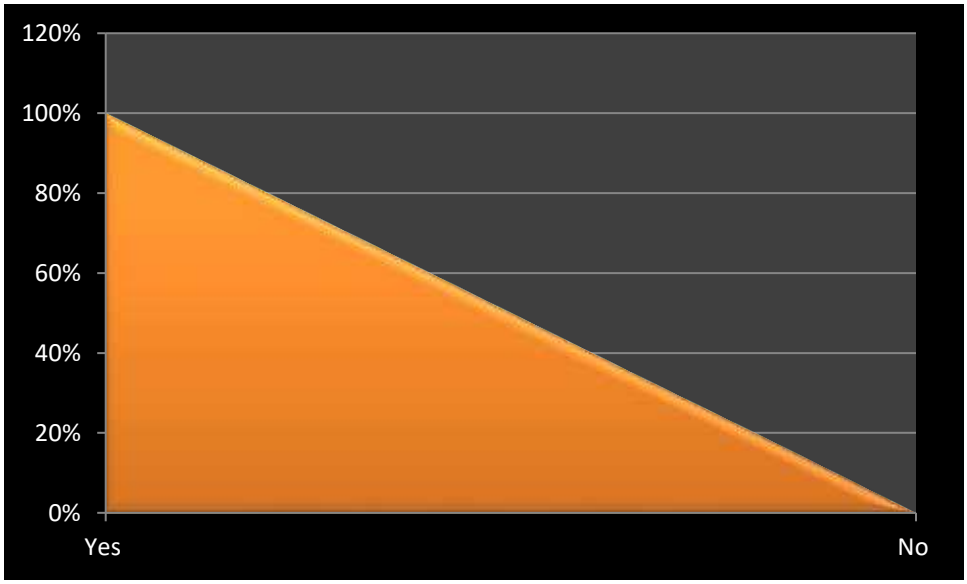
In an organization some factors like adapting interactive session and hiring more experienced & experts in training field can bring improvement in the employees work. Most of the employees out of 50 have given well remarks for adapting interactive sessions during the training.

Interpretation

The survey shows that the most of the employees given well remarks for adapting interactive sessions during the training.

15. Are you aware about your particular job?

Response	No. of Respondents	Percentage
Yes	50	100%
No	00	00%
Total	50	100%



Analysis

In the organisation 50 employees were asked if they are aware about their particular job and results showed that all the employees were aware of their particular job, since they have got good training in regards to their particular job.

Interpretation

In the above survey show that 100% of employees are aware about their particular job and it is company has given good training to their employees so no employees is un aware of their particular job.

CHAPTER 5

FINDING, SUGGESTION CONCLUSION

& BIBLIOGRAPHY

FINDINGS

Majority of the employees who have attended the training programme were well educated.

Majority of the employees have the expenses satisfactory opinion about the training

Facility and ability to train

With regards to the enchanted of skills and knowledge of the employee who have attended training programme.

Training effectiveness of help the employees to perform better as he became more skilled in their job

SUGGESTIONS

The employees should be motivated to build own more team spirit among themselves so that they will became more productive

Oriented programmes and training program must be organized for any new employee which will help them to improve and develop them skills.

More and regular interactions session are a must between the employees and the top level management which help to level management for the appraisal

CONCLUSION

Training is given adequate importance in BFPL& has a very good system of training. Its employees to enhance the overall organization effectiveness.

- BFPL has an adequate equipped manufacturing setup where every infrastructure is available to design, develop and produce a mega range of PUMP.TRANSMISSION etc and equipment's.
- BFPL has a good number of respectable and distinguished customers in India and abroad because of their capability to produce and manufacture customized products which are of world class quality.

BIBLIOGRAPHY

- **www.google.com**
- **Human Resource Management by Aswathappa**
- **Company manuals and handouts**

CHAPTER-6

QUESTIONNAIRE

Demographic Profile

- Name
- Age
- Education qualification
- Department

1.what are the methods of training undergone by you?

a) On-Job Training. ☐
b) Off-Job-Training. ☐
c) Both. ☐

2. Do you feel it is necessary to attend the required training program?

a) Always. ☐
b) Sometimes. ☐
c) Never. ☐

3. During the training period, how much time is spent for training per day?

a) 1-2 hours. ☐
b) 2-4 hours. ☐
c) More than 4 hours. ☐

4. Are you satisfied with the duration of the training program?

a) Highly satisfied. ☐
b) Moderately satisfied. ☐
c) Less satisfied. ☐

5. Is your superior cooperative?

a) Yes. b) No.

6. Is the training provided at Reynolds BFPL? Beneficial for you in long run?

a) Yes. b) No.

7. Was the duration of the training program sufficient?

a) Yes, enough time was provided.
b) No, it should have been little longer.

8. Do you get satisfactory information and training that is required at your level?

a) Yes. b) No.

9. After undergoing training are you able to able to perform your duty well?

a) Yes, very much. ☐
b) Almost. ☐
c) Somewhat. ☐
d) Not at all. ☐

10. Are you satisfied with the relevant examples given during training?

a) Satisfied. ☐
b) Highly satisfied. ☐
c) Dissatisfied. ☐
d) Highly dissatisfied. ☐

11. How is the effectiveness of the faculty regarding communication of ideas and conducting various sessions?

a) Very Effective. ☐
b) Effective. ☐
c) Not Effective. ☐

12. Has the training eliminated the fear of attempting new tasks?

a) Always. ☐
b) Most of the time. ☐
c) Some times. ☐
d) Never. ☐

13. Has the training helped in motivational variables like responsibility and achieving growth?

a) Always. ☐ c) Rarely. ☐
b) Many time. ☐ d) Never. ☐

14. How do you think improvement can be brought into the training program?

a) Adapting interactive session. ☐
b) Hire more experienced & experts in training field ☐
c) Both. ☐

15. Are you aware about your particular job?

a) Yes. ☐
b) No. ☐

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPARTMENT OF B.B.A

BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)

A Project Report On

"Customer Perception towards the Post-sale services"

AT

"**HITECH MOTORS PVT.LTD BELAGAVI**"

Submitted by

Mr. Siddharth S Thakkannavar

Reg. No. B1811245

BBA 6th SEM

Submitted to

RANI CHANNAMMA UNIVERSITY, BELAGAVI

Under the guidance of

Organizational Guide	**Institution Guide**
Mr. Sanjeev Bhosagi	**Prof. Poonam Kadapure**

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPT. OF B.B.A

BELAGAVI.
(Affiliated to Rani Channamma University, Belagavi)

Certificate of Approval of Project Report

CERTIFICATE

This is to certify that **Mr. Siddharth Thakkannavar** has satisfactorily completed the project at "**HITECH MOTORS PVT.LTD BELAGAVI**" In partial fulfillment of award of Bachelor's Degree by Rani Channamma University Belagavi for the year 2020 – 2021.

Director
Prof.S.S.Shimangoudar

Institution Guide
Prof. Poonam Kadapure

DECLARATION

I hereby declare that the project report entitled **"Customer Perception towards the Post-sale services"** at **HITECH MOTORS PVT.LTD** Belagavi is original work of study prepared by me independently and carried out by me as a part of BBA degree under the guidance of Prof. Poonam Kadapure for partial fulfillment required for the award of degree of Bachelor of Business Administration.

Date: Signature of the Student

Place: - Belagavi

Siddharth S Thakkannavar

ACKNOWLEDGEMENT

Expression of feeling by words makes them less significant when it comes to statement of gratitude.

I got opportunity to express my deep sense of obligation in the **"HITECH MOTORS BELAGAVI."** for their kind permission to undertake this project in their organization.

I am grateful to General Manager **Mr**. **Sanjeev Bhosagi** for giving me the permission to do my project on **"Customer Perception towards the Post-sale services"** I sincerely thanks other Department managers.

I would like to thank Prof. Poonam Kadapure for guidance & correction of my project. I would like to thank my parents & friends who motivated me to complete this project report. And I am very grateful to the entire staff of HITECH MOTORS PVT.LTD. For their co-operation and help during 01 Aug 2021 to 30 Aug 2021 for the entire project.

With Heartfelt Thanks to One And All

Siddharth S Thakkannavar

EXECUTIVE SUMMARY

This project is based on organization study and research, as per practical fulfillment of Rani Channamma University Belagavi. This project is done in Hitech TVS motors at Belagavi.
In this project all information related to Hitech TVS motors only, the organization study is involved whole information regarding this dealership, and after this the project is turned to research regarding the. "Customer's Perception Towards Service Provided by Hitech TVS Motors" Restricted to Belagavi area.
This project main objective is to gain the practical knowledge regarding the work system of organization.

Statement of the problem:-

Even though on an average there are approximately 300 customers and company wants to know their service quality and how customers are satisfied.

Need for study:-

The Effectiveness of service providing is very important for the manager to understand and predict about their customer satisfaction.
It also helps manager to understand the customer needs and their service quality level.
It is the methodology used to study the what effect had been to the customer by their service.

Objectives of Study:-

1. To study various promotional strategies followed in HITECH TVS MOTORS.
2. To understand the gap between customer expectation and their preferences.
3. To know their service how effected to customer.
4. To know the problem customers are facing problem during getting service.

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INDUSTRY PROFILE

India is the second largest manufacturer and producer of two wheelers in the world. It stands next only to Japan and China in terms of the number of two wheelers produced and domestic sales respectively. The distinction was achieved due to variety of reasons like respective policy followed by Government of India towards the passenger car industry, rising demand for personal transport, inefficiency in the public transportation system etc.

In India, two-wheelers primarily include motorcycles, mopeds, scooters and electric two wheelers. Some of the key factors driving the demand of two wheelers in India include its ease of manoeuvring through congested roads, lower carbon emissions, higher fuel efficiency, and providing an economical mode of transportation in comparison to three or four wheeled vehicles. Furthermore, rising urbanization, improving road infrastructure, and increasing number of women consumers are also catalysing the demand of two wheelers in India.

The Automobile Industry in India-the tenth largest in the world with an annual Production of approximately 2 million units-is expected to become one of the Major global automotive industries in the coming years.

The Indian two-wheeler market witnessed a significant decline in 2020 as a consequence of the COVID-19 pandemic resulting in several state-wise and national lockdowns in the country.

The market, however, faces some challenges as well. Increasing work from home practice, which does not require people to commute to work may negatively impact demand over the next few years. Furthermore, increasing petrol prices in the country may also act as a constraint for market growth, particularly, in the entry level price sensitive category. Overall, we expect the Indian two-wheeler market to revive from 2021 onwards and exhibit moderate growth during 2021-2026. It is expected to reach 25.6 million units in 2025 from 21.2 million units in 2019, growing at a CAGR of 2.6% over the forecast period.

India 2-wheeler Market Segmentation

Market Insights, by Source Type

- ICE (Internal Combustion Engine)
- E2W (Electric 2-Wheeler)

ICE 2W Market Insights, by Vehicle Type

- Motorcycle
- Scooter
- Moped
- Performance Bike
- Other Models

ICE 2W Market Insights, by Vehicle Class

- Economy
- Executive
- Premium
- Other Models

Top Companies Profiled

- TVS
- Honda
- Hero Moto Corp
- Bajaj
- Royal Enfield
- Yamaha
- Suzuki
- Mahindra

COMPANY PROFILE

TVS GROUP:

TVS Group was established in 1911 by Shri. T.V. Sundaram lyenger. As one of India's largest industrial entities it epitomizes Trust, Value and Service.

TVS Motor Company Limited, the third largest two-wheeler manufacture. In India and among the top ten in the world, with an annual turnover of over USD 650 million.

The year 1980 is one to be remembered for the Indian two-wheeler industry, with the roll out of TVS 50, India's first two-seater moped that ushered in an era of affordable personal transportation. For the Indian Automobile sector, it was a break through to be etched in history.

TVS Motor Company is the first two-wheeler manufacture in the world to be honored with the hallmark of Japanese Quality –The Deming Prize for Total Quality Management.

TVS Motor Company Limited is one of the largest two-wheeler manufactures and also among the fastest growing companies in the country. It is the largest manufacturer of sub 100cc (50cc, 60cc & 70cc category) 2-wheeler in the world.

It has the unique distinction of having sold nearly 4 million the highest ever in India. It exports its range of products to 17 countries worldwide. Its unrelenting pursuit of customer satisfaction in all aspects if manufacturing of 2-wheeler is reflected in over 6 million satisfied owners of mopeds, motorcycles and scooters. Its 4000 highly motivated employees manufacture high quality vehicles from two manufacturing plants in Hosur and Mysore, with a wide dealer network of around 410.

QUICK FACTS:

Founder	T V Sundaram Iyengar
Country	India
Year of Establishment	August 1980 (TVS Group in 1911)
Industry	Manufacturing of two-wheelers and auto components
Business Group	TVS Group
Listings & its codes	NSE TVS -Suzuki Ltd: TVSSUZUKI TVS Motor Company Limited: TVSMOTOR TVS Motor Company Limited: TVS-SUZUKI BSE
Head Office	TVS Motor Company Jayalakshmi Estates V Floor 8, Haddows Road, Chennai - 600006 Tel.: +(91)-(44)-28272233 Fax: +(91)-(44)-28257121
Factory	Post Box No. 4 Harita, Hosur - 635 109 Tel.: +(91)-(4344)-276780 Fax: +(91)-(4344)-276878
Website	http://www.tvsmotor.in/

HITECH TVS AUTOMOBILES:

Making available a wide range of two wheelers HITECH MOTORS PVT.LTD (TVS) was setup in old PB Road Belagavi, in the year 2012, under companies act 1956. The dealer believes in the brands approach of establishing ling-lasting relationships with its clients and it is this commitment that has led to the success of the dealer. Their main aim is to satisfy customer's needs by Providing products and services in two wheelers. There are in total more than 100 employees across various branches.

HITECH MOTORS PVT. LTD (TVS) began operation in 2012 under the leadership of Mr. Basavaraj Tangdi for the better service provider of TVS two-wheelers and they are providing service department, accident department, advantage department with a diversified product range and a reputed market presence. And thereafter spread its presence in various other cities.

The showroom displays a wide range of two wheelers models both, new and popular ones. The sales staff employed at the showroom is well trained and experienced. The entire team is committed to offer the best of services to its customers and leaves no stone unturned in ensuring potential buyers, find something that matches their requirements perfectly. Their suggestions make it easier for customers to make a well informed decisions. They are capable of providing all the necessary information with regard to the salient features, specifications, on-road price and model availability. In addition ,the staff also furnishes important relayed to loan and insurance availability. Customer can contact the establishment for any information or visit the showroom from morning to evening.

COMPANY PROFILE HITECH TVS PVT.LTD

1. Name of the company : HITECH MOTORS PVT.LTD (TVS)
2. Address : HITECH MOTORS PVT.LTD (Head Office)
   Opp. Patson ford near pimple katta
   Old P.B road Belagavi-590005.
   PH:-0831-4217473.
   E-MAIL:-tvshitech@gmail.com
3. Date of establishment : 2012
4. Capital invested : 1 crores
5. Nature of business : Partnership Firm
6. Form of the organization : Medium scale unit
7. Certified & governed by : ISO 9001-2008
8. Total Employee : 100
9. Total Area : 3000 sq.ft
10. Partners : Mr. Basvaraj tangdi , Mr.rajesh bosagi, Mr.rajendra desai
11. Working hours : 09 HRS
12. Annual Turnover : 1 crores
13. Bankers : HDFC Bank ,TATA Capital.

Company's Mission and Vision

MISSION

We are committed to being a highly profitable, socially responsible, and high value for money, environmentally friendly, lifetime personal transportation products under the TVS brand.

VISION

We at HITECH MOTORS Pvt.Ltd has identified that following objectives in pursuit of our quality policy :-

1) To increase the no.of customers at least by 40 per cent every year from existing year.
2) To execute all the servicing within agreed time frame.
3) To acquire maximum no.of cities in the state.

OBJECTIVES OF COMPANY

1. On time delivery
2. Driven by the customer (customer satisfactory).
3. The Industry Leader
4. Committed to Quality
5. Engage New Potential Customers
6. Increase Sales

7. A Great Place To Work For
8. We do fallow up for free service
9. We are calling up customer get post service feedback.
10. We deliver the service vehicle on time
11. We use company genuine parts and company provided lubricant Oil for the vehicles.

SERVICE

We have High –Tech service station and spares section in the same premises. We have trained manpower including the High tech tools and equipment's (as per the TVSM standard) to take care of the after sales service requirements. All our mechanics and supervisors are trained by TVS-M. We provide three types of service to the customers.

1. Free Service
2. Paid coupon Service
3. Post warranty Service

We sell all TVS-M two wheeler genuine spare parts and TVS-M recommended lubricant oil in spares shop.

HITECH TVS AUTOMOBILES also have automated workshop with fully trained senior mechanics to look after servicing of customers bikes. They provide door service, express service, on the spot service, breakdown service and help in getting insurance claim for accident vehicles.

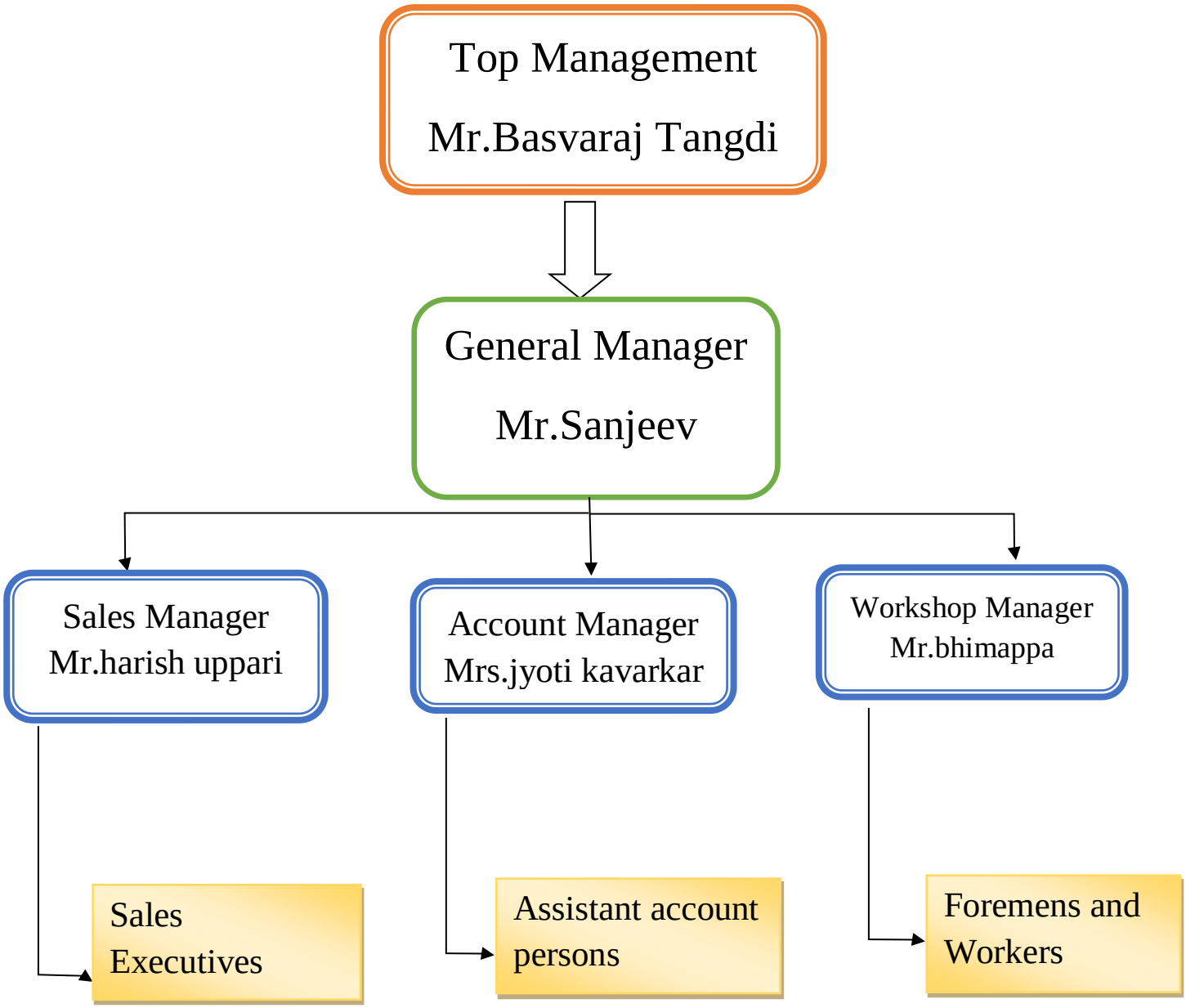
The service enter is fully automated with experienced and well trained mechanics.

The customer Lounge is Air Cooled with facilities provide to customer like Television, Magazines, Newspaper, Water cooler, clean toilets etc. The billing system and Job card entry system are fully computerized. The service center also provides facilities like mobile charger, drop home facilities, door service, Sunday service, customer information, pay board, express service, insurance renewal and claim assistance break down service etc.

The Showroom is fully centralized with smart looking and courteous sales staff. Their showrooms also have ICICI, HDFC, TVS Finance Bank, as they help customer in getting vehicles loans. Hitech TVS Motors have their branches in all major talukas of Belagavi District and city they have multiple showrooms setup in city as well as local villages and talukas. Theyhave in total of 8 showrooms which they have expanded since 2012 with providing full sales and services in TVS company motorcycles. They even aim to expand their showrooms across the state to acquire maximum no.of potential customers in TVS automobiles.

ORGANISATION CHART

Below is the organization chart of Hitech motors pvt.ltd



DEPARTMENTS

1. H. R. DEPARTMENT

Human resource management (HRM or simply HR) is the management of an organization's workforce, or human resources. It is responsible for the attraction, selection, training, assessment, and rewarding of employees, while also overseeing organizational leadership and culture, and ensuring compliance with employment and labor laws. In circumstances where employees desire and are legally authorized to hold a collective bargaining agreement, HR will also serve as the company's primary liaison with the employees' representatives (usually a labor union).

In Hitech more emphasis is given to customer satisfaction and for that they need trained and qualified staff who handle customer to their best.

Work Time: The work time in Hitech is from 9:00am to 6:00pm and the wages is paid according to that.

Bonus:

80% bonus is given to permanent employees.

40% bonus is given to temporary employees.

Human Resource Data:

NO of employees :- 100

Permanent employees :- 90

Temporary employees :- 10

No. of employees as per department and their salary structure

Name of department	Salary	No. Of employees
ACCOUNT	12000	8
RTO	8000	4
INSURANCE	6000	4
BILING	8000	8
RENEWAL	6000	4
A.S.M	14000	16
WORKSHOP	8000	34
SUPERVISOR	10000	8
FRONTLINE(JOB CARD)	10000	4
P.D.I (PRE DELIVERY INSPECTION)	8000	5
SPARE PARTS	8000	5

MARKETING & SALES DEPARTMENT

Definition of Marketing :-

Marketing is a social and management process by which individuals and group obtain what they need through creating and exchanging products and value with other.

Definition of Marketing Management :-

Marketing management means analyzing, planning, implementing and controlling the marketing activities with the objectives of marring the desired exchange mutually advantageous to the seller and the buyer. – By PHILIP KOTLER.

1) Selling focuses on the need of the seller, marketing on the needs of the buyer.
2) Marketing with the ideas of stashing the needs of the customer by the means of the product and the whole customer of the things associated with creating and finally consuming it.
3) The marketing concept rests on four pillars, target marketing, marketing profitability.
4) The marketing concept takes an outside in perspective.

At Hitech TVS there are various marketing and sales techniques :-
1.Social media Marketing.
2.Banners and news paper articles.

Finance Department

Finance is the branch of management that concerns itself with the managerial significance of finance techniques. It is focused on assessment rather than technique.

The difference between a managerial and a technical approach can be seen in the questions one might ask of annual reports. The concern of a technical approach is primarily measurement. It asks: is money being assigned to the right categories?

The purpose of a managerial approach, however, is to understand what the figures mean.

They may look at changes in asset balances or red flags that indicate problems with bill collection or bad debt.

They will analyse working capital to anticipate future cash flow problems.

To interpret financial results in the manner described above, managers use financial analysis techniques.

Methods of Pricing :-

Hitech TVS follows Cost oriented method or cost based methods of pricing : -

The final price of the vehicle is decided by following manner :-

Ex. Showroom prices + RTO charges + Insurance charges +
Road Tax = On Road Price + Optional cost (ACC)
= Total price of the vehicle.

Products profile

1. TVS Scooters

1.TVS NTORQ

SPECIFICATIONS :-

Type :- 4 stroke, Single Cylinder, Air Cooled, OH

Displacement :- 124.79 cc (3V)

Maximum Power :- 9.4PS@7500 rpm

Maximum Torque :- 10.5Nm @5500 rpm.

PRICE:- EX-SHOWROOM

RS.59,000-93,000.

2.TVS JUPITER

SPECIFICATIONS :-

Type:-4Stroke,Singlecylinder,Air Cooled,OHC - BSVI Compliant

Displacement :-109.7 cc

Maximum Power :- 5.88 Kw @ 7500 rpm

Maximum Torque :-8.4 Nm @ 5500 rpm

PRICE :- EX-SHOWROOM

RS.53,000-79,000.

3.TVS WEGO

SPECIFICATIONS :-

Type :- 4 Stroke 4 Single Cylinder, air-cooled, Spark Ignition

Displacement :-109.7 cc

Max.Power :-5.88 kW @ 7500rpm

Max.Torque :- 8.4 Nm @ 5500rpm

PRICE :- EX-SHOWROOM

RS.52,500-59,000.

4. TVS SCOOTY PEP+

SPECIFICATIONS :-

Type :- 4 stroke single cylinder forced air-cooled

Displacement :- 87.8 cc

Maximum power :- 3.68 Kw @ 6500 rpm

Torque :- 5.8 nm @ 4000 rpm.

PRICE :- EX-SHOWROOM

RS.50,000-54,000.

2. TVS MOTORCYCLES

1. TVS XL100 SUPER

SPECIFICATIONS :-

Type :- 4 Stroke Single Cylinder

Displacement :- 99.7cm3 (99.7cc)

Max. Power :- 3.20kW (4.3bhp) @ 6000rpm

Max. Torque :- 6.5Nm @ 3500rpm

PRICE :- EX-SHOWROOM

RS.35,000-40,000.

2. TVS RADEON+

SPECIFICATIONS :-

Type :- 4 Stroke Duralife

Displacement :- 109.7 cc

Maximum power :-6.18 kW (8.4 PS) @ 7000 rpm

Maximum torque :- 8.7 Nm @ 5000 rpm

PRICE :- EX-SHOWROOM

RS,58.200-70,000.

3.TVS STAR CITY +

SPECIFICATIONS :-

Type :- 4 Stroke Duralife

Displacement :- 109.7 cc

Maximum power :- 8.4 PS @ 7000 rpm

Maximum torque :- 8.7 NM @ 5000 rpm

PRICE :- EX-SHOWROOM

RS.68,210-70,650.

4.TVS VICTOR

SPECIFICATIONS :-

Type :- 4 Stroke Duralife, 3V – O3C engine

Displacement :- 109.7CC

Maximum Power :- 7kW(9.5PS) @ 7500 rpm

Maximum Torque : - 9.4Nm @ 6000 rpm

PRICE :- EX-SHOWROOM

RS.54,000-61,230.

5.TVS APACHE RTR 200

SPECIFICATIONS:-

Type :- SI, 4-stroke, Oil-cooled

Displacement :- 197.75 cm3

Max. Engine Output (kW @rpm) :- 15.09 kW @ 8500 rpm

Maximum Torque (kW @ rpm) :- 18.1 ± 0.5 Nm @ 7000 ± 300 rpm

PRICE :- EX-SHOWROOM

RS. 1.29 lakhs-1.38 lakhs.

6.TVS APACHE RR 310

SPECIFICATIONS :-

Type :- SI, 4 stroke, 4 valve, Single cylinder, Liquid cooled, Reverse inclined

Engine capacity :- 312.2cc

Maximum power :- 25 kW @ 9700 engine rpm (34 PS @ 9700 engine rpm)

Maximum torque :- 27.3 Nm @ 7700 engine rpm.

PRICE :- EX-SHOWROOM

RS. 2.20 lakhs-2.50lakhs.

ACHIEVEMENT AND AWARDS OF THE COMPANY

The company Hitech Motors has been recognized by their various partners and entities Which are as follows

1. Highest market share gain recognized by TVS in the year 2018-19.

2. Highest market gain recognized by TVS in the year 2017-18.

3. PARAM Partner program recognized by IDFC Bank.

4. Certificate of Recognition by TATA AIG INSURANCE.

SWOT ANALYSIS

1. Strengths

- Qualitative products
- Good reputation in market
- Loyal customers
- Disciplined and skilled work force
- Continuous growth

2. Weaknesses

- Non availability of required model of vehicles on time
- Lack of transportation facilities
- Maintainance of vehicles in stock

3. Opportunities

- Expansion of business
- Entering into new market

4. Threats

- Fluctuation in market
- Market competition

TOPIC OF STUDY

- **Title of the Project:** Customer Perception towards the Post-Sales Service Provided by Hitech TVS Motors, Belagavi.
- **Area of Study:** Marketing
- **Organization Name:** Hitech TVS Motors -Authorized dealer of TVS motorbikes in Belagavi.

Objectives of the Study

- To study various attributes customers prefer in a two-wheeler service.
- To analyze the extent of the customer satisfaction for a two wheeler Service.
- To find out difference in perception of customers towards authorized Service provider in Belagavi City.
- To study the mindset of customers towards authorized services Offered by Hitech TVS.

Utility of the Project

The project was a learning experience to me in the marketing stream. Through this project I was able to learn a lot of things and co-relate them to theory with the practice on the field, following were some of the utilities to me from the project.

- Understanding of various attributes involved in case of a Two Wheeler servicing and their importance to the customers.
- Customer perception regarding post-sales services provide by authorized service dealer.

- It helped me in getting practical exposure in the field of Services Marketing.
- It helped to understand what role Service plays when a customer purchases a Two-wheeler.

The Project will help the organization in the following ways:

- Perception of the customer regarding Post-Sales services for the motorbike.
- The strategies that the organization can adopt to attract the customers.
- To know the customer awareness level of various schemes launched.
- The utility of various schemes launched and their customer appreciation.

The project is not only useful to the company but also the customers:

- Their opinions will help the company to tailor-make the services they desire at their feasible price.
- To Provide them a better service in the way they would prefer.
- To express their opinion to the company through my Questionnaire.

RESEARCH METHODOLOGY

Research Methodology:

Research methodology is a master plan for conducting the research study. It should be noted that a research methodology is always unique to a research design. Researcher always takes help of descriptive research study. Descriptive research involves the description of the characteristics of the extend of association between the variables and it allows the researcher to infer about the variables that he has taken into consideration.

Sources of data:

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 guesswork 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.

1. Primary data:

Primary data are the data that are collected to help solve a problem or taken advantage of an opportunity on which decision must be taken. The main method of collecting primary data is survey method, there are different types of survey techniques for example personal interview, mail survey, Internet survey and telephone survey.

Primary data is firsthand information that has been collected by the researcher from the respondents of Belagavi city through personal interview method with the help of questionnaire. Analysis, interpretation, summary of findings, conclusions and recommendations are completely based on primary data.

2. Secondary data:

Secondary data are data that were developed for some purpose other than helping to solve the problem at hand. After identifying and defining the research problem and determining specific information required solving the problem, the researcher's task is to look for the type and sources of data, which may yield the desired results.

Secondary data in this research references made by the researcher with the other published sources. The present research will not be complete without the complete reference to the relevant secondary data.

The sources of secondary data including the following:

- Internet:-

  www.Tvs motors.com

  www.indiabike.com

  www.acma.com
- Newspaper: - Business line, Business Standard, Times of India.
- Magazines: - Auto India, Overdrive.

Sampling Design:

A sample design is a definite plan for obtaining sample from a given population. Convenience sampling method used in selected samples.

1. Specify the sampling frame:

Vehicle owners list from Hitech TVS Motors (Dealer of TVS in Belagavi).

2. Specify sampling unit/ Element:

Customers who own TVS bike in Belagavi City.

3. Specify sampling method:

Non-Probability Convenient Sampling.

4. Determine Sampling size:

The sample size of this study is hundred respondents.

5. Sampling Instrument:

Questionnaire

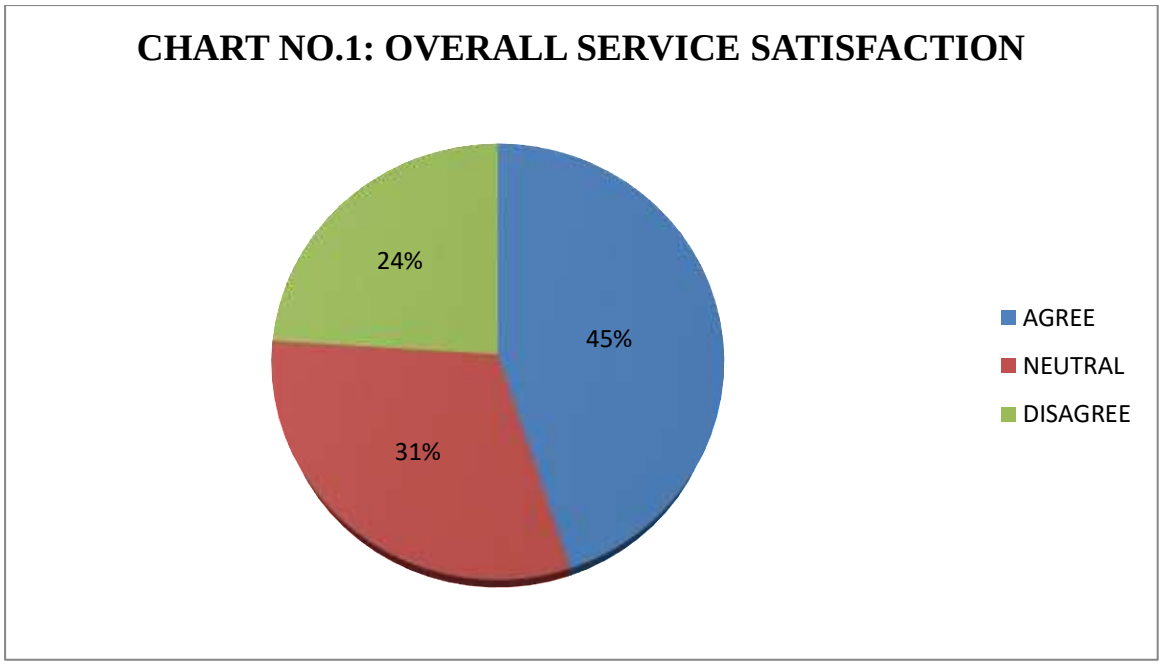
Limitations of the study:-

- The customers did not give proper feedback for question asked to them.
- Employees were associated with their own work so it was difficult for me interact with them during peak hours.
- The project was confined to HITECH TVS Motors. Belagavi only.
- Different customers had different opinion about the service.

DATA ANALYSIS AND GRAPHS

1. ARE YOU SATISFIED WITH OVERALL SERVICE PROVIDED BY HITECH TVS?

RESPONSES RECORDED	NO.OF RESPONDENTS
AGREE	45
NEUTRAL	31
DISAGREE	24
TOTAL	100

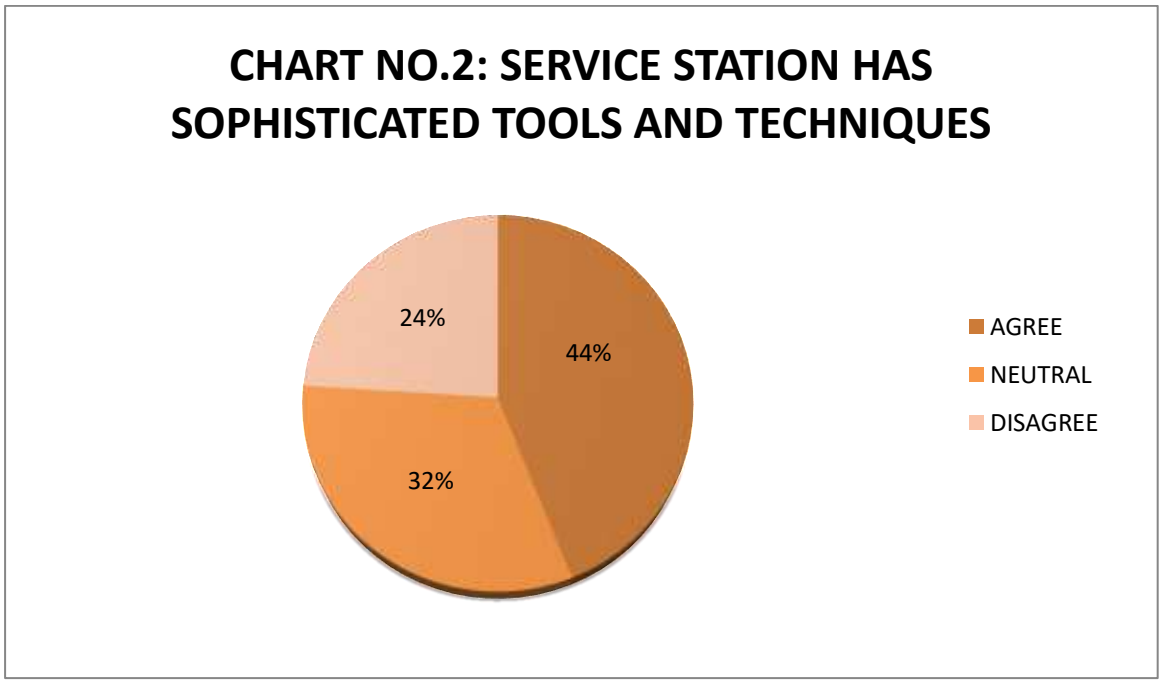


Interpretation:

According to my survey, out of 100, responds 45% of the people agree about overall service provided by Hitech Automobiles is satisfactory. 31% of the people have neutral opinions and 24% of the people disagree, about overall service provided by Hitech Automobiles.

2. DOES THE AUTHORIZED SERVICE STATION HAVE SOPHISTICATED TOOLS AND TECHNIQUES?

RESPONSES RECOREDED	NO.OF RESPONDENTS
AGREE	44
NEUTRAL	32
DISAGREE	24
TOTAL	100

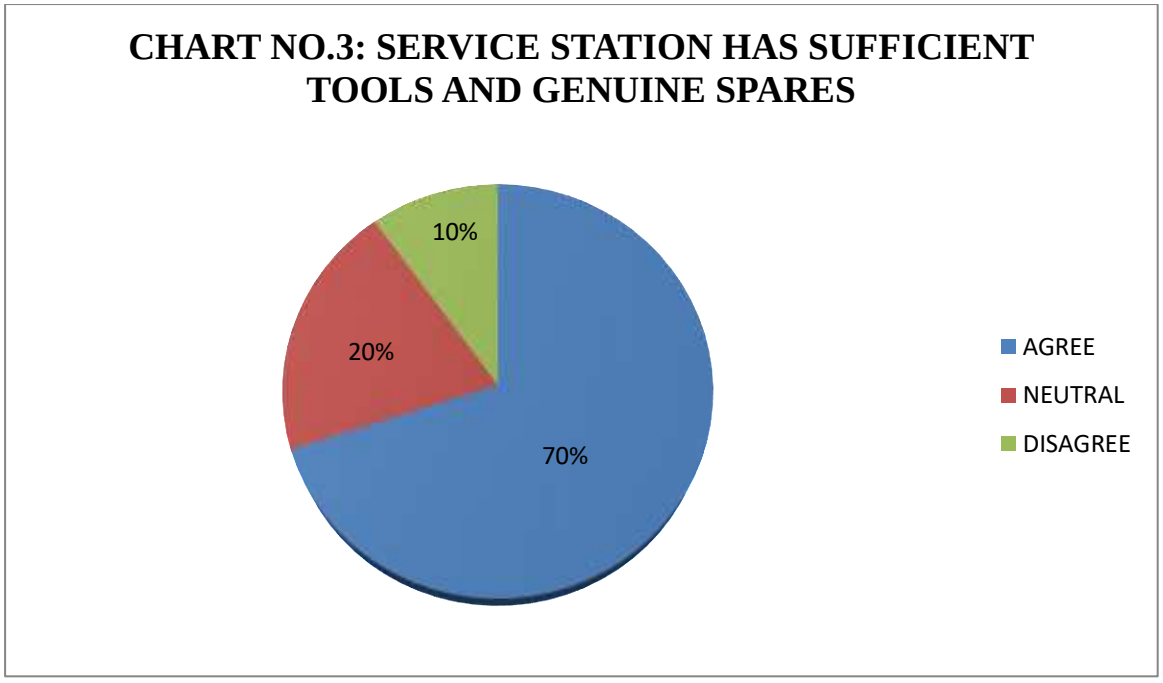


Interpretation:

Out of 100 respondents 44% of the people agree that tools & techniques are very good and professional , 32% of the people are neutral and 24% of the people disagree for tools & techniques used in Hitech TVS Service stations.

3. DOES THE AUTHORISED SERVICE STATION HAVE SUFFICIENT AND GENUINE SPARES?

RESPONSES RECOREDED	NO.OF RESPONDENTS
AGREE	70
NEUTRAL	20
DISAGREE	10
TOTAL	100

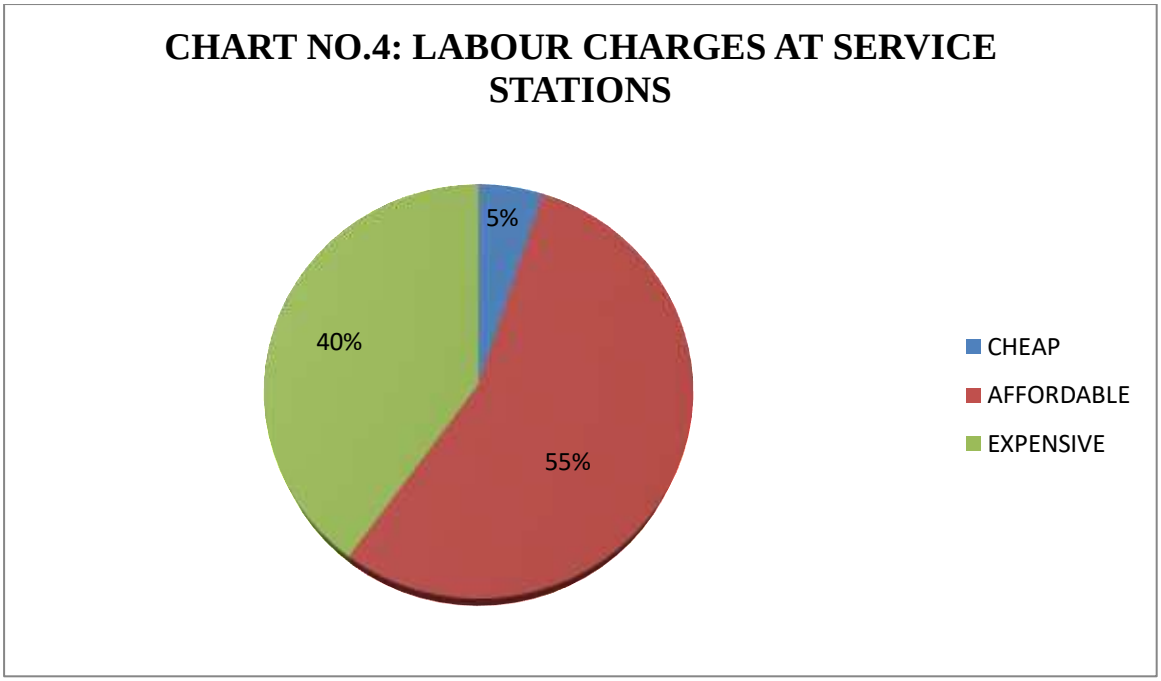


Interpretation:

From the source of field survey, out of 100 respondents 70% of the people agree with sufficient & genuine spares, 20% of the people have neutral opinions about the spares and 10% of the people disagree for sufficient & genuine spares availability in service stations of Hitech TVS Motors.

4. HOW ARE THE LABOUR CHARGES COMPARED TO AUTHORISED SERVICE AND ROADSIDE MECHANICS?

RESPONSES RECOREDED	NO.OF RESPONDENTS
CHEAP	5
AFFORDABLE	55
EXPENSIVE	40
TOTAL	100

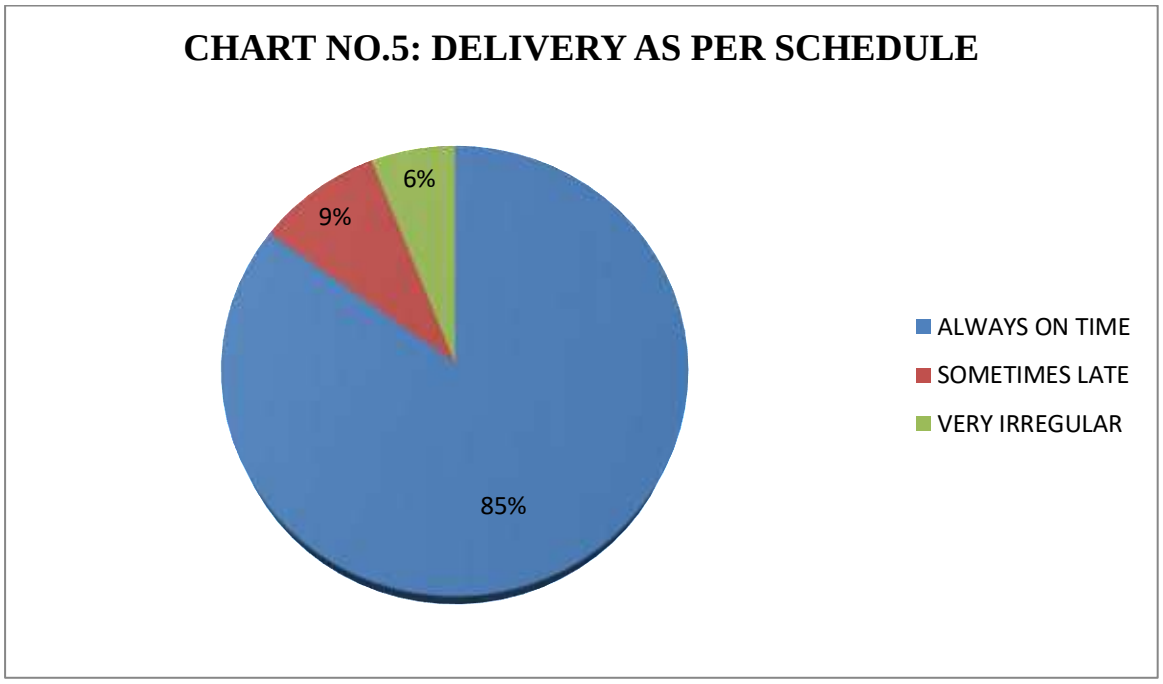


Interpretation:

According to my survey 40% of the people says labour charges are expensive in Hitech Automobiles as compared to roadside or any other Authorized service centre, 55% of the people says labour charge is affordable and only remaining 5% of the people says labour charges are cheap.

5. WAS THE DELIVERY AS PER SCHEDULE?

RESPONSES RECOREDED	NO.OF RESPONDENTS
ALWAYS ON TIME	85
SOMETIMES LATE	9
VERY IRREGULAR	6
TOTAL	100

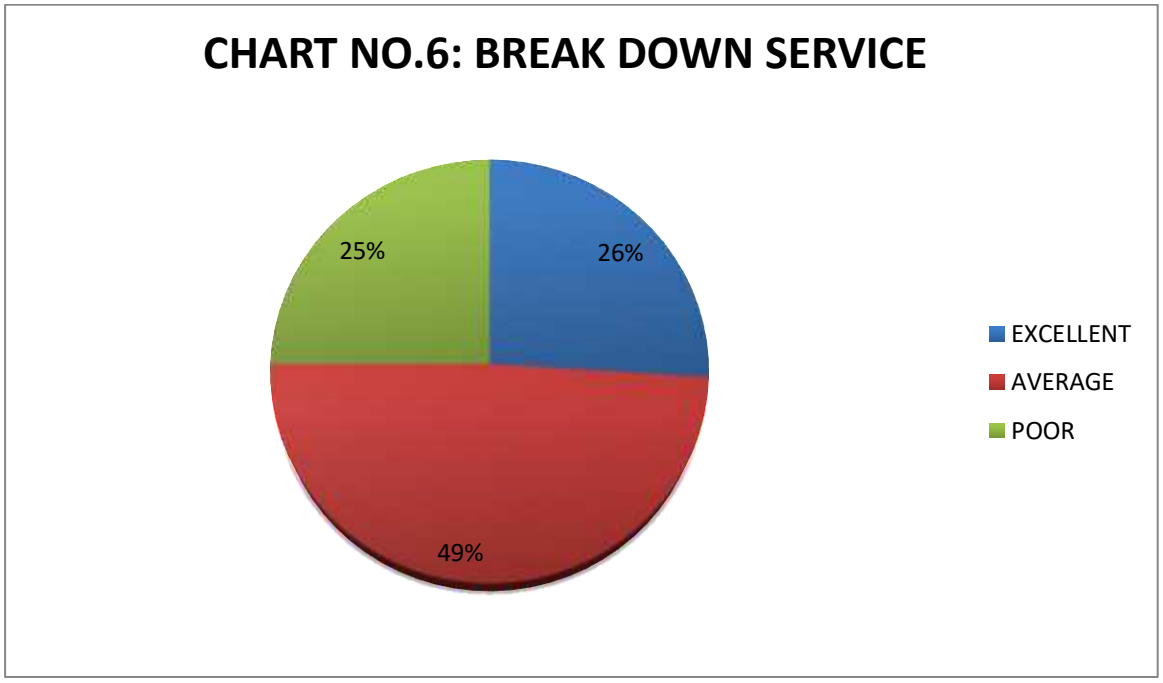


Interpretation:

85% of the respondents get the delivery of vehicle on given timings, 09% Of the respondents are moderate who sometimes get their delivery late and 06% of them said they never get their delivery as per the schedule.

6. HOW IS THE ON ROAD BREAK DOWN SERVICE?

RESPONSES RECOREDED	NO.OF RESPONDENTS
EXCELLENT	26
AVERAGE	49
POOR	25
TOTAL	100

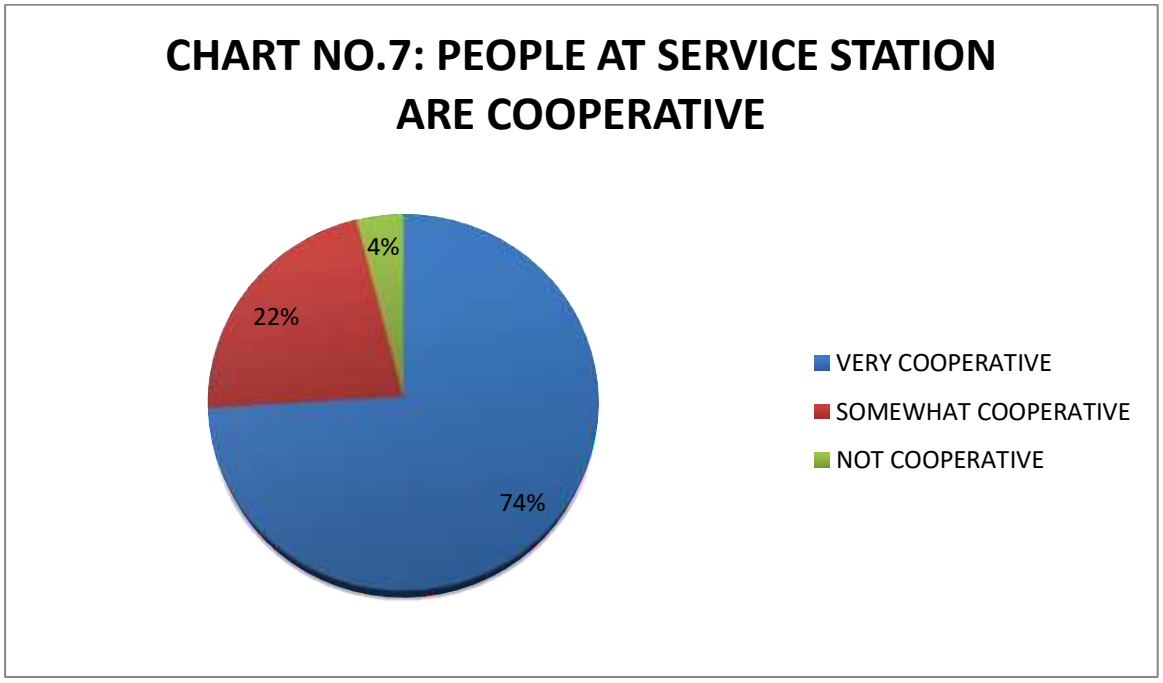


Interpretation:

In the samples taken out of 100 respondents 49% of the people say on road break down service is average , 25% people say poor and remaining 26 people say on road break down service is excellent.

7. WHETHER PEOPLE AT SERVICE STATION ARE CO- OPERATIVE OR NOT?

RESPONSES RECOREDED	NO.OF RESPONDENTS
VERY COOPERATIVE	74
SOMEWHAT COOPERATIVE	22
NOT COOPERATIVE	4
TOTAL	100

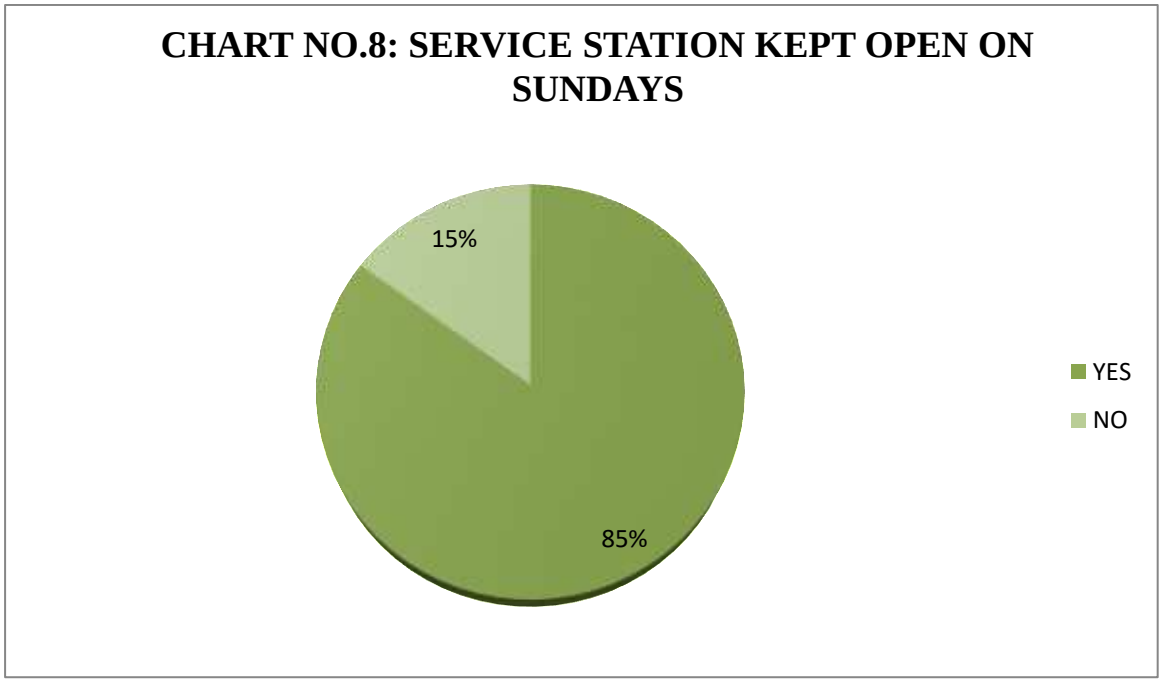


Interpretation:

Based on this survey 74% of people found the staff very cooperative, 22% of them find the staff somewhat cooperative and 4% of them did not like the staff behaviour of Hitech TVS motors.

8. IS IT HELPFUL IF SERVICE STATION IS KEPT OPEN ON SUNDAYS?

RESPONSES RECOREDED	NO.OF RESPONDENTS
YES	85
NO	15
TOTAL	100

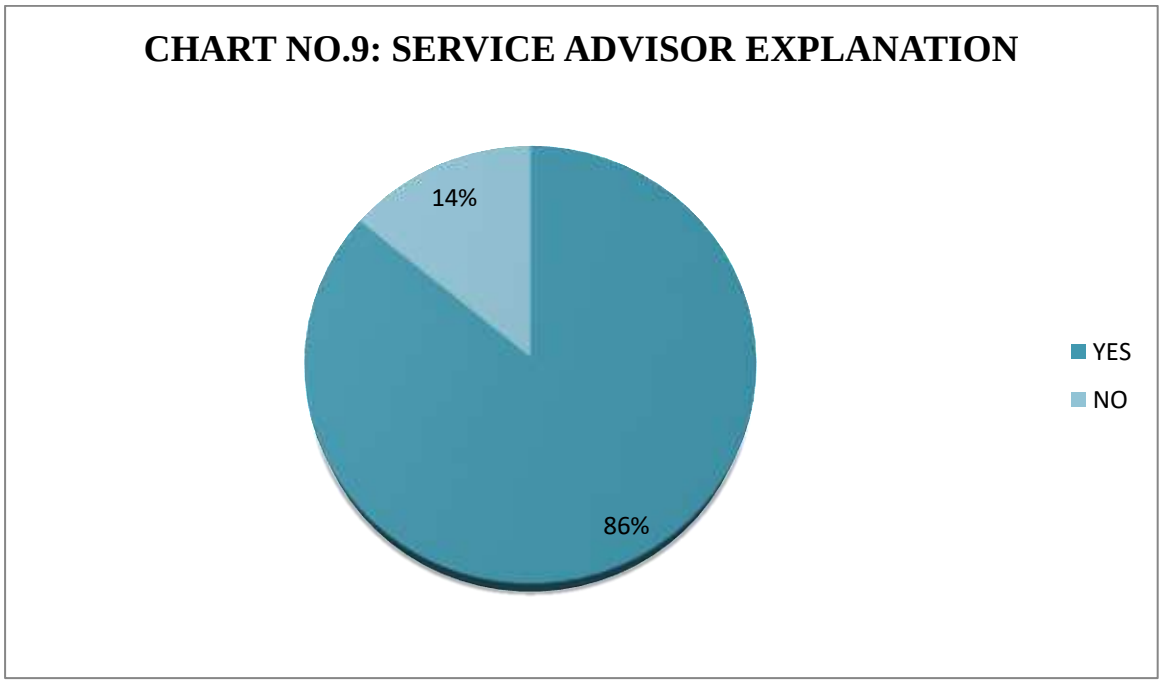


Interpretation:

From the source of field survey nearly 85% of people says it is helpful to them, if Service station is kept open on Sunday's.

9. DID THE SERVICE ADVISOR EXPLAIN YOU ABOUT THE JOBS DONE, PARTS REPLACED AND CHARGES?

RESPONSES RECOREDED	NO.OF RESPONDENTS
YES	86
NO	14
TOTAL	100

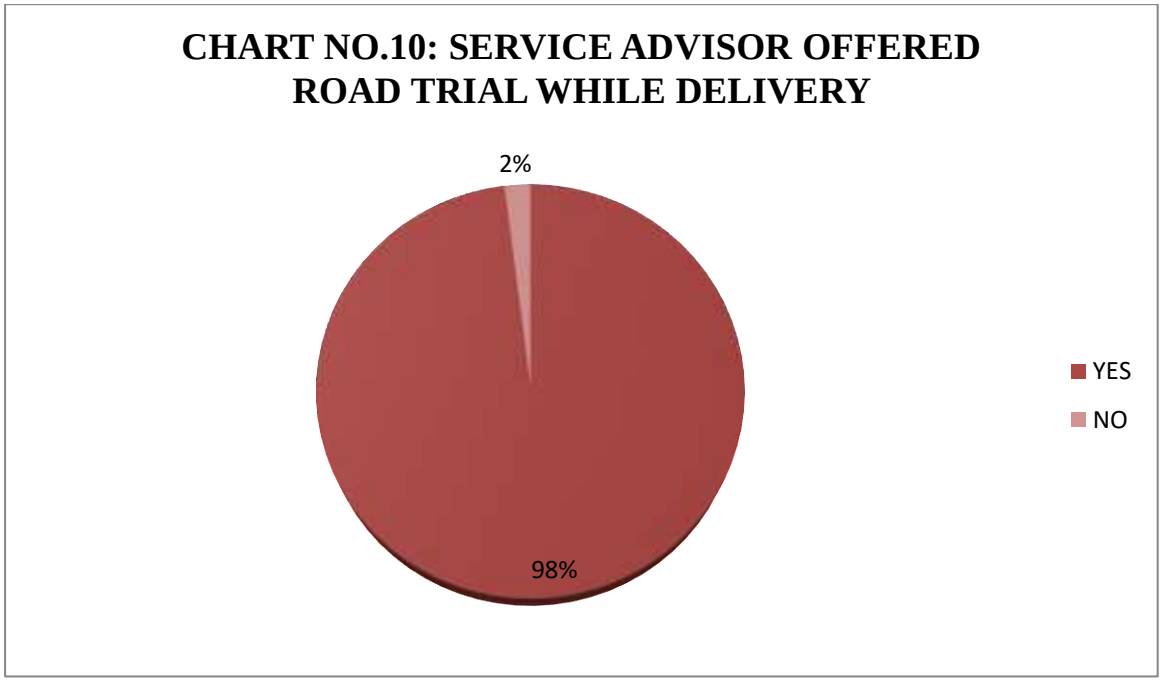


Interpretation:

86% respondents are says that service advisor explained about the parts replaced and charges of the vehicle And the remaining 14%respondents are says that the service advisor have not explained them about the jobs done, parts replaced and charges applied.

10. DID THE SERVICE ADVISOR OFFERED ROAD TRIAL AT THE TIME OF DELIVERY?

RESPONSES RECOREDED	NO.OF RESPONDENTS
YES	98
NO	02
TOTAL	100

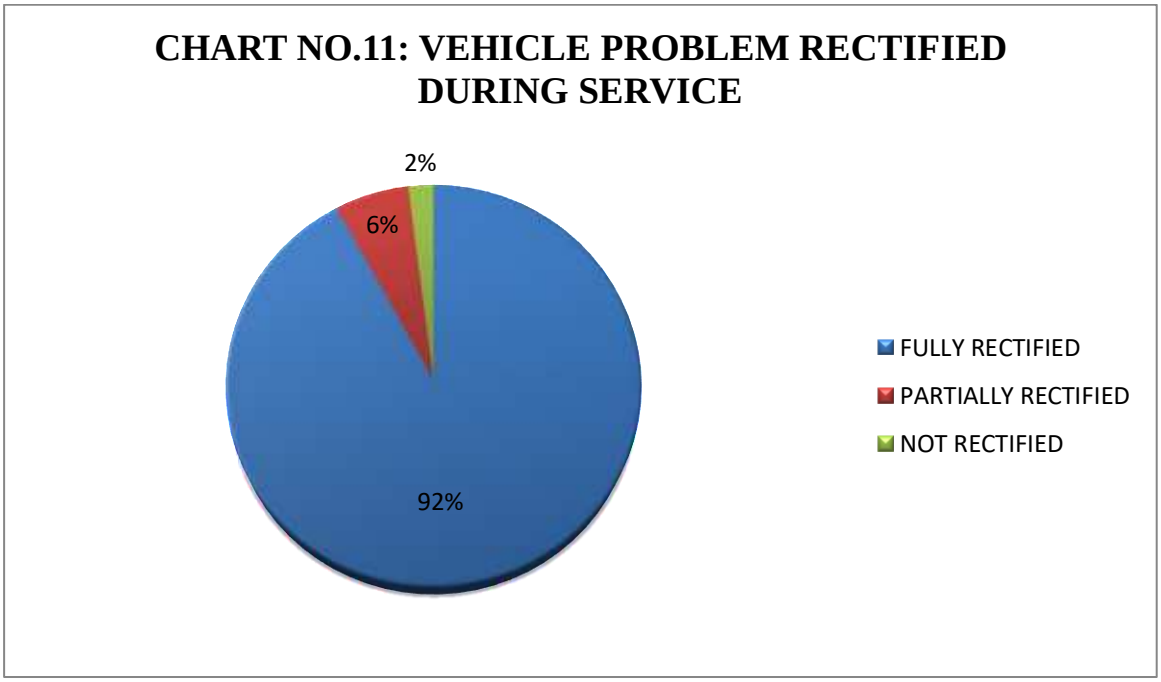


Interpretation:

98% respondents are says that service advisor has given road trial at the time of delivery of vehicle and the remaining 02% respondents are says that service advisor has not offered road trial at the time of vehicle delivery.

11. WAS THE PROBLEM OF YOUR VEHICLE RECTIFIED TO YOUR SATISFACTION DURING THE LAST SERVICING?

RESPONSES RECOREDED	NO.OF RESPONDENTS
FULLY RECTIFIED	92
PARTIALLY RECTIFIED	6
NOT RECTIFIED	2
TOTAL	100

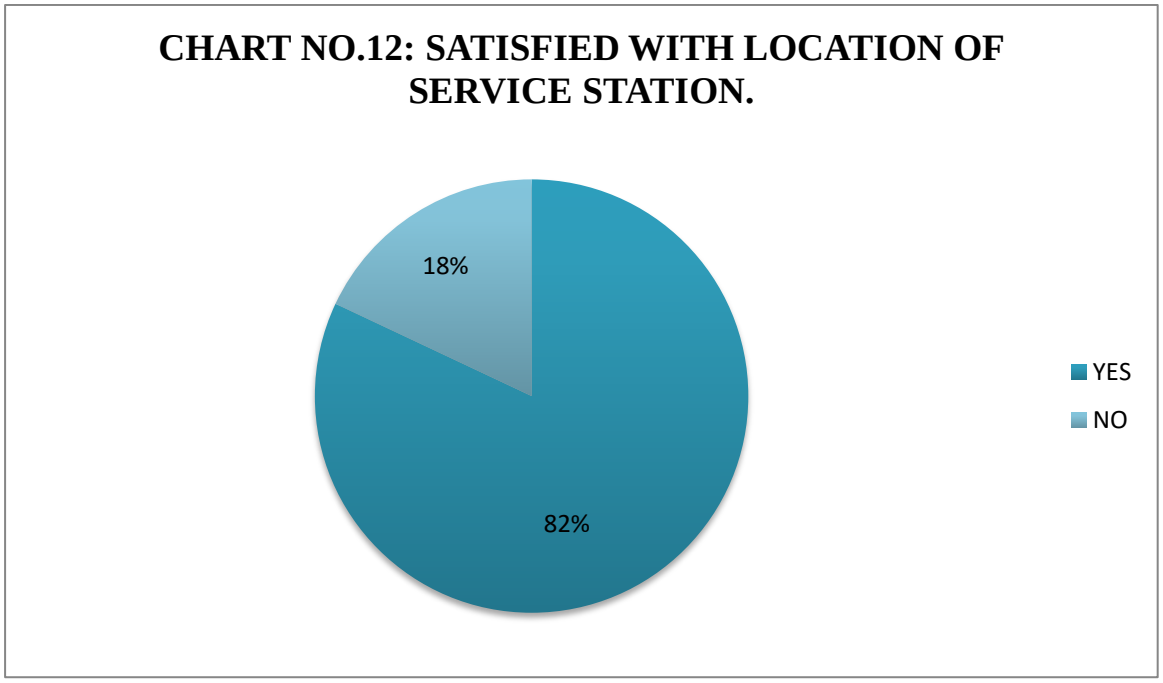


Interpretation:

Out the 100 respondent's surveyed 92% respondents vehicle problem were Fully Rectified. 06% respondent's vehicle problems were Partly Rectified. 2% respondent's vehicle problem was Not Rectified.

12. WERE YOU SATISFIED WITH THE LOCATION OF SERVICE STATION?

RESPONSES RECOREDED	NO.OF RESPONDENTS
YES	82
NO	18
TOTAL	100

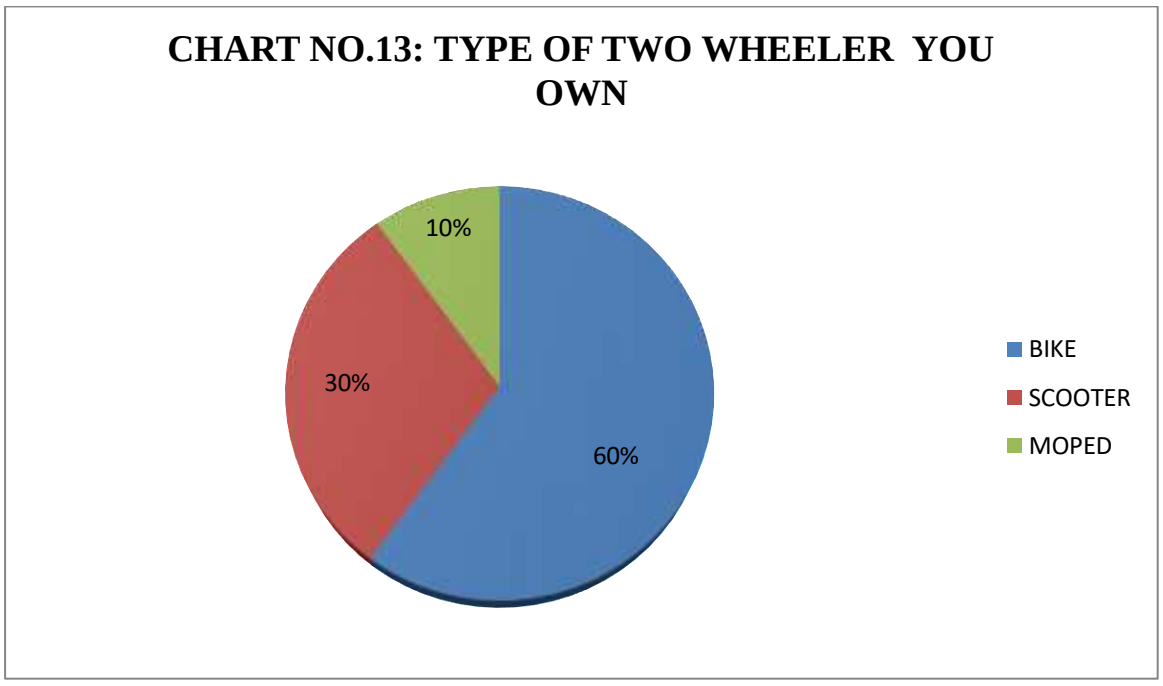


Interpretation:

Among the 100 respondents 82% of people felt the location is easily reachable and feasible for them, other 18% people did not like the location of service station.

13. WHAT TYPE OF TWO WHEELER DO YOU OWN?

RESPONSES RECOREDED	NO.OF RESPONDENTS
BIKE	60
SCOOTER	30
MOPED	10
TOTAL	100

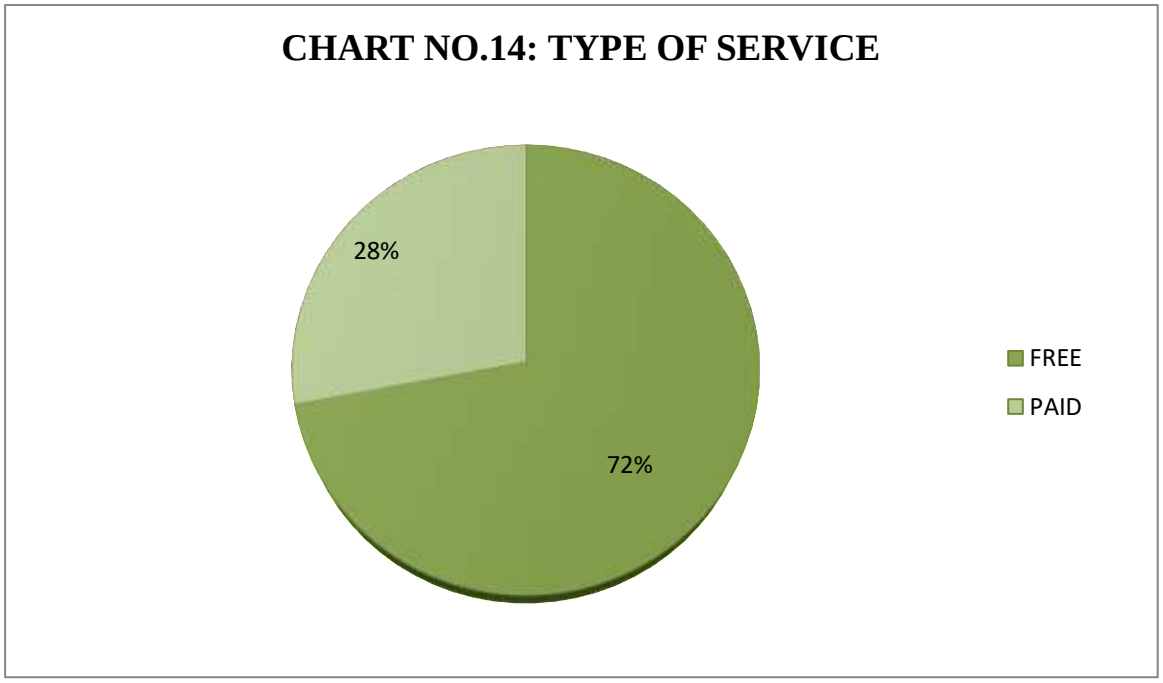


Interpretation:

Among the vehicles which came to service centre 60% of them were motorcycles,30% of them were under scooter category and 10% were mopeds.

14. YOUR LAST SERVICE WAS WHICH TYPE OF SERVICE?

RESPONSES RECOREDED	NO.OF RESPONDENTS
FREE	72
PAID	28
TOTAL	100

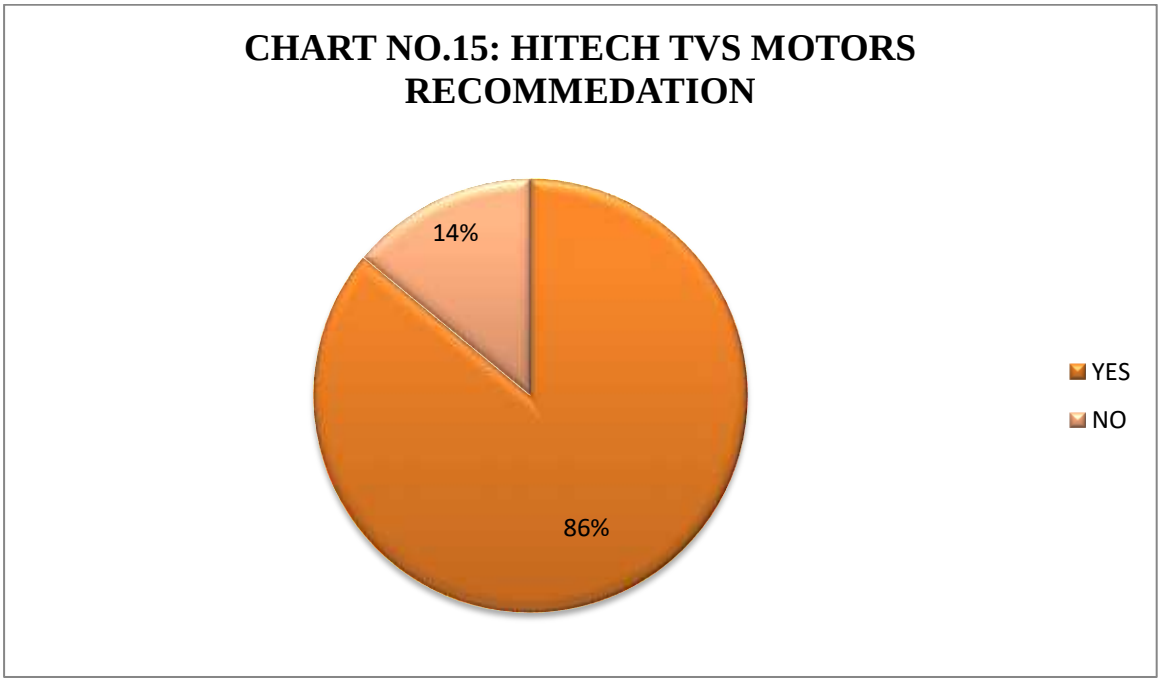


Interpretation:

72% respondents came for servicing has one of their free services and 18% have paid service which includes labour charges.

15. BASED ON YOUR RECENT SERVICE EXPERIENCE IN HITECH TVS MOTORS, WILL YOU RECOMMEND IT TO YOUR FRIENDS AND RELATIVES?

RESPONSES RECOREDED	NO.OF RESPONDENTS
YES	86
NO	14
TOTAL	100



Interpretation:

84% respondents are showing their interest to recommend about HITECH TVS Motors to their friends and relatives. And the remaining 16% of respondents are not showing their interest in recommending.

FINDINGS AND SUGGESTIONS

Findings:-

- Out of 100 respondents 24% of the people were of the opinion that tools & techniques used in service stations of Hitech Automobiles could have been more advanced and cutting edge as per current industry standards.

- From the source of field survey, out of 100 respondents 10% of the people thought that spares were not readily available when they came for service.

- According to my survey 40% of the people say labor charge is expensive in Hitech Automobiles as compared to roadside or any other Authorized service center.

- 06% of the respondents did not get delivery of vehicle on time and are disagreeing with the delivery of vehicle timings.

- Out of 100 respondents 25% of the people say on road break down service isn't fair because they failed to get road side assistance.

- 86% respondents are says that service advisor explained about the parts replaced and charges of the vehicle And the remaining 14% respondents say that the service advisor's behavior wasn't up to the mark and breakdown of charges made wasn't clear.

- Out the 100 respondent's surveyed 06% respondent's vehicle problem were Partly Rectified as issues arrived again even after repairs 02% respondents vehicle problem were Not Rectified because of unavailability of required spare parts.

- Out of 100 respondents 18% found the service center location to be far or hard to find.

- According to my survey out of 100, responds 45% of the people say they agree, 24% disagree and remaining 31% people have mixed opinions about overall service provided by Hitech Automobiles because of the above mentioned service experiences faced by the customer in HITECH Automobiles.

- 86% respondents were willing to recommend HITECH TVS Motors to their friends and relatives and 14% of respondents were not willing to recommend HITECH TVS Motors because of the aforementioned shortcomings such as costs of service, location etc.

Suggestions:-

- Management should make availability of sufficient tools and techniques and genuine Spare parts in all their service stations.
- Management should try to make labor and service charges more reasonable to the customers.
- Management should better maintain the delivery schedule.
- The management should improve their on road break down assistance network to make it more accessible to their customers.
- Management should improve staff behavior towards customers and should try to be more transparent in their billing practices.
- As many customers found the service center to be far or hard to find management should look into extension of their service to more remote areas.
- By taking into consideration the above suggestions management can take the necessary steps required to provide the best possible service to their customers and aim towards complete customer satisfaction leading to more customer recommendation.

CONCLUSION

As a part of our project work, I got an opportunity to spend a period of thirty days in HITECH AUTOMOBILES PVT.LTD. It helped me to analyze the working of the organization which helped as to convent theoretical knowledge into practical.
This market survey on the effectiveness of vehicle service provided by HITECH TVS Motors.
A single questionnaire was used to top the information for the objective of the study.
The sample size was 100 for the respondents, which was distributed to the various HITECH TVS customers throughout the Belgaum city.

1. Most of the respondents are satisfied with the services of Hitech TVS motors.
2. Less labor charge and service in time service in time and increase in number of service station they are three major parameters in demand.
3. The sale of motorcycles is high as compared to other vehicles.
4. Most of the respondents feel good about TVS two-wheeler vehicles.

The Company has strong code of conduct and is also known for its ethical business practices .The Company has a good relationship between the employer, employees and the customers.

Limitations:-

- All the practical experiences cannot be put on the paper.
- The units of TVS bikes in the Twin City is very large and the sample chosen may not represent the entire population.
- The respondents view could be biased and ambiguous.
- The research was conducted in Belagavi City between 01st august 2021 to 30st august 2021 and the findings are related to particular area and time only.
- The respondent's satisfaction for service of Two-wheeler is difficult to measure and the analysis of data is through personal experience.

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  www.Tvsmotors.com

  www.indiabike.com

  www.acma.com

- Newspaper: - Business line, Business Standard, Times of India.
- Magazines: - Auto India, Overdrive.

QUESTIONNAIRE

Dear Sir / Madam,

1] TVS two wheeler model _____.

2] Are you satisfied with overall service provided by HITECH TVS?

1. Agree ☐
2. Neutral ☐
3. Disagree ☐

3] Does the authorized service station have sophisticated tools and techniques?

1. Agree ☐
2. Neutral ☐
3. Disagree ☐

4] Does the authorized service station have sufficient and genuine spares?

1. Agree ☐
2. Neutral ☐
3. Disagree ☐

5] How are the labor charges compared to authorized service and roadside mechanics?

1. Cheap ☐
2. Affordable ☐
3. Expensive ☐

6] Was the delivery as per schedule?

1. Always on time ☐
2. Sometimes late ☐
3. Very irregular ☐

7] How is the on road break down service?

1. Excellent ☐
2. Average ☐
3. Poor ☐

8] Whether people at service station are co- operative or not?

1. Very cooperative ☐
2. Somewhat cooperative ☐
3. Not cooperative ☐

9] Is it helpful if service station is kept open on Sundays?

1. Yes ☐
2. No ☐

10] Did the service advisor explain you about the jobs done, parts replaced and charges?

1. Yes ☐
2. No ☐

11] Did the service advisor offered road trial at the time of delivery?

1. Yes ☐
2. No ☐

12] Was the problem of your vehicle rectified to your satisfaction during the last servicing?

1. Fully Rectified ☐
2. Partially Rectified ☐
3. Not Rectified ☐

13] Were you satisfied with the location of service station?

1. Yes ☐
2. No ☐

14] Your last service was which type of service?

1. Free ☐
2. Paid ☐

15] Based on your recent service experience in HITECH TVS motor, will you recommend it to your friends and relatives?

1. Yes ☐
2. 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

"PERFORMANCE APPRAISAL"

Undertaken At

"ANMOL ENGINEERING, BELAGAVI."

Submitted By

Mr. SWEEKAR M. SAKHALAKAR

REG.NO. B1811246

Submitted to

RANI CHANNAMMA UNIVERSITY, BELAGAVI

In The Partial Fulfilment of the Award of

BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION

2020-2021

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BBA 6thSem

Under the Guidance of

Organizational Guide	Institute Guide
Mrs. S. U. Patil	**Prof . POONAM KADAPURE**

2020-2021

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. SWEEKAR M. SAKHALAKAR** 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 2020-2021.

Guide **Director**

Prof. POONAM KADAPURE **Prof. S.S. SHIMANGOUDAR**

DECLARATION

I **MR. SWEEKAR SAKHALKAR** bearing the register no-B1811246 hereby declare that the project report entitled "PERFORMANCE APPRAISAL" 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. POONAM KADAPURE** Rani Parvati Devi College of Business Administration and no part of it has been submitted for any other degree.

Date:

Place: Belagavi MR. SWEEKAR.S

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. POONAM KADAPURE** 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.

SWEEKAR SAKHALKAR

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EXECUTIVE SUMMARY

It was a wonderful opportunity to have a close view of Anmol Engineering The present project work has done in the respect of the organization. This project is dealing with the In plant training on “Performance Appraisal”. It includes the study of the organization ,different departments, such as Human Resource, study on regular employees. I have done my project in Performance Appraisal. It helps to understanding us employee main problems and how to managing them problems at company. I have done survey on regular employees.

The most of the employees having lot of problems at their work. I am giving suggestions to company the management should come up with latest technologies for the betterment of the company. The management should communicate with the employees whenever needed and keep the employees satisfied and motivated with the present incentive as well as satisfy the management expectations.

At that time they told many problems from company and the main problem is bonuses and salary problems. In sampling method random sampling was used. The data collected by survey research were personally distributed to the employees at Anmol Engineering company and were asked to fill the questionnaire for the serve to be conducted.

OBJECTIVES

- To review the performance of the employees over a given period of time
- To judge the gap between the actual and the desired performance.
- To help the management in exercising organizational control.
- Helps to strengthen the relationship and communication between superior – subordinates and management – employees.
- To diagnose the strengths and weaknesses of the individuals so as to identify the training and development needs of the future.
- To provide feedback to the employees regarding their past performance.
- Provide information to assist in the other personal decisions in the organization.
- Provide clarity of the expectations and responsibilities of the functions to be performed by the employees.

PRIMARY OBJECTIVE:

- To understand the employ job satisfaction level and their expectations from the firm.

SECONDARY OBJECTIVES:

- Analyze the importance of "Performance Appraisal" 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

RESEARCH METHODOLOGY

Meaning of research:-

Research is the process of systematic & in-depth or search for any particular topic, subject on area of investigation, backed by collection, computation, presentation & interpretation of relevant details or data.

RESEARCH DESIGN:

"A research design is a purposeful scheme of action proposed to be carried out in a sequence during the process of problem to be tackled."

Data collection Method: Primary data as well as secondary data is collected for the study.

- ✓ Primary Data.
- ✓ Secondary Data.

PRIMARY DATA:

In it we study various steps that are generally adopted by researcher in studying a research problem along with the methodology of research.

The method of data was the way of survey method. This is the process where first-hand information was collected. The method opted by me in this research was personal interview method through a questionnaire.

The following were the sources of primary data -

- ✓ Personal interview method.
- ✓ Questionnaire(Self Assessment form)
- ✓ Personal conversation with Managing director & Asst.Manager for operations.
- ✓ Meetings with Supervisors.
- ✓ Collecting data through questionnaire by interacting with workers in company.

SECONDARY DATA:

The secondary data gives relevant information. It is the data which is already collected by someone else and which is used for our study purpose.

The following were the sources of secondary data -

- ✓ Company web site http://www.spicahydraulics.com/
- ✓ Company Booklets
- ✓ Work Manuals of various departments
- ✓ Information obtained from company officials

LIMITATIONS OF THE STUDY:

1. .Data collection:- I have collected responses only from the 22 workers because Anmol Engineering works with less number of employees but have good reputation.
2. Area covered:- The area of study is done in Anmol Engineering, Udymabag, Belagavi
3. Suggestion is based on the data collected.
4. Time is the most important constraints in carrying out this project.
5. The busy schedule of work shop associates and supervisors is also a limitation.

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 too ling'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.

COMPANY PROFILE

Name of the company :Anmol Engineering

Ownership pattern :Proprietor

Manufactures : Graded Cast IronDuctile Iron,

Alloy & Steel castings

Year of establishment : 2005

Type of industry : Small scale industry (Under Factories ACT)

Location :Udyambag, Belgaum

Contact details

(i) Address : C-6, GOVT .INDUSTRIAL ESTATE,
UDYAMBAG, BELGAUM. 590 008
KARNATAKA.

(ii) Telephone : OFFICE: 0831 - 4201013

Total employees : 50 employees

INTRODUCTION OF COMPANY

The "ANMOL ENGINEERING" is a company and is registered with the government of Indian registrar of companies Belagavi. AnmolEngineering commenced operations in 1998, with the initiative of first generation young entrepreneurs. Mrs. Sarita U. Patil with her first confidence step 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 Engineering" 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 employees 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 endeavour 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 manufacturer.

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 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. Etc is manufactured by the company.

MANUFACTURING PROCESS:

The manufacturing process involves finished grinding, turning, boring, milling, salting, shaping, drilling, taping, 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.

COMPANY POLICY

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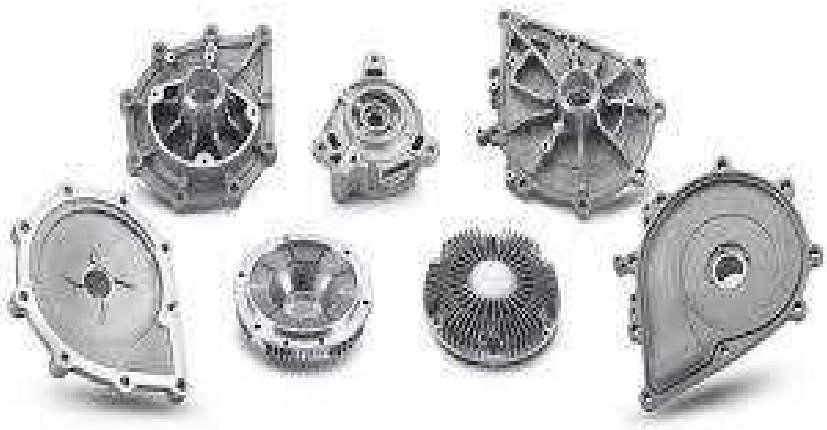
product profile

- **Bearing Housing**

- **Pump casting**



- **Shafts**

- **Gear cases**

INTRODUCTION OF THE PROJECT

1 .TITLE OF THE PROJECT

"Performance Appraisal 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 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.

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, Belgaum. 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, Belgaum. 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. Belgaum.

This existing factory building is located in 185, Mahalaxmi Foundry Compound, Industrial Estate Udyambag, Belgaum.

PROPOSED MACHINERY

The details of plant and machinery proposed to be installed are given below:

Name of the machine

1. BFW Make CHAKRA BMV65T24
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5. Bench Grinder's Electro craft make
6. Flexible Shaft Grinder Electro craft make
7. 4" Angle Grinder Dewalt make
8. 5HP COMPTECH make Compressor
9. Die Grinder Makita make
10. 7" Angle Grinder Atlas Copcomake.

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.

MANUFACTURING PROCESS:

The manufacturing process involves finished grinding, turning, boring, milling, salting, shaping, drilling, taping, 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.

STRATEGIC OBJECTIVES:

- To provide products of the highest quality and value.
- To achieve cost effectiveness in the Anmol Engineering and machine shops through establishment of world class manufacturing facilities. To strive for employ empowerment, team work and motivation.

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 one of the 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 Belagavi.
- Product quality is the strength of the company.
- The work environment is full of excitement, creativity, and innovative atmosphere.

WEAKNESS:

- Absenteeism is the main problem in the Company.
- Huge sound and air pollution in the production department.
- Workers are not well qualified.

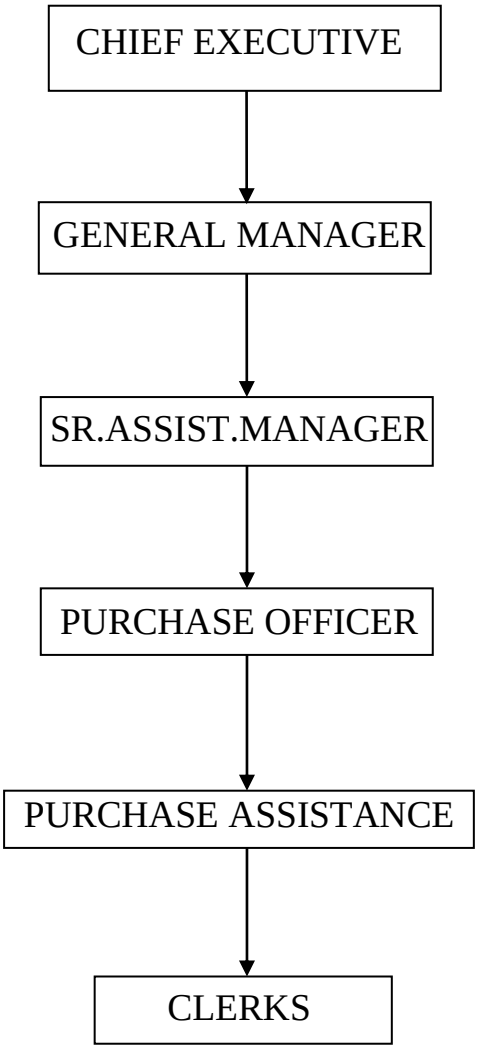
OPPORTUNITY:

- 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.

FLOW CHART OF PRODUCTION DEPARTMENT



STORES DEAPARTMENT

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:

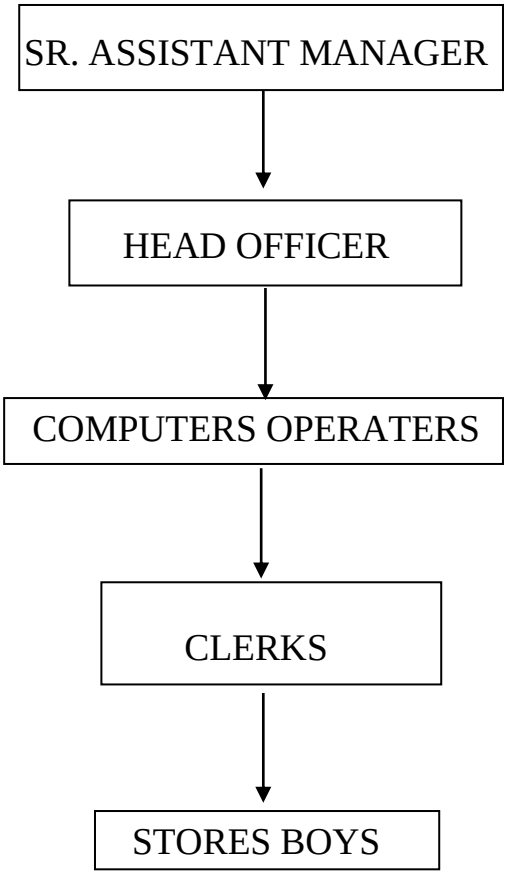
1. Maintaining the receipts of material.
2. Inspect it with order quantity, quality or the concerned persons and issuing it.
3. Getting indents from the departmental head or the concerned persons and issuing it.
4. Some of the materials like chemicals are to be sent to laboratory for inspection and testing.
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



GENERAL INTRODUCTION TO THE TOPIC

Human resource (or personnel) management, in the sense of getting things done through people, is an essential part of every manager's responsibility, but many organizations find it advantageous to establish a specialist division to provide an expert service dedicated to ensuring that the human resource function is performed efficiently.

"People are our most valuable asset" is a cliché, which no member of any senior management team would disagree with. Yet, the reality for many organizations are that their people remain undervalued, under trained and underutilized.

PERFORMANCE APPRAISAL

Meaning

Performance Appraisal is the process of assessing the performance and progress of an employee or a group of employees on a given job and his / their potential for future development. It consists of all formal procedures used in the working organizations to evaluate personalities, contributions and potentials of employees.

Definition

According to Flippo, "Performance Appraisal is defined as a systematic, periodic and so far as humanly possible, an impartial rating of an employee's excellence in matters pertaining to his present job and his potentialities for a better job."

CHARACTERISTICS/FEATURES OF PERFORMANCE APPRAISAL

1) Systematic Process: The appraisal is a systematic process involving three steps:

i) Setting work standards.

ii) Assessing employee's actual performance relative to these standards.

iii) Offering feedback to the employee so that he can eliminate deficiencies and improve performance in course of time.

2) Evaluating Process: It tries to find out how well the employee is performing the job and tries to establish a plan for further improvement.

3) Periodic Process: The appraisal is carried out periodically according to a definite plan. It is certainly not a one shot deal.

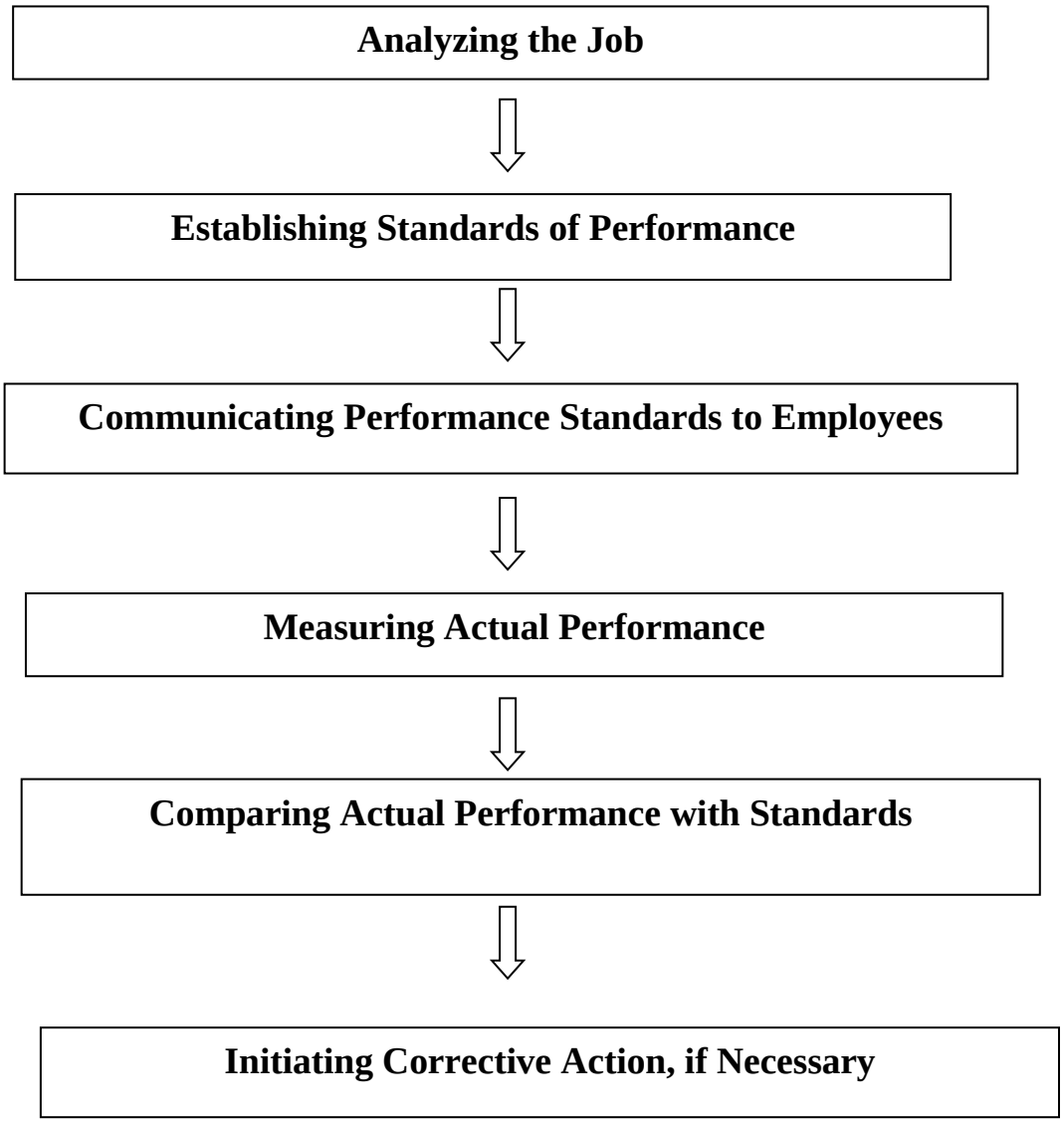
4) Future-Oriented: Performance Appraisal is not a past-oriented activity with the intention of putting poor performers in a spot. Rather, it is a future-oriented activity showing employees where things have gone wrong, how to set everything in order, and deliver results using their potential in a proper way.

5) Determines Employees Potentialities: Performance Appraisal refers to how ell an employee is doing the assigned job.

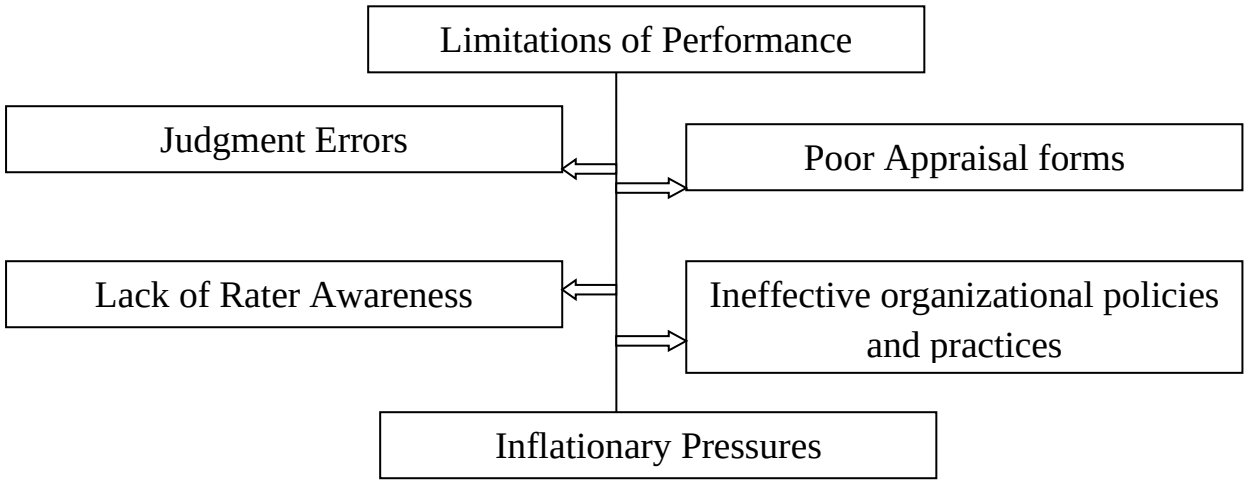
6) Focuses on Employee Development: Performance Appraisal is not limited to 'calling the fouls'. Its focus is on employee development. It forces managers to become coaches rather than judges. The appraisal process provides an opportunity to identify issues for discussion, eliminate any potential problems and set new goals for achieving high performance.

7) Study: It is a scientific and objective stud. Formal procedures are used in the study. By using printed appraisal forms in a systematic manner

PROCESS OF PERFORMANCE APPRAISAL



LIMITATIONS OF PERFORMANCE APPRAISAL



1) Judgment Errors: People commit mistakes while evaluating people and their performance. Biases and judgment errors of various kinds may spoil the show. Bias here refers to distortion of a measurement. Various kinds of errors such as first impression error, halo effect, strictness or leniency, central tendency bias, recency bias, stereo typing, contrast effect, personal bias and performance effect.

2) Poor Appraisal Forms: The Appraisal process might be influenced by the following factors relating to forms that are used by raters:

1) The rating scale may be quite vague and unclear.

ii) The rating form may ignore important aspects of job performance

iii) The rating form may contain additional, irrelevant performance dimensions.

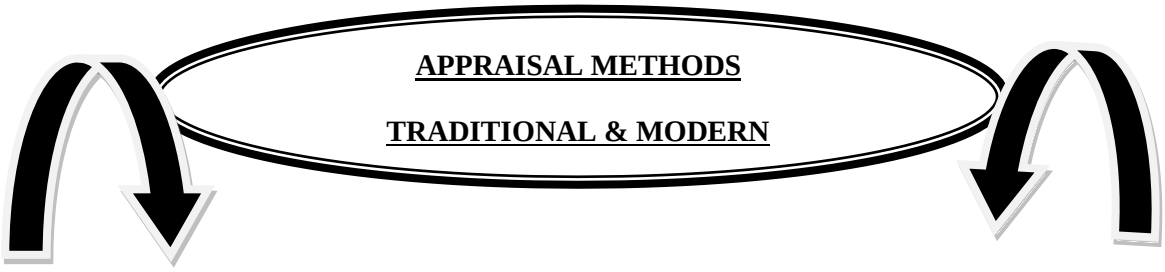
iv) The forms may be too long and complex.

3) Lack of Rater Awareness: The rater may not be adequately trained to carry out performance management activities. This becomes a serious limitation when the technical competence of a rate is going to be evaluated by a rater who has limited functional specialization in that area.

4) Ineffective Organizational Policies and Practices: if the sincere appraisal effort put in by a rater us not suitably rewarded, the motivation to do the job thoroughly finishes off.

5) Inflationary Pressures: Inflationary pressure is a specific case of low differentiation within the upper range of rating choices. These pressures have always existed but appear to have increased as a problem over the past three decades.

METHODS OF PERFORMANCE APPRAISAL



Traditional MethodsModern Methods

- Rating scales 1.Management by objective
- Checklist 2.Psychological Appraisals
- Forced choice method 3.Assesment Centers

Forced distribution method4.360^0 degree appraisal

- Critical incidents method 5.BARS
- Field review method
- Free essay method
- Performance tests & observations
- Confidential records
- Cost accounting method
- Comparative evaluation
- Ranking method
- Paired comparison method

Description of the methods of appraisals to evaluate the performance:-

❖ **Traditional methods of Appraisal**:-

- **Rating Scales**: This is the simplest and most popular technique for appraising employee performance. The typical rating system consists of several numerical scales, each representating a job-related performance criterion such as dependability, iniative, output, attendance, cooperation and the like. Each scale ranges from excellent to poor. The rater checks the appropriate performance level on each criterion and then computes the employees total numerical score.
- **Checklist**: Under this method a checklist on the traits of the employee and his or her job is prepared in two columns-viz., a 'yes' column and a 'No' column. All the rater should do is tick the 'Yes' column if the answer to the statement is positive and in column 'No' if answer is negative, the rater forwards this to the HR department and they evaluate it.
- **Forced choice method**: In this, the rate is given a series of statements about an employee. These statements are arranged in blocks of two or more, and the rater indicates which statement is most or least descriptive of employee. In this method the rate is forced to select the statements which are readymade.
- **Forced distribution method**: One of the errors in rating is leniency—clustering a large number of employees around a high point on a rating scale. The forced distribution method seeks to overcome the problem by compelling the rater to distribute the rates on all points on the rating scales.
- This method operates under an assumption that the employee performance level conforms to a normal statistical distribution. Generally, it is assumed that the employee performance levels conform to a bell-shaped curve.

- **Critical incidents method:** This method uses critical incidents such as accidents, major lapses on the employee to rate his performance
- **Field review method:** In this method a human resource specialist conducts the appraisal by asking a series of questions about employee to the superior. After the session in over the specialist makes notes based on his interaction with his superiors. These notes are approved by the specialist and are placed in the employee's file.
- **Free Essay Method:** Under this method, the supervisor makes a free form, open ended appraisal of an employee in his own words and put down his impression about the employee. The description always as factual and concrete as possible no attempt is made. Evaluation is done of an employee in a quantitative manner.

- **Performance tests and observations**: With a limited number of jobs, employee assessment may be based upon a test of knowledge or skills. The test may be of the paper and pencil variety or an actual demonstration of skills. The test may be reliable and validated to be useful.

- **Confidential Report (CR):** This method involves preparation of a confidential report by the supervisor on the employee's performance. The disadvantage of this method is the obvious subjectivity and secrecy which results in low credibility of these methods.
- **Cost accounting method**: This method evaluates performance from the monetary returns the employee yields to his or her company. A relationship is established between the cost included in keeping the employee and the benefit the firm derives from him or her.
- **Comparative evaluation approaches**: these are a collection of different methods that compare one workers performance with the that of his/her co-workers. Comparative appraisals are usually conducted by supervisors.
- **Ranking Method**: In this the superior ranks his subordinates in the order of merit,starting from the best to worst. All that the HR department knows is that A is better than B. The 'how' and 'why' are not questioned, nor answered.
- **Paired comparison method**: The paired comparison method involves comparing each employee with every other employee in the group. Based on the comparison a ranking system is developed. This ranking system is considered more reliable as it is based on systematic method of comparison and evaluate

❖ Modern Methods of Appraisal:-

- **MBO:** MBO stands for Management by Objectives. MBO appraisals are based on predetermined objectives which are decided and agreed upon by the superior and the employee. It is a process of goal setting and feedback. This process introduces greater objectivity in the evaluation process. The employee is aware of what is expected of him and is able to focus attention towards the goals.
- **Psychological appraisal:** These appraisal involves assessment of the intellectual abilities, emotional stability, reason and analytical skills, sociability etc. these methods can be useful when talking decision about placement of employees, development and training
- **360 degree feedback:** this method enables the employee to receive feedback from the superior, his peers and his subordinates. This feedback provides information about the skills and behavior of an individual. The information is based assessment from different angles and is more objective
- **Assessment Center Method:** Under this method, many evaluators jointly judge employee performance is several simulated situations with the use of a variety of criteria. The assessment is done with the help of a couple of employees to measure interpersonal skills, interpersonal competence, planning and organizing ability, stress resistance and communication skills, with the aim of selecting employees for supervisory positions. The most important features of this method are job related simulations.
- **Human Resource Accounting**: Human resource accounting deals with cost of and contribution of human resources to the organization. Cost of the employee includes cost of the man power planning, recruitment, selection, induction, placement, training, development, wages, and benefits etc.
- 6.**BARS (Behaviorally anchored rating scales):** In this system scales are devised based on aspects of the employees' behavior. The superior is asked to rate the performance of the employees on the bases of these scales.

- **FORCED DISTRIBUTION METHOD**
- **Introduction:-**
- Forced ranking (FR) is a performance intervention, which can be defined as an evaluation method of forced distribution. Where managers are required to distribute ratings for those being evaluated, into a pre-specified performance distribution ranking.
- In recent years, organizations have begun the admittedly tough minded approach of ranking associates against each other. It can be argued that this approach is dictated to force managers to make the performance evaluation process truly reflect how each team member is performing relative to others, with the ultimate goal being more productive employees, who perform at levels to make service, revenue and growth goals attainable.
- "Forced ranking flushes laggards into the open" The less difficult path of not using forced ranking , or some type of comparison of relative contribution, has been perceived as counter productive to business success, because the staffers at the top are not rewarded. Conversely those ranked at the bottom have not been identified, and therefore, have not been coached, nor improved, or terminated.

BELL CURVE METHOD:

The use of bell curve in performance appraisal or forced ranking has always been a topic of debate among HR professionals. A bell curve model is a systematic bell shaped graph that is pronounced in the middle and tapered off at the edges. It assumes that all the employees in a company can be divided into groups like Low Performers, Average Performers, High Performers as mentioned below:-

Advantages of Bell Curve in Performance Appraisal:-

- ✓ **Identify top performers through the bell curve grading:** It is very important for an organization to identify its high performers and reward them accordingly. The forced ranking compels managers to take decisions and differentiate between the performances of different kinds of employees. The employees who are identified as high performers are rewarded ,feel motivated and work harder to grow in a company. This not only helps retain the top talent in an organization but also helps in building succession pipelines

- ✓ **Manage lenient and strict ratings of managers through the bell curve:** Bell curve is perhaps the only method that can be used by the organizations to manage leniency and strictness of ratings by the managers.
- ✓ The leniency of ratings means a larger cluster of employees in a high rating group (right skewed bell curve) And the strictness of ratings means large number of employees in a low rating group (left skewed bell curve). These unreasonable ratings may demotivate high performers and retain mediocre employees. Typically average managers have a tendency to rate on a lenient scale.

- ✓ **Identify suitability of employees in a job position through the bell curve:** Often an employee may be more suited in the company. The forced ranking with adequate analysis and HR interventions can identify other positions for employees in the company. By digging deeper into the competencies, strengths and career plans of employees and placing them in positions which map better to their capabilities, HR can play a key role in employee development.

- ✓ **Manage training needs through bell curve:** Training plays an vital role in the organization. The bell curve can help identify the most suitable trainings applicable to different category of employees.

Disadvantages of Bell curve in performance appraisal:-

- **Too Rigid:** Using bell curve model for performance appraisal may be considered a rigid approach for rating employees. Sometimes managers need to put employees. Sometimes managers need to put employees in specific gradients just for the sake of bell curve requirements. This happens more often when the team sizes under the manager are small.

- **Loss of morale:** The performance appraisal based on the forced ratings create doubts in the mind of employees and managers about the possibility of an exit during tough job market conditions. This may lead to a loss of morale and further deterioration of job performance.

- **Not suitable for small companies:** The bell curve is not suitable to be used to be used in small companies where the number of employees is less than 300. With lesser number of employees, the categorization of employees cannot be done properly and the results are mostly erroneous.

BELL CURVE METHOD FOLLOWED IN ANMOL ENGINEERING

Anmol Engineering is well known for its services and the premium quality products they supply and produce. This organization works with employees. The employees here are tested with their performance thoroughly and the appraisal is tested by the Assistant Manager for operations.

He is concerned with the testing of performance appraisal of employee xz s in organization and handles the other field activities also. The employees work with the proper goal in the organization and help to gain international importance in future. According to the personal meet with the Assistant Manager, he explained me the whole appraisal process of bell curve with a proper example and in a theoretical manner. Handling all the employees and giving them proper grades is not so easy but here sir is much efficient to test them because he knows what work to be assigned and whom to be assigned. He deals with operation in the organization. So he is friendly and guides the workers in proper manner. Bell curve is designed to know the low performers, average performers and high expected performers.

As per my personal discussion with Assistant Manager, he explained me the reasons why they follow this method of appraisal.

Following are the reasons for use of bell curve method in AnmolEngineering:

- The main aim for using bell curve is to place each employee at proper place so that he may work efficiently.
- To test the employee's contribution to work in terms of quality & quantity in the organization.
- To test the flexibility of employees i.e their will power to take decisions, and to work out some other work flow also.
- Bell curve helps to provide promotion to the employees in an organization according to their performance.
- It helps to increase their profitability of the organization and gain financial importance in the society
- As bell curve is followed in a smooth process, without any disturbance. The production activity works in a smooth flow that helps to achieve the organizational goals.
- Main aspect to cover up all the problems faced by the employees, and help them to improve
- It helps the concerned superior to gain his importance in the organization.

OVERVIEW OF BELL CURVE METHOD INANMOL ENGINEERS

According to my study in the organization the overview of appraisal in Anmol Engineering I found that this method is used from the last 4 years in the organization and as the data collected by me from the assistant manager. The result they found from last 4 years was almost satisfactory and was accepted by all the employees in the organization and the staff members too. The method is suitable to this organization and provides better result. The appraisal is tested based on the three categories as mentioned below:-

A) PUNCTUALITY.
B) PRODUCTIVITY AND CREATIVITY.

This two categories are based on the company's strategy to test the appraisal:

A. **Punctuality:** Punctuality is the characteristics of being able to complete a required task or fulfill an obligation before or at a previously designated time. It is the most important aspect for all successful people. It brings in the trail efficiency. It implies maintaining regularity in our daily schedule of work. Punctuality is the gateway to success.
B. **Productivity:** Productivity is the ratio of outputs to inputs. It refers to the volume of output produced from a given volume of inputs or resources. If the firm becomes more productive, then it has become more efficient, since productivity is an efficiency . It can be measured in terms of quality and quantity.

Creativity: Creativity is the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others and entertaining ourselves and others.

Based on the three categories the bell curve is prepared in the organization which measures the main aspects of employee's punctuality, productivity and creativity in their work.

Punctuality is categorized in the three sub categories:-

- Time
- Absenteeism
- Response

Productivity is categorized in the three sub categories:-

- Job Execution
- Work planning
- Equipment handling

Creativity is categorized in four sub categories:-

- Contribution to quality
- Initiative towards productivity
- Contribution to production
- Flexibility

Myth of Bell Curve System in Organization

The bell curve system of appraisal provides the momentum to the employees to push them forward, aiming higher. This system also states the criteria that are essential to drive the organization forward.

The greatest disadvantage of the system is that it is dependent on the supervisors who judge the capability and contribution of the employee. The supervisor is to keep a day-to-day physical record of the favorable and unfavorable tasks performed by the employee. But as it is a time consuming task, many supervisors record them just before the submission of the appraisal sheet to the HR leaving ample room for errors and omissions. This system is also open to the bias and prejudice of the supervisors. Ranking based on favouritism is a failure.

It is assumed that the bottom performers are replaced every year on account of their unsatisfactory performance by fresh talents who can add up to the output of the organization. This is impractical as the replacement is always an expensive affair, and the high attrition rates can reflect a negative outlook towards the goodwill of the company. The likelihood of the presence of poor performers amongst the new additions is another possibility which can adversely affect the success of this system.

A single system of appraisal has high chances of giving out false reports leading to dispirited workforce. However the bell curve system backed by other measures of performance appraisal can be an added advantage.

A questionnaire was prepared for the purpose of getting feedback from the employees and manager regarding ‘performance Appraisal‘of their company. 22employees are selected from different department and were distributed the questionnaire for the purpose of the study.

ANALYSIS AND INTERPRETATION OF DATA;

The analysis of the data is done as per the survey finding. The data is represented graphically in percentage. The percentage of the people opinion were analyzed and expressed in the form of charts and have been placed in the next few pages.

1. **RESEARCH APPROACH:** Survey method

2. **SAMPLE DESIGN :**

Population	:	Employees working in Anmol engineering
Sample size	:	50 employees
Sampling method/procedure	:	Convenience sampling
Data representation	:	Graphically

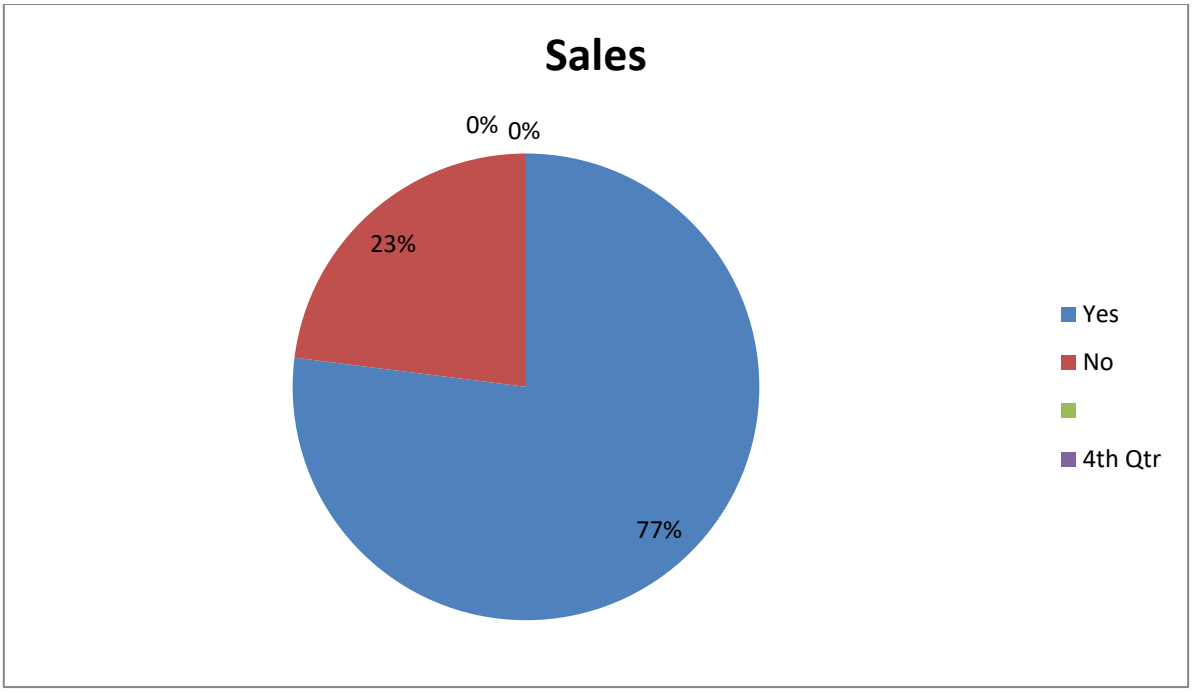
3. **RESEARCH INSTRUMENT:**

- The instrument used for data collection is the questionnaire.
- The questionnaire prepared is a well structured questionnaire which is easily understandable and answerable by all.

The questions included in this questionnaire are close ended, that is with options.

1. **Have you worked in any other Company prior to joining this Organization**?

Options	Number of respondents	Number of respondents (%)
Yes	36	77%
No	14	23%
Total	50	100%

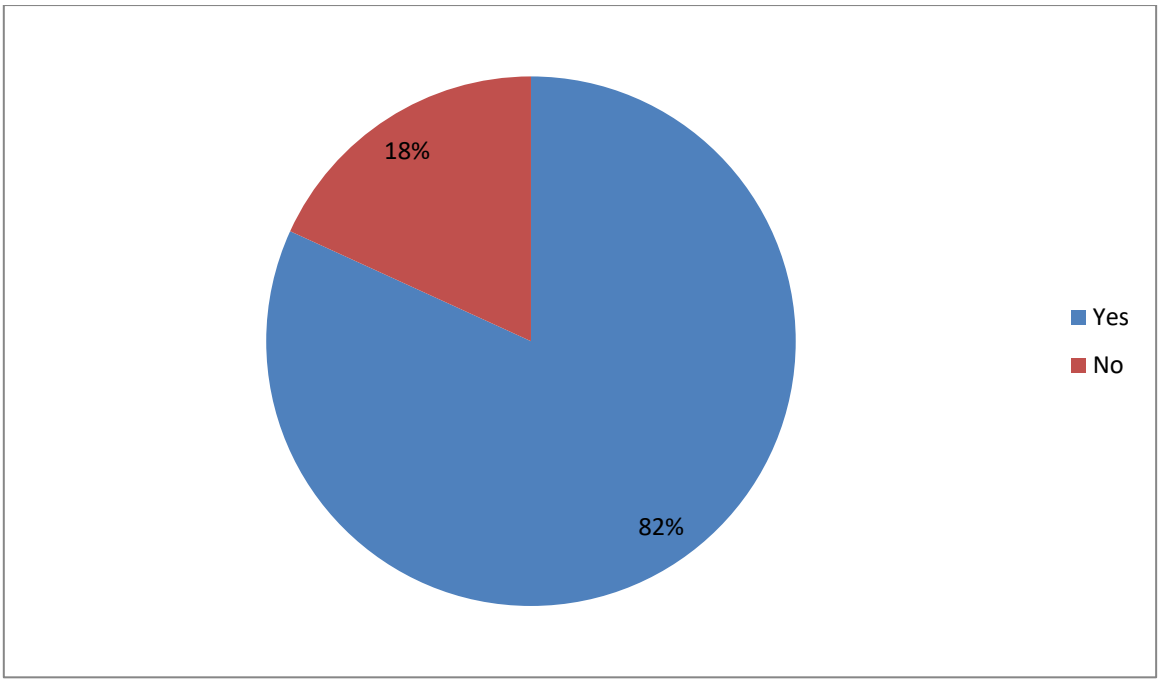


Analysis : Most of the employees have work in other company before joining this orgnaization

Interpretation: The above chart shows that out of 50 respondnts 77% of the employees have worked in other companies before joining this company and 23% of the employees have not worked in any other companies

2. **Were you informed about the performance appraisal used in the organization, during your inducation?**

Options	**Number of respondents**	**Number of respondents** (%)
Yes	41	82%
No	9	18%
Total	50	100%

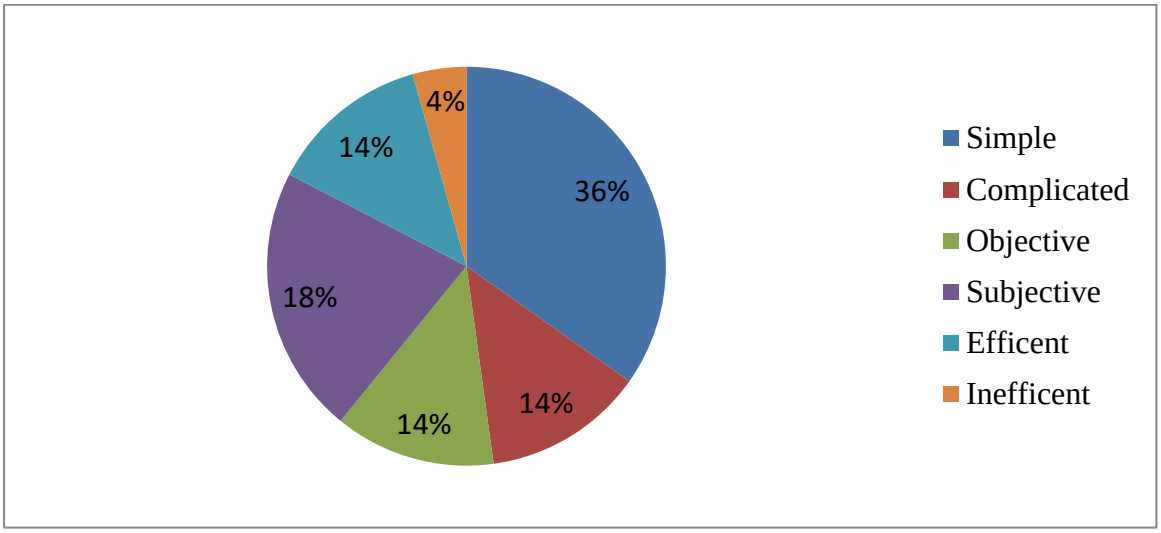


Analysis: Most of the employees say that they were informed about the performance appraisal model used in the orgnaization during the time of induction.

Interpretation: The above chart shows that out of 50 respondents 82% of the employees are said that company has informed about the performance appraisal model, used in the orgnaization, during the induction and 18% of them said they were not informed about the performance appraisal model becouse employees were absent on that day so they were not informed

3. How do you find the performance appraisal model in this organisation?

Options	Response	Percentage
Simple	18	36%
Complicated	7	14%
Objective	7	14%
Subjective	9	18%
Efficent	7	14%
In efficent	2	4%
Total	50	100%



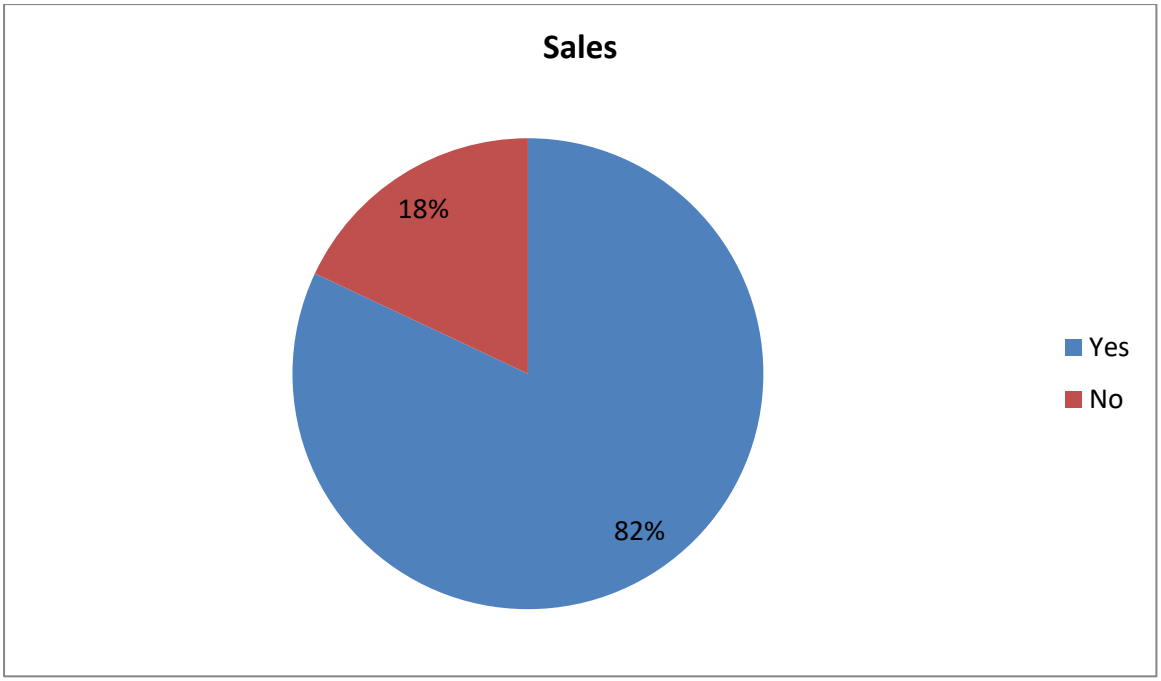
Analysis : Through the survey i have analyzed that out of 50 respondents 36% of the employees were said that performance appraisal model is simple, 14% employees were said complicated, objective and Efficient , 18% subjective, 14% by efficient

And 4% of employees were said performance appraisal model is inefficient becouse they think only making P.A is not enough to analyse the employees performance so they are telling in efficient

Interpretation: Most of the people in the organisation feel that the Performance appraisal system is simple.

4. **In your opinion, does the performance appraisal system give a proper assessment of your contribution to the organization?**

Opinion	Response	Percentage
Yes	41	82%
No	9	18%
Total	50	100%



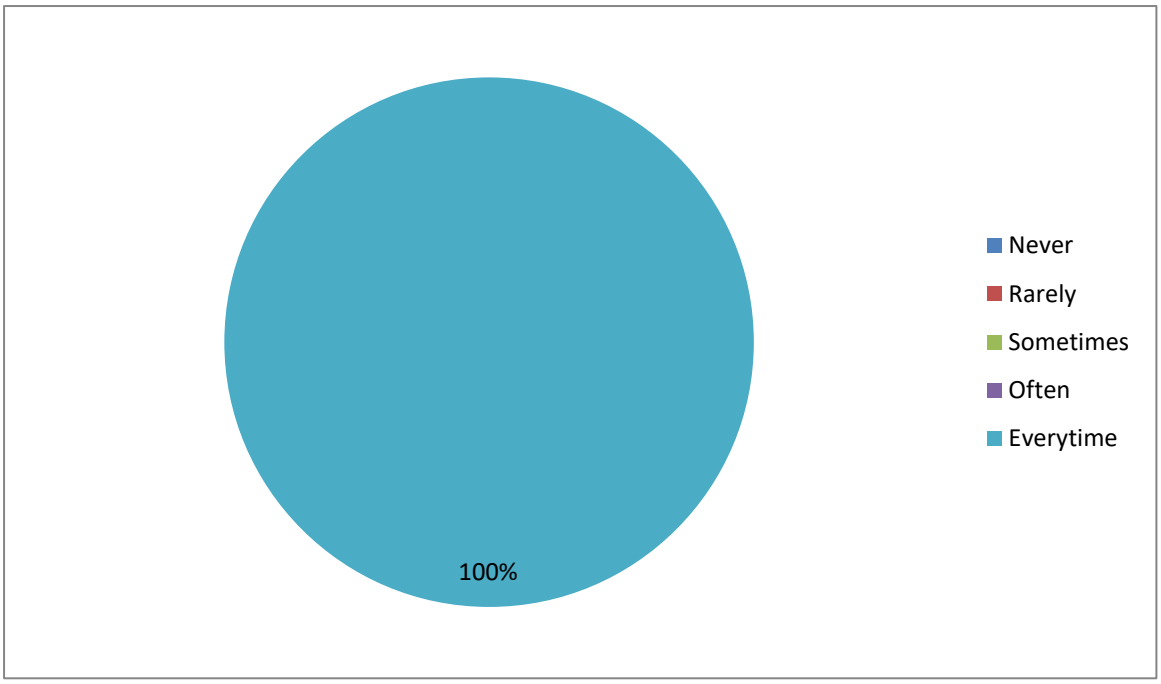
Analysis: 82% of the employees say that the performance appraisal system gives proper assessment of their contribution to the organization whereas 18% feel it does not.

Interpretation: The above chart shows that 82%of the respondents says that the performance appraisal system gives a true and fair view of their contribution to the organization.

And 18% says that the performance appraisal does not s give a proper assessment to their contribution towards this organization because they may not have specific goals towards the organization and they are not prepared for good work/performance

5. How often does your performance assessment match to your expectations?

Opinion	Response	Percentage
Never	0	0
Rarely	0	0
Sometimes	0	0
Often	0	0
Every time	50	100%
Total	50	100%

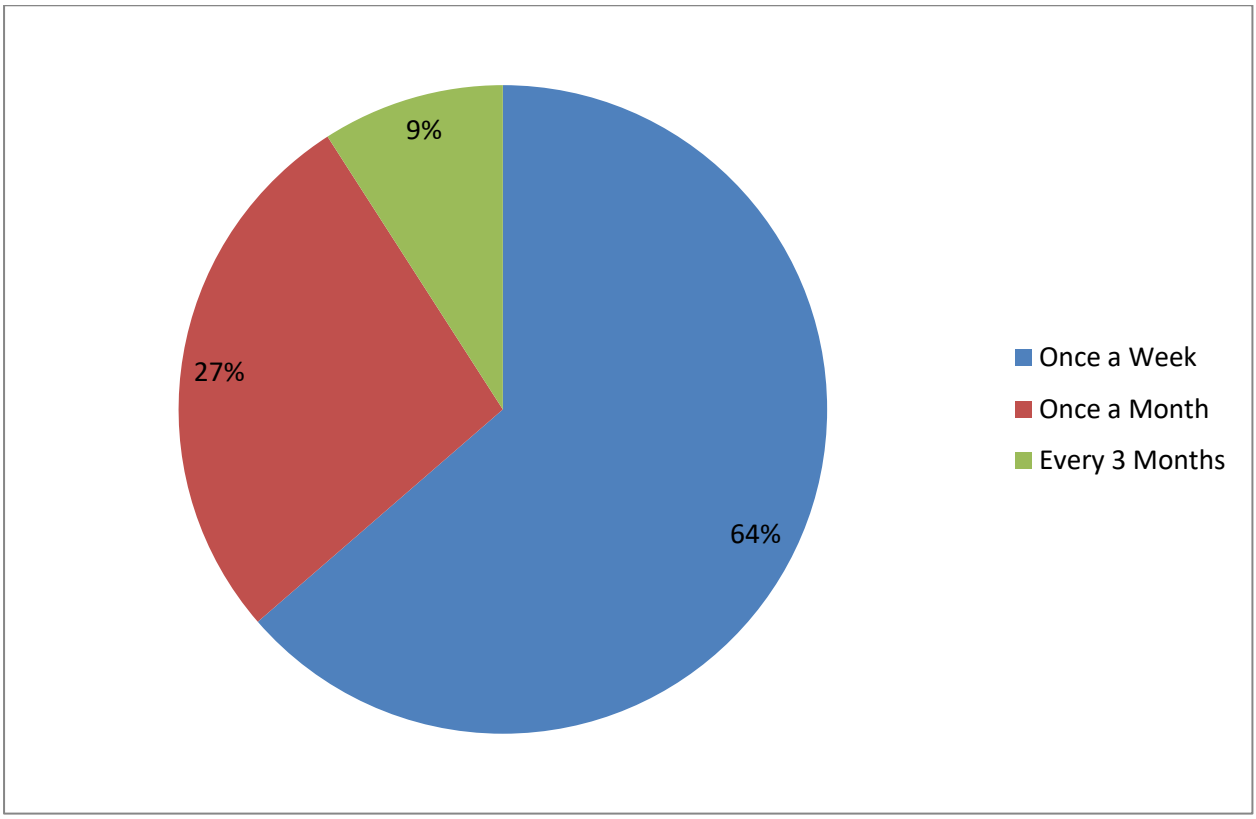


Analysis: 100% of the employee says that performance appraisal meets their expectations this means the organization is doing performance appraisal in the proper way.

Interpretation: 100% of the employees say that the performance assessment match to their expectations every time..

6. According to you, how often should the performance review take place?

Opinion	Response	Percentage
Once a Week	32	64%
Once a Month	14	27%
Every 3 Months	4	9%
Total	50	100%

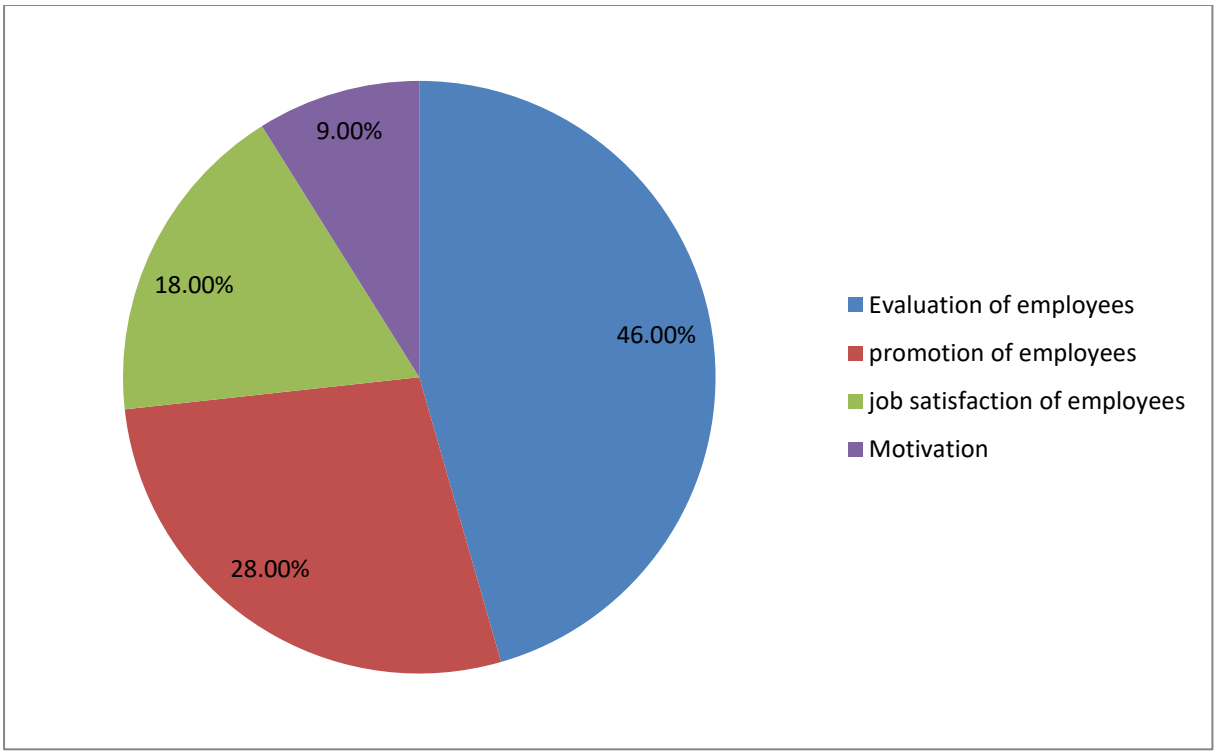


Analysis: From the survey I found that 64% of the employees say that the performance review should take place once in a week, 27% of the employees say once in month and 9% of the employees say for every three months.

Interpretation: 64% of the employees say that performance appraisal should take place once a week. Whereas 27% say once a month and rest of them feel every 3 month.

7. In your opinion performance appraisal is?

Opinion	Response	Percentage
Evaluation of employees	23	46%
Promotion of employees	14	28%
Job satisfaction of employee	9	18%
Motivation	4	9%
Total	50	100%

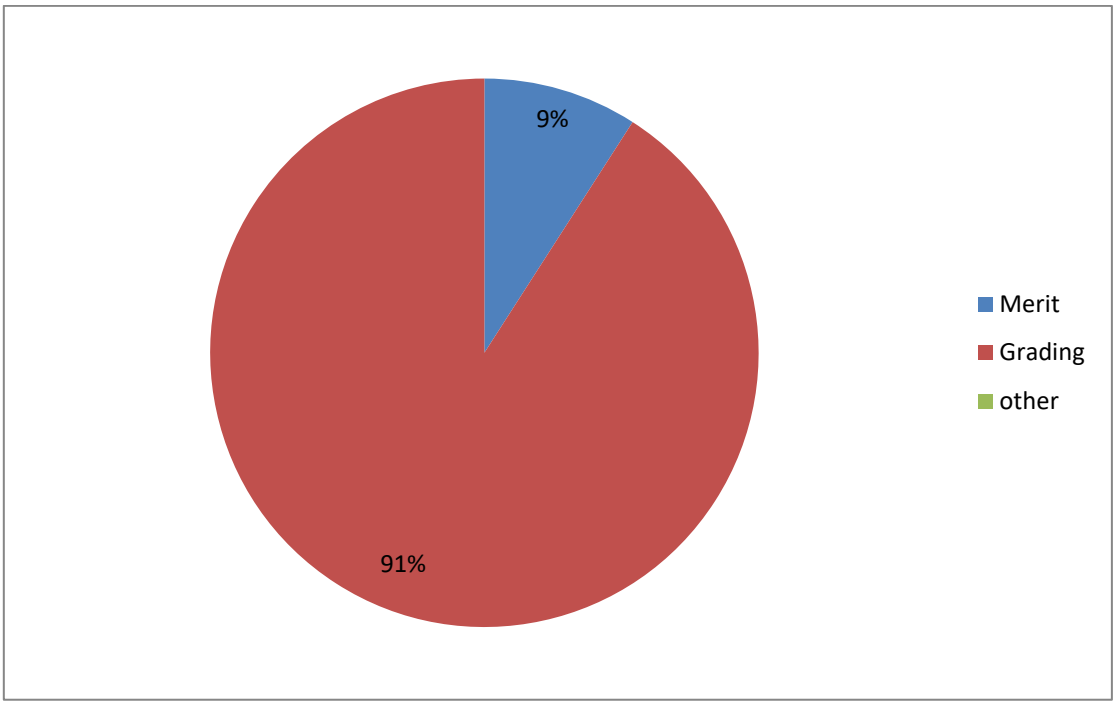


Analysis: The management should correctly educate their employees about the use of performance appraisal.

Interpretation: 46% of the employees feel performance appraisal for evaluation of employees, 28% feels for promotion 18% feel for job satisfaction and rest of the 9% feel for motivation.

8. On what basis of performance appraisal is implemented in the organization?

Opinion	Response	Percentage
Merit	5	9%
Grading	45	91%
Other	00	00%
Total	50	100%

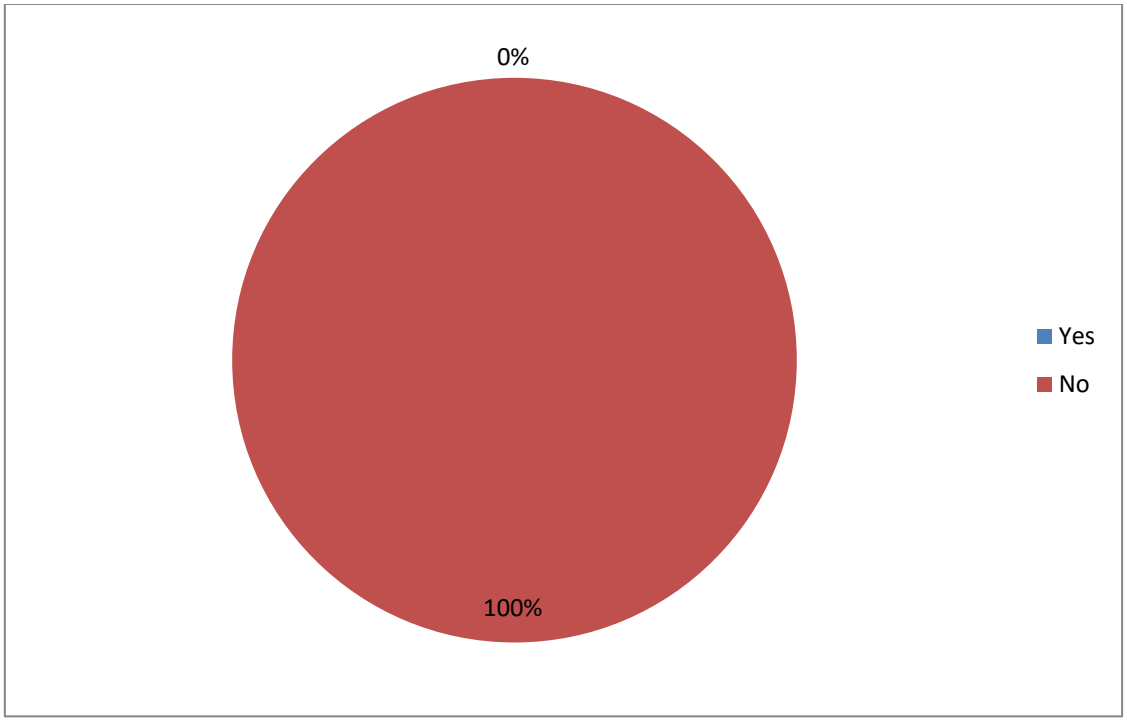


Analysis: The management is using the grading method of performance appraisal they should consider using merit basis for appraising the employees.

Interpretation: 9% of the employees feel that the performance appraisal implemented in the organization is merit based where as 91% of them feel it is based on grading.

9. Do you receive any increment in your salary after performance appraisal?

Opinion	Response	Percentage
Yes	00	00%
No	50	100%
Total	50	100%

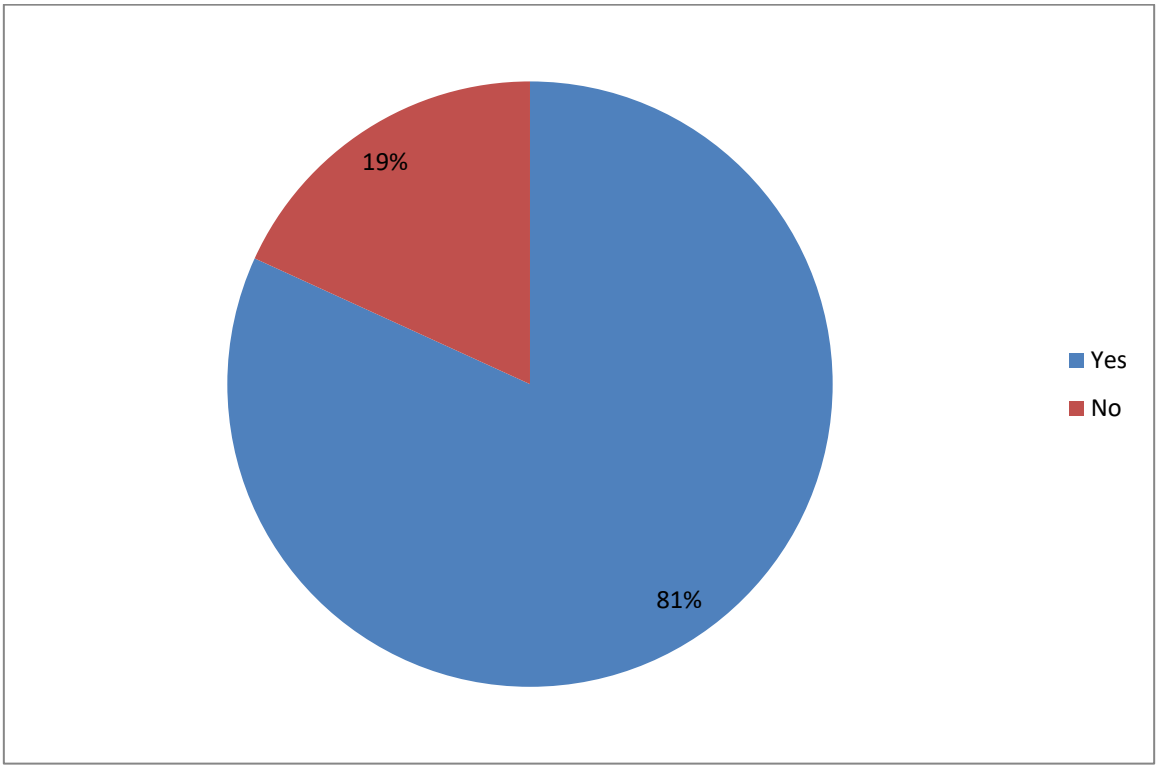


Analysis: The management should provide increment to the employees where they are appraised because, 100% of the people say No and this can demotivate the employees.

Interpretation: 100% of the employees have opinion that they do not receive any increment in their salary. after doing performance appraisal we came to know that workers are not doing good work and not increasing manufacturing Materials so they are not getting increment in salaries and all.

10. Do you think that performance appraisal help to provide an atmosphere where all are encouraged to share one another burden?

Opinion	Response	Percentage
Yes	41	81%
No	9	19%
Total	50	100%

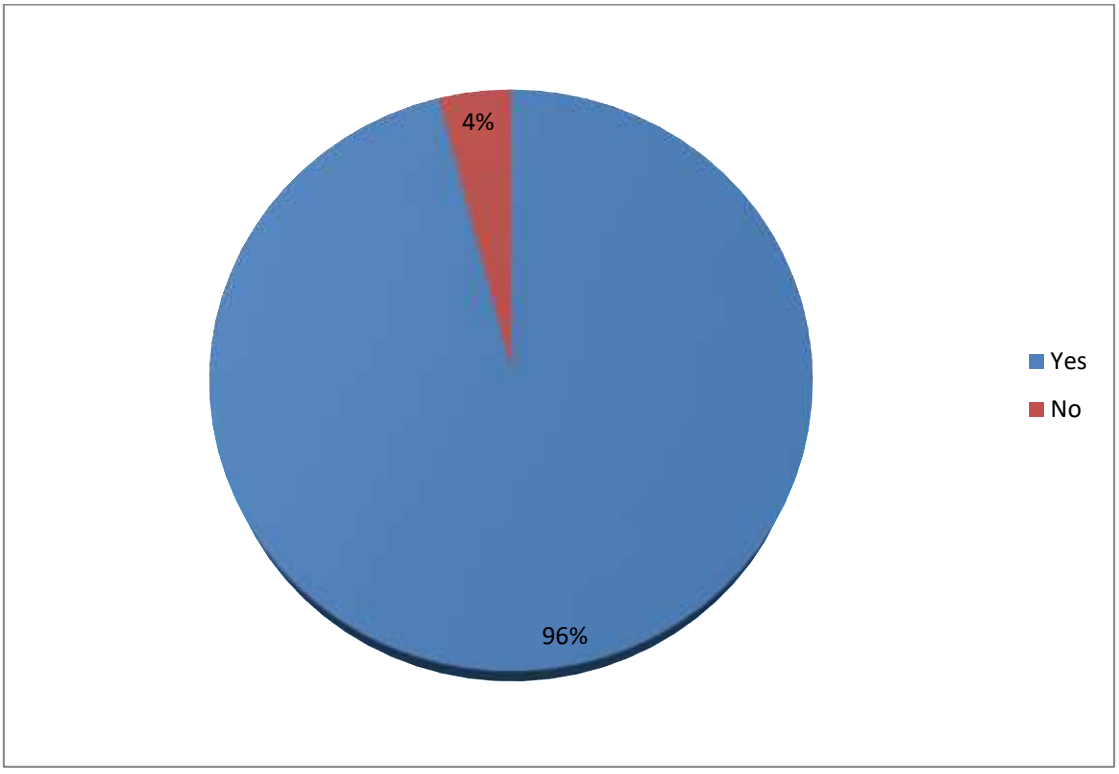


Analysis: major number of the employees feels that it creates a good environment where each of them can share their work burden.

Interpretation: 81%of the employees do it feel that performance appraisal creates atmosphere that helps to share one another's burden.

11. Do you think performance appraisal helps people set and achieve meaningful goal?

Opinion	Response	Percentage
Agree	48	96%
Partially agree	2	4%
Total	50	100%

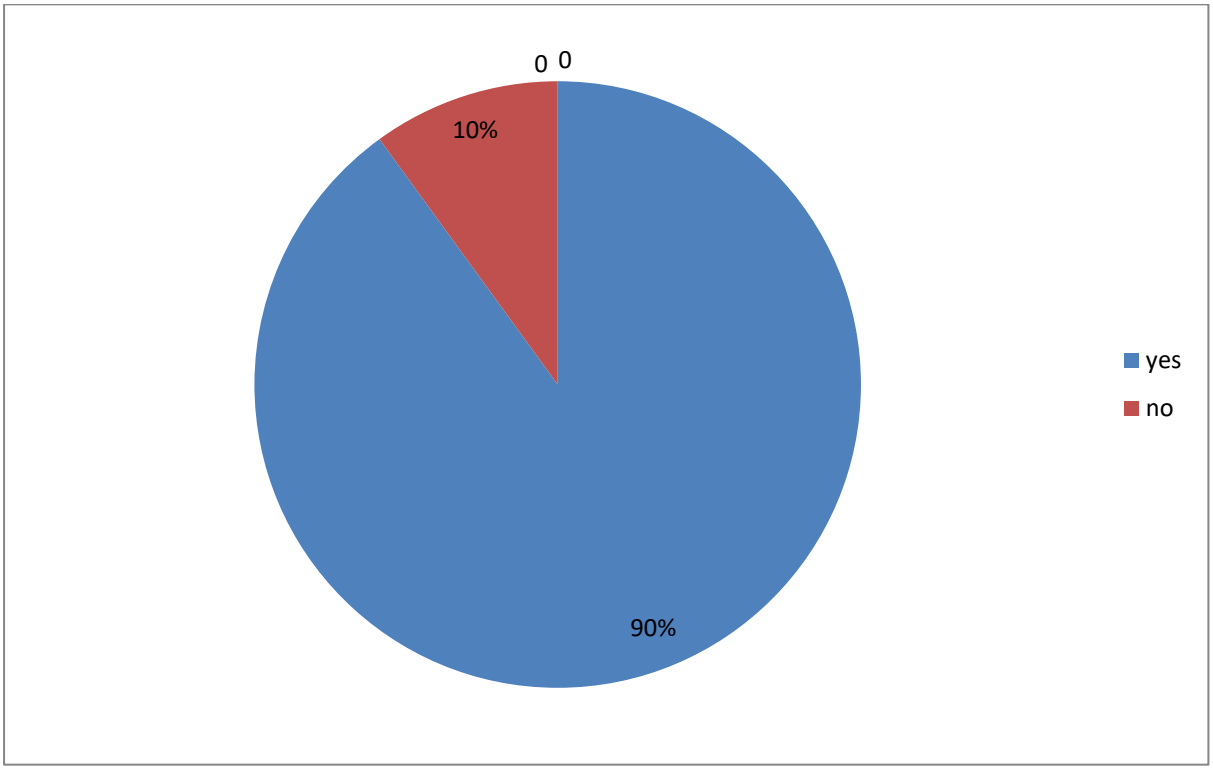


Analysis: Most of the employees feel that performance appraisal helps them to set and achieve meaningful goals which are a positive thing.

Interpretation: 96% of the employees feel that performance appraisal system helps them to set and achieve meaningful goals. And 2% of employees are not achieving a meaningful goal because they may not be taken proper training or they may be weak in work.

12. Do you think performance appraisal give constructive criticism in friendly and positive manner?

Opinion	Response	Percentage
Yes	45	90%
No	5	10%
Total	50	100%

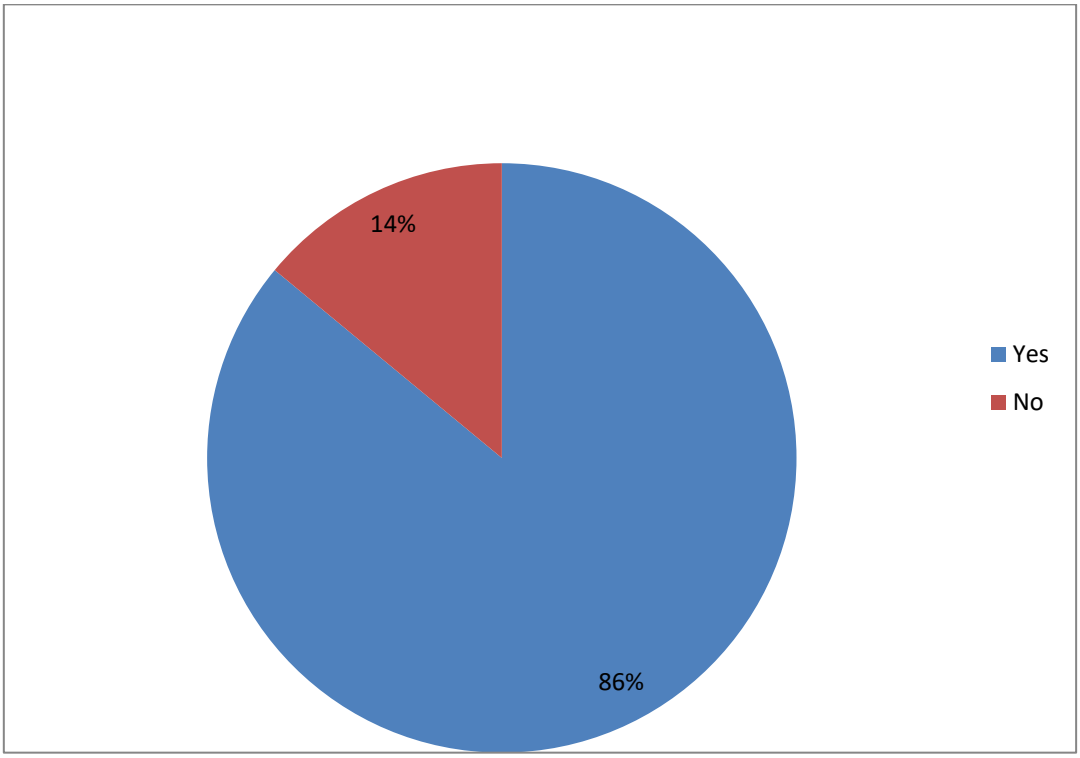


Analysis: The above graph shows that 90% of the employees think that the performance appraisal will give constructive criticism in friendly and positive manner. And 10% of the employees think that it will not give any constructive criticism in friendly and positive manner.

Interpretation: 90% of the employees feel that performance appraisal gives constructive criticism in a friendly and positive manner where as10% feel it does not.

13. Do you think performance of employees improve after process of performance appraisal?

Opinion	Response	Percentage
Yes	43	86%
No	7	14%
Total	50	100%

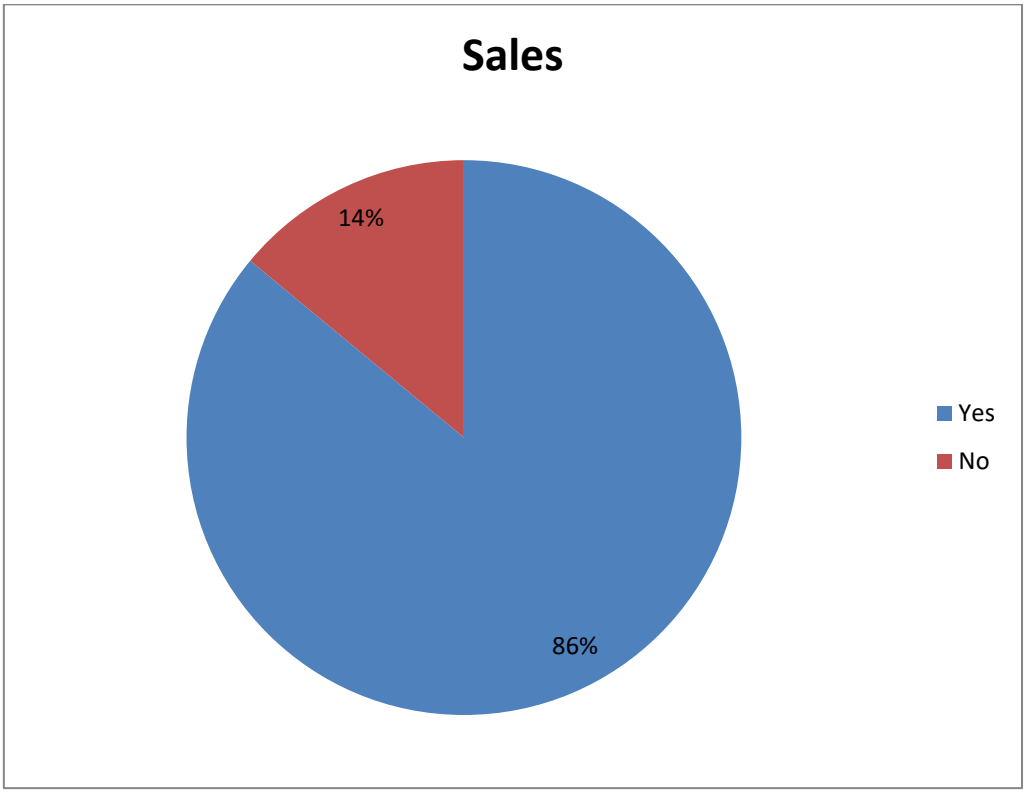


Analysis: Most of the employees are with the opinion that their performance increases when they are appraised by the organization.

Interpretation: 86% of the employees feel that performance appraisal helps to improve the employee performance whereas 14% of them feel it does not improve

14. Do you think performance appraisal improves motivation and job satisfaction?

Opinion	Response	Percentage
Yes	37	86%
No	13	14%
Total	50	100%

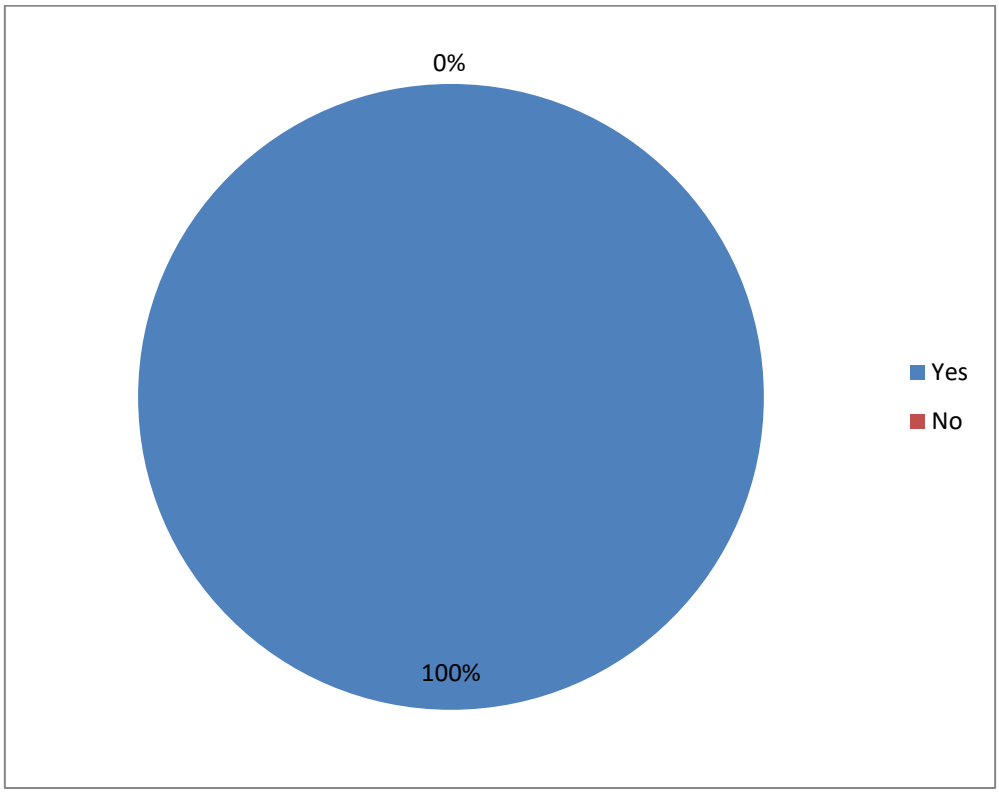


Analysis: major percentage of the employees working for the organization feel that performance appraisal helps to improve the motivation and job satisfaction.

Interpretation: 73% of the employees feel performance appraisal help in improving motivation and job satisfaction. 14% of employees are not satisfied & motivated because of company is not increasing increment on employees .If they give proper training to employees then they may get good motivation and job satisfaction

15. Is the top level management partial in performance appraisal?

Opinion	Response	Percentage
Yes	00	00%
No	50	100%
Total	50	100%



Analysis: The management of the company should make the employees feel that they are not partial among the workers.

Interpretation: There is no partiality among the employees in the company because they treat every employee equally.

FINDINGS

1. As the study conducted in the Anmol Engineering we came to know that there is no well training to employees.
2. As per study we came to know that there is no increment in salary to employees.
3. The study shows that the employees are also aware of rating will be given after giving good performance to the company
4. In the company there is no systematic mgt system. and the company should concentrate more on individual development and development of personalities of employees.

5.The study shows that proper feedback is not given to the management staff.

6.The company should also work on employees health , safety measures, and they should provide proper medical facilities in organisation.

SUGGESTIONS

01. The workers and the employees should be well trained to avoid dependability on others.
02. Reward & promotion should be given to employees. so they feel inspired and motivated .
03. Company should give some increments in their salary after doing good performance in work. and they should give some ratings or promotion to them to work better then yesterday.
04. There should be well planned management and systematically all should be arranged .
05. The company should take an adequate feedback and communication from workers so the appraisal also helps to motivate them .
06. The company should conduct some extra activities like games, day's celebration and Get together so the employees can get some relaxed and rejuvenated & get a change over from daily routine.

CONCLUSION

I really had a great experience and privilege to interact with the managing director, assistant managers, staff as well as the work shop associates who were really perfect in helping and guiding me towards my project. And also to help me to gain information

It was a great and wonderful experience to carry on my project at Anmol Engineering. By carrying out the topic of performance appraisal at this company I found that most of the employees are not loyal towards their job and some need to be improved in the job process. Job rotation is needed here which will help the employees to gain knowledge about all departments.

Anmol Engineering have a strong sales team as well as the good reputation in the market in Belagavi to solve the applications or to handle any trouble shooting problems.

Throughout this project carried out I got the best practical exposure in the step towards to learn the process of organization and to learn the problems faced by the organization. Finally I would like to thank all of them who guided me and helped me to complete this project report. With this I finally conclude my project report at Anmol Engineering.

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empxtrack.com/bell-curve

www.managementstudyguide.com

ANNEXURE

I am Mr ,Sweekar M. Sakhalakar student of R.P.D College Of Business Administration, requesting you to fill the questionnaire which is a part of curriculum and the needful, this information purely academic purpose.

"A STUDY ON PERFORMANCE APPRAISAL AT ANMOL ENGINEERING''

1. Have you worked in any other Company prior to joining this Organization?

A)Yes ☐

B) No ☐

2.Were you informed about the performance appraisal model, used in the organization, during your inducation?

A) Yes ☐

B) No ☐

3.How do you find the performance appraisal model in this organisation?

A) Simple ☐

B) Complicated ☐

C) Objective ☐

D) Subjective ☐

E) Efficent ☐

F) In efficent ☐

4.In your opinion, does the performance appraisal system give a proper assessment of your contribution to the organization?

A) YES ☐

B) NO ☐

5.How often does your performance assessment match to your expectations?

A) Never ☐

B) Rarely ☐

C) Sometimes ☐

D) Often ☐

E) Everytime ☐

6.According to you, how often should the performance review take place?

A) Once a Week ☐

B) Once a Month ☐

C) Every 3 Months ☐

7.In your opinion performance appraisal is?

A)Evaluation of employees ☐

B)Promotion of employees ☐

C)Job satisfaction of employee ☐

D)Motivation ☐

8.Which method of performance appraisal is implemented in the organization?

A) Merit ☐

B) Grading ☐

C) Other ☐

9.Do you receive any increment in your salary after performance appraisal?

A)Yes ☐

B) No ☐

10.Do you think that performance appraisal help to provide an atmosphere where all are encouraged to share one another burden?

A)Yes ☐

B) No ☐

11.Do you think performance appraisal helps people set and achieve meaningful goal

A)Yes ☐

B) No ☐

12.Do you think performance appraisal give constructive criticism in friendly and positive manner?

A)Yes ☐

B) No ☐

13.Do you think performance of employees improve after process of performance appraisal?

A) Yes ☐

B)No ☐

14.Do you think performance appraisal improves motivation and job satisfaction?

A)Yes ☐

B) No ☐

15.Is the top level management partial in performance appraisal?

A)Yes ☐

B) No ☐

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 PERCEPTION"

At

"SHRI MUNISHWAR MOTORS PVT.LTD"

Submitted by:

MISS.TEJAL PATIL
Reg.No.B1811247
BBA 6th Sem

Under the guidance of

Organizational guide	Institutional Guide
Mr. Lingraj Jagajampi	Prof. Sonam Kalburgi

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 **Miss. TEJAL PATIL** has satisfactorily completed the project at. **"SHRI MUNISHWAR MOTORS PVT.LTD, Belagavi"** in partial fulfilment of award in of Bachelor's Degree by Rani Channamma University, Belagavi for the year2020-2021.

Director
Prof. S.S.Shimangoudar

Institution Guide
Prof. Sonal Kalburgi

DECLARATION

I Miss. Tejal R Patil hereby declare that the Project report entitled "A Study on the Customer perception towards Royal Enfield Bikes" with reference to "Shri Munishwar Motors Pvt ltd, Belagavi" prepared by me under the guidance of Prof. Sonal Kalburgi, Faculty of R.P.D. College of Arts and Commerce of BBA Dept. and External assistance by Mr. Lingaraj Jagajampi, Managing Director. I have undergone a project for a period of one month. I further declare that this project is based on original study undertaken by me and has not been submitted for the award of any degree from any other institution.

Place: Belagavi TEJAL R PATIL

Date:

ACKNOWLEDGMENT

I would like to take this moment to express my deepest gratitude to the people without whom it was impossible to complete this project.

I wish to begin by thanking the management at **Shri Munishwar Motors Pvt ltd**, **Belagavi** and **Mr. Lingaraj Jagajampi** for providing me this great opportunity to work in their estimated organization.

I would like to express my special thanks of gratitude to our **Director S. S. SHIMANGOUDAR** for providing me with necessary and essential to undertake this project.

I would like to express my thanks to our **Prof. SONAL KALBURGI** for providing me with the opportunity to study, support and guidance in completing the project and also for giving immense support in making my project successful and finally I would like to thank all people for being behind me as a support system.

TEJAL R PATIL

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EXECUTIVE SUMMARY

It is particularly important for every corporation to know how customers perceive or perceive their products/services or organization/ company as whole. It is the customer's perception that controls the products /services of the organization how they provide it. If organizations go all-out to understand the customer's perception, they can regulate their products accordingly and put forward them to their customers. Understanding the customer's perception is therefore a very hard and very important task for organizations.

That's why the study is done to understand Belagavi city customer perception of Royal Enfield Products particular with bikes. The most important reason of the study is to know the perception and Also know the customer's belief on product awareness and validate satisfaction with RE bikes. And to study the factors that made them buy Royal Enfield bikes. By studying all of these factors, we can calculate customer satisfaction and perception of the RE bikes.

The study includes a questionnaire consisting of structured questionnaire, both open and closed. The purpose of the face-to-face interview is to collect respondent responses or the purpose of the research. The sample size for the search is estimated at more than 100. After collecting the responses, the data is analyzed. The conclusions were made for the study. Based on these results, suggestions are made to the company to develop performance and improve customer satisfaction based on customer perception.

INTRODUCTION TO THE INDUSTRY

Industry profile

We will start by looking at old transportation option especially 2 wheelers. They did not work very well, and they were not very fast as well, but they moved with the help of a horse or were pedaled by humans. When you look at a bike today, have you ever thought about what and how were the old bikes? Were they easy to drive? How fast did they go? Were they comfortable and easy to drive?

To get an answer to all these questions, we have to go back quite a long way, say about 100 years. The world was very different at that time and there must have been a sensation of thrills. There was great interest in science and engineering and almost every week a new and amazing invention appeared. First there were gas lights, then electricity and new treatments for many types of diseases were always announced. It was at this time that people began to think about how to travel quickly and safely. Before cars and bicycles, the fastest route was steam trains. And if there was a place near where you wanted to go, the second-best option was a stagecoach or paddle streamer. No one except the upper class could get to his house very quickly. Then, in 1885, a German, Gottlieb Daimler, made a small engine running on gasoline. It was not a very good engine, but it worked at that time. Daimler fixed the engine to a cycle-type frame, which featured exactly one wheel in the front and two wheels in the back.

The following year, another German, Wilhelm Maybach, walked a few meters from the Daimler bike, which everyone found very brave. Finally, a way of transporting people directly from one place to another was invented. Everyone did not think it was a good idea. In England, a law stipulated that no motor vehicle could go faster than 4 mph, which is about as fast as walking. Many people were scared and insisted that the bike be banned. But in 1896, a law was passed that allowed bicycles to travel at a speed of 12 km / h, which is considered a fantastic speed. At the same time, a French engineer named De Dion invented the first very good motorcycle engine and soon everyone tried to make a complete machine. And this is when the bike took its true appearance, many ideas were proposed and also took shape.

The British bikes

Today, we will not see many British motorbikes on the road, but most older motorcycles have been assembled in Britain, which has had its name and fame. Now we see very few British bikes. What did not go well?

In 1900, the bikes were not very good. They were difficult to start, their brakes were poor and they did not have much power, but everyone thought they were great. For the first time, people had personal transportation that they could use when they wanted. Above all, these first motorcyclists felt the feeling of freedom that a bike gave them. Motorcycle builders felt the same enthusiasm. New models have appeared almost every day. Some were exceptional and others impractical, but each factor was learned by others and the bikes improved better and better in a few years. Then the First World War took place in 1914 and the whole world changed. The motorcycles made during this first period, from 1885 to the end of 1914, are called veterans and the motorcyclists who relive how the first motorcyclists drove still use a lot of them.

When the war took place, the army took the bikes with them for their help. The best way to convey an urgent message was to send it with a good cyclist on a bike. Again, a motorcycle had a turning point, and at that time, motorcycles had the chance to claim their position in the market. It was considered the best form of moving from a remote area to an urban area and from a plain to a hilly road. This was not possible in the case of a rider, where bikes could do it. In addition, rider and horse need rest at certain travel intervals, in the case of bicycles that he did not require since it was a machine. One of these British Bikes, Royal Enfield, appeared in 1931 with a four-valve system. The name of the bike was given in 1932 with a proper ball name, which looked exactly like the current bike. In other words, modern motorcycles have taken shape, as Royal Enfield has shown.

In 1948, the first Royal Enfield 350 bales roadster was introduced. Although it was a new motorcycle industry that presented many innovations in design. For example, there was a rear SWING ARM, an oil filter, and an alloy primary chain guard.

Company Profile

ROYAL ENFIELD INDIA LTD

Royal Enfield stands for classic motorcycles with power and leisure. Royal Enfield has been leading this market division in India for many years. Its fine line of motorcycles combines a unique style with power, driving comfort and sturdiness to deliver a unique motorcycle experience.

INDUSTRY	Motorcycles, Lawnmowers
SUCCESSOR	Royal Enfield Motors (formerly Enfield of India)
FOUNDED	1893, as Enfield Manufacturing Co. Ltd.
DEFUNCT	1971
HEADQUARTERS	Redditch, Worcestershire, England
KEY PEOPLE	Founders Albert Eadie and Robert Walker Smith
PRODUCTS	Royal Enfield Clipper, `Crusader, Bullet, Interceptor.
MOTTO	"Made Like a Gun"

Royal Enfield company profile.

The legendary bullet bikes brand are manufactured by RE in India. It was Founded in 1955. The current headquarters of Royal Enfield is in Chennai, India. Bullet brand bikes are known for muscle, solidity, and rough appearance. Bullet bike brand quickly turn out to be trendy in India. Bullet became known for his absolute power, incomparable solidity, and robust appearances. It seemed just perfectly made for Indian roads. He was particularly appreciated by army and police personnel for his powerful engine, driving comfort and sturdiness. In 1990, Royal Enfield joined the Eicher group, a leading automobile group in India, and merged with it in 1994. In addition to motorcycles, then it is also involved in the manufacture and sale of agricultural tractors, commercial vehicles, and commercial vehicles.

The company has consistently incorporated innovative technologies and technique into its motorbike. In the year 1996, when the Indian government forced the strict emission standards, this was the first company to obey the rules of the strict emission forced by the Government.

In 1909, Royal Enfield surprised the whole world with bring in a small motorcycle with a 2V V Motosacoche engine (which was once the largest Swiss motorcycle manufacturer) of Swiss origin. In 1911, the following model was powered by a 2 HP engine and boasted the well-known function of the Enfield 2-speed gearbox. In 1912, the JAP 6 HP 770 CC V twin is a mix with sidecar. It's this bike that made Enfield a name well known to people. In 1914, the 3 CV motorcycles were this time equipped with the own Enfield engine was introduced.

Profile of the organization

Name	Shri Munishwar motors Pvt ltd
Company	Royal Enfield Bikes
Address	Shri Munishwar Motors Pvt ltd(Royal Enfield Showroom) 5647/2 Bamane Towers Goaves Khanapur Road ,Belagavi 590006
Started in	2009
Ownership	Private
Activity	Trading ,service
List of Bikes	1) CLASSIC350-cc&500-cc 2) ELECTRA350-cc 3) BULLET500-cc 4) STD-UCE 5) TBTS 350 cc &500cc 6) CONTINENTAL –GT 7) HIMALAYAN
Workers	50 workers

Table.1.2: Profile of the organization.

Shri Munishwar Motors Pvt Ltd, named after spiritual mentor SHRI MUNISHWAR MAHARAJ OF BIJAPUR and officially inaugurated by His Holiness SHRI SIDDESHWAR SWAMIJI. Established in 2009, ROYAL ENFIELD's first authorized distributor in North Karnataka. Since 2010, he has sold more than 2,500 motorcycles and has achieved a record turnover of 25% today. P.A Shri Munishwar Motors is also an associate group of the JAGAJAMPI family, which has few VIZ BAJAJ, KTM dealers.

Royal Enfield India started selling its motorcycles from 1949. In 1955, the Indian government sought a motorcycle adapted to its law enforcement and its army, to patrol the border of the country. The Royal Enfield Bullet bikes have been chosen as the most suitable bikes for the profession. The Indian government ordered 800 units of 350 cc model bales, a huge order for the time. Redditch joined Madras Motors in India to form "Enfield India" to assemble its motorcycles in 1955. Licensed, the 350cc Bullet assembled in Madras. With considering the Indian law, Madras Motors holds the greater part of the shares (more than 50%) of the company. Redditch sold equipment to Enfield India to manufacture components In1957.

Vision, Mission & Quality Policy.

Vision

"To be recognized as the industry leader driving modernization in biking in India and the developing world"

Mission

"Aims to continuously improve biking efficiency in India and developing markets. Customers are the integral part of the Organization & Creating a Family of Bikers Bond"

Quality policy

Quality policy.

At Royal Enfield Group of Companies, we are committed to improving the satisfaction of all stakeholders by producing cost-effective products by applying best practices in all areas of business. Royal Enfield Group will strive to protect the environment and prevent pollution of air, water, soil and noise through effective control measures. Educate company staff to minimize waste and conserve natural resources through reuse, recycling, and reduction. We will focus and work towards continuous improvement of the performance of our environments and we will comply with all applicable legal and other requirements.

Product / Service Profile

Royal Enfield bikes:

1. Royal Enfield Classic
   - 350
   - 350 Gunmetal Grey
   - 350Redditch
   - 350Signals
   - 500
   - 500Pegasus
   - 500 Stealth black
   - 500 Squadron blue
   - 500 Desert Storm
   - 500 Chrome
2. Thunder Bird Models
   - 350
   - 350x
   - 500
   - 500x
3. Royal Enfield Bullet Models
   - 350
   - 500
   - 350 ES
4. Royal Enfield Interceptor
5. Royal Enfield Continental GT
6. Royal Enfield Himalayan

Classic 350.

Classic500.

Thunder Bird 350 and 500.

Thunder Bird 350x and 500x.

Bullet 350.

Interceptor.

Continental GT.

Himalayan

Royal Enfield Accessories:

1) Helmets
2) Jackets, T-shirts
3) Wallets
4) Safety guards
5) Bike accessories
6) Hand gloves
7) Stylish belts
8) Chains,
9) Bags ,Etc.

Infrastructure and technology

It is essential to build world-class bikes that are known around the world for their trustworthiness and robustness. They have one of the best infrastructures for its production and other facilities which is essential. A dynamic R & D internal wing is continually working to assemble shifting customer liking and confront of Indian and international environmental values. When launching a brand-new invention, this line-up commences all the interdependent setting up, which consist of a full program of contacts, creative, engineering processes and simultaneous testing. The Chennai manufacturing facility's motorcycle design team is well equipped with state-of-the-art CAD / CAM terminals (computer aided design / computer aided manufacturing) and the latest modelling software. High-level designers are constantly working to design innovative bikes to meet market expectations. Extensive and ongoing testing of motorbikes and their gears is done in the product expansion testing lab to further improve the customer experience.

Competitor's information

Major players in Indian two wheeler market

GROUP	PLAYERS	ATTRIBUTES	COMPETITIVE FORCES
A	Bajaj Hero Moto Corp	Highly diversified Aggressive promotion	- High buyer power - High competitive rivalry - High entry barriers
B	TVS	Selectively diversified Aggressive Promotion	- Low entry barriers - Narrow product lines imply that aggressive promotions can eat into market share
C	Honda Yamaha	Selectively diversified Moderate Promotion	-High threat of substitution (Rs 1 lakh car) - Low entry barriers

Competitor's information.

SWOTAnalysis

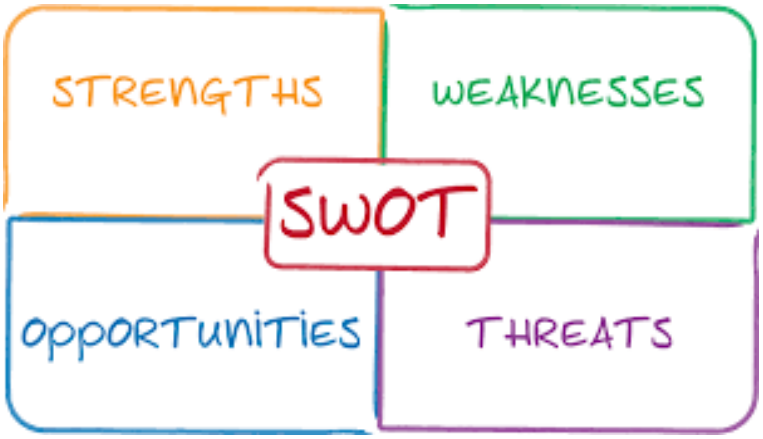


Fig.2.1: SWOT analysis.

SWOT analysis is a framework used to estimate a company's competitor position by recognizing its SWOT.

Strengths:

- Old dealer in Belagavi City
- Maintains standard of RE the mother company
- Size and dimension of Mother company is huge.
- Effective Advertising Capability for more sale and increase good brand image.
- Education background and committed and devoted employees towards the work.
- High stress on R&D Department for bringing development to its product.
- Well Experience bike dealer in the market of two-wheeler.
- Well recognized market channel for distribution of its products.

Weakness:

- Niche or narrow market considering bullet type bikes.
- Restrictedgrowthduetonewcompetitorslike Jawamotorsandothercompanybikes.
- Location or area for its showroom, i.e. it is difficult for few customer to reach the place from nearby villages.
- Technology advancement in terms of its product features and other products.
- Small or miniature showrooms, it is very small place for sales force to bring more vehicles and keep it as stock.

- Not a lot importance given on aggressive selling
- Weak product variety to choose for customers.

Opportunities:

- New bikes launching with low price range so it can be affordable to other customers as well.
- RE can come up with new segment.
- RE is growing in its premium segment of its products.
- RE should expand its products into central America Caribbean.
- There is opportunities for RE to target market with taking women's in consideration.

Threats:

- Increasing expenses
- Government rules & regulations & tax system.
- Very high Cutthroat competition especially with new Jawamotors.
- Increasing number of players in the market
- Increase in cost of raw material for the production of its products.

Future growth and prospects:

Here, are some of the characteristics which the RE wanted to focus on to the future development some of them are:

1. Expansion of many more branches all over the world.
2. Providing good facilities to the employees so that they can give their most excellent to the organization.
3. Focusing on to the various field in the manufacturing.
4. Adopting to the new technology for the manufacturing as well as the casting process.
5. And also focusing towards the good transportation system for the on time delivery of goods.
6. To provide better training to the employees so, that there should not be any problem.
7. To maximize the production capacity of the company.
8. And to build more good relation with the foreign customers.
9. To give some basic amenities to the society as a part of CSR activities.
10. To preserve a positive enriching working atmosphere.

CONCEPTUAL BACKGROUND: PERCEPTION

DEFINITION

Schiffman and kanuk have defined perception as "The process by which an individual selects, organizes and interprets into a meaningful and coherent picture of the world". A stimulus is the unit of input to a sensory reception. In a marketing context, the stimuli include brand names, advertisements, colors, sounds, and packages etc.

Understanding perception

Information processing involves a series of activities through which stimuli are perceived and transformed into meaningful information stored. Reality to the perception of an individual, a personal phenomenon, on the basis of which the individual acts or reacts and not on the basis of objectives of reality. For this reason, marketers are particularly interested in the perception of consumers only by their knowledge of the reality of the objects. In simple terms, perception is about seeing the world around us. Different people may be exposed to the same stimuli under the same conditions, but the way everyone recognizes, selects, organizes, and interprets stimuli is unique in the case of each person and depends on their needs, desires, values, benefits and personal experiences, moods and expectations. Perception is also influenced by the characteristics of the stimuli, such as size, color, intensity, etc., and the context in which it is seen or heard. Some of the basic concepts associated with perception are as follows.

Stimulus factors

These are attempts at different and often merit the attention of consumers.

- **Expectations**

  Public typically make out what they supposed to see and these expectations are based on awareness and past understanding. Consumers often perceive production and produce attributes that match their expectations.

- **Motives**

  Consumers tend to perceive that the things that matter most to their needs are the list of desires. They are very sensitive to stimuli that fit their needs and interests. Thus, the more the need is felt, the more the tendency is to notice things related to the pattern and to ignore the unrelated stimuli in the environment.

- **Selective exposure**

  Exposure occurs when the senses of the consumer are activated by a stimulus. Consumers are attentive to stimuli that are relevant, enjoyable, or to which they may be sympathetic and ignore the unpleasant and painful.

- **Selective attention**

  Attention is the temporary concentration of a customer's inbuilt ability on a picky stimulus. Customers are extra alert of the stimuli that fit their desires or benefit and are less aware of irrelevant stimuli.

- **Adaptation**

  Adaptation refers to the gradual adaptation to the stimuli that consumers are exposed to for an extended period of time. Because of adaptation, consumers do not notice the stimuli they have adapted to.

- **Perceptual vigilance and defense**

  Perceptual defense is more likely in the stimulus of anxiety production. For this reason, unpleasant, harmful or threatening motivation are not as much of expected to be perceived compared to unbiased motivation at the same level of exposure.

Consumer perception

Perception is the process by which a person selects, organizes and interprets the information captured to create a meaningful picture of the world. A stimulus is an input unit in one of the senses. Stimuli include products, packaging, brand names, advertisements, and advertisements. Sensory receptions are the human organs (eyes, ears, nose, mouth and skin) that receive sensory inputs. Their sensory function is to see, hear and smell the taste and the sensation. All these functions are involved, alone or in combination, in the evaluation and use of the most common products. Perception has a strategic implication for marketers because consumers make their decision based on what they perceive on the basis of the same object because of three perception processes. They are

1. Selective attention:

Selective attention means that marketers have to work hard to get the consumer's attention.

2. Selective distortion:

Sometimes even noticed stimuli do not happen as intended by the correspondent. It is the inclination to turn data into individual meanings and deduce the information to fit our preconceptions. Unfortunately, marketers cannot do anything about selective distortion.

3. Selective retention:

people will tend to forget many of the things they have learned, but they will tend to retain information that reinforces their attitudes and beliefs. Due to selective retention, we are probably have the positive view reveal about a product. Selective retention explains why marketers use drama and repetition in sending messages to their target market.

4. Attitude

An attitude is a person's long-lasting favorable or unfavorable evaluation, emotional feelings, and action tendencies towards an idea or object.

LITERATUREREVIEW

1. Mohit Sharma K (2010) examined consumer perceptions of 2-wheeled vehicles for the automotive business. The researcher interviewed 100 regulars using partially-well thought-out questionnaires to examine their perception of two-wheeled vehicles. The study found that each and every one were prepared to give a higher price, but the rank of suitability varied significantly and some factor works behind this behavior shown by the consumer. Main studies focus on understanding factors such as demographic, communal, intellectual, charge, quality, product characteristics, and more. to buy 2-wheeled vehicles, the consumer wants bikes and prefers to buy more stylish, more comfortable, more fuel-efficient.
2. D. V. Ramana (2013) in his study on consumer perception of the decision to purchase two motorcycles in Nellore district, Andhra Pradesh. This study explores the purchasing dynamics of individual consumers and the buying behavior of motorcycle consumers, and allows marketers to understand why some people act in a consumer-driven way and to learn about internal and external influences. oblige them to act in this way. This study is undertaken to learn about the most important factors of the bike and its response to respondents and to understand their perceptions of different brands of motorcycles on the market. An analytical study was conducted using a questionnaire and the data collected were analyzed using percentages, factors and ANOVA. The study reveals that Hero Honda is the most preferred brand, followed by Bajaj. In addition, he emphasizes that demographic factors have a significant influence on the purchase decision.
3. Vijay, Kumar ; Chandra V (2014) cost is without a doubt the for the most part crucial and key pressure on the product's status and escalation, and therefore has a straight impact on the sales capacity of the product and its share. market. If used wisely and thoughtfully, effective pricing can enable a company to have a significant and sustainable share of its marketplace. The pricing of a product is not straightforward and depends on more than a few factors such as the price tag of the product, the availability of substitute products, demand, market share, geographical factors.

4. Sawaant, Shekhara . (2006) Customer and their ownership fondness and possession structure, the foundation of information that used for decision making, as well as the importance accorded different evaluation criteria. In addition, the study showed that the repairs and average required are very significant criteria for a buyer making a buy decision. Individuals perceive a huge dissimilarity between the price, the mileage and the resale value of their prices, among the different version existing on the marketplace. Even though citizens did not consider the protection thing as vital, they found that all were comparatively just as secure.
5. Choy Johnn Yee, Annie Ng Cheng San (2015) carry out a study on consumer insights regarding the acquirer of a vehicle in Malaysia. This study was to conduct explore and examine particularly the alleged significance, superficial value and perceived risk will distress the purchasing decision of consumers. The questionnaire survey method was used to collect data for this research study. The study specify that perceived threat is linked with the procure decision when customers want to buy a car. The study found that mainly clients become conscious that the car should be heavy-duty.
6. Reddy, Mallikarjuna, K. (2006) Four main factors influence consumer buying behavior: enlightening, communal, individual and psychosomatic. Yamaha and TVS were well underneath consumer prospect in terms of mileage per liter of bike fuel. In addition, the Hero Motor bike was more acknowledged among scholars, TVS was extra admired among workers, while businessmen opted for Yamaha. In terms of motorcycle satisfaction, 79 of them said that Yamaha's fulfilment was the maximum, the least possible of all TVS motorbikes.
7. Lindquist, Jay D. and Joseph, M. Sirgy (2003). This study focuses on the issues of consumer purchasing, consumption and consumer behavior, based on national and global examples as well as theories. It is separated into divisions on the basics of marketing, purchaser choice-making, emotional and sociological powers on buyer choice-making, and specific subject matters related to communal guiding principle, managerial procurement, and research.
8. Bijapurkare, Rama S. (2011) In this, the researcher tries to inform that about the environment in which consumers live; the way they think, their varied nature and their transformation is discussed. An unprecedented world contains the key conclusions needed to measure business opportunities and determine the current market strategy. As a result of various changes, India is now in the third decade after liberalization. Consumer arrangement and consumer behavior are studied. This study concludes that the way customer thinks before and the purchase of the bikes is based on customer perception.

Chapter Scheme

In the chapter we come across and study about the Theoretical background of the study about our topic on which the project work is been conducted. At the end we study the research papers from which we came up with literature reviews using which we will try to find research gap that happened with the researcher in their research work.

RESEARCH DESIGN

Statement of the problem

The study concludes the perception of the consumer towards the RE bikes and its other products. The study thus look for the collecting the valid information from the respondents /customer on the usage patterns and first choice of bike what they consider about the product. This study assist us to understand if there is anything that the consumer do not like in the product and all.

Need for the study

Organization needs to know the customer liking in order to take correct decisions. Surveys on customer preference can create positive or result, but bringing a number of benefits to organization. By learning on customer first choice help out to understand the performance of the business and the behavior of the consumers. The study of customer preference direct towards the expectations of the customers. Customer preference also helps to study the loyalty of the customer towards the products. The management finds a achievable way to fulfil the expectations of customers and catch the attention of new customers.

Objectives, Scope of the study

Objective of the study

- To study the customer perception towards the RE bikes.
- To understand the attitude of the customers towards the Royal Enfield bikes and to understand buyer behavior.
- To study the brand awareness, brand images and perception of customers towards Royal Enfield Bikes.
- To study the ideal choice of customers on different varieties of Royal Enfield bikes.

Scope of the study

The learning helped in deliberate with reference to the understanding and satisfaction and also the perception of consumers towards RE. It also helped to analyze the seller's attitude towards the service and benefits provided by the company. This study also helps the management students and researchers who would like to increase their knowledge on the subjects which might be of help soon while looking for works.

Methodology of the study

The study was carried out through survey method. Fieldwork was carried out in order to collect the required information. The data collection was done using questioner and face to face interactive interview with customers. The study breakdown of the data was done through a simple statistical technique such as drawings of percentage for simplification. Construction to tables for tabulating the primary data. The use of tables and bar diagrams to have better understanding of the study is also adopted.

The Project report is based on following data.

Sources of the Data

Data are facts, figures and other relevant material, past and present, serving as basic study and analysis.

Primary data

Primary data are original data collected for the purpose of a particular study. In the present study primary data have been collected by personal interview method with the help of questionnaire.

Secondary data

These are the sources containing data, which have already been collected and compiled for other purpose by other researchers . The secondary sources consist of readily available materials and already compiled statistical statements and reports whose data may be used by researcher for his or her study.

Secondary data for the present research collected the major sources of secondary data are given below:

- Newspaper and articles
- Business line
- Various websites
- Different marketing journal

Testing Hypothesis

H0: There is considerable correlation involving customer perception and sales.

H1: There is no considerable correlation involving customer perception and sales.

HYPOTHESIS	**HO**	**H1**
During servicing of your bike all your complaints were resolved properly?	✓	✗
The approach of the employees during services in Showroom was good.	✓	✗
Service supervisor could understand your problem	✓	✗
Do you prefer to visit Royal Enfield service centre after compilation of FREE SERVICES	✓	✗
Satisfied after servicing the motorcycle at service centre	✓	✗
Are you satisfied with the mileage of your Royal Enfield Bike?	✓	✗

Testing Hypothesis.

From the above Table, we can conclude that majority of the statement supports Ho.

Hence Ho is accepted and H1 rejected.

Analysis and interpretation
Data analysis and interpretation

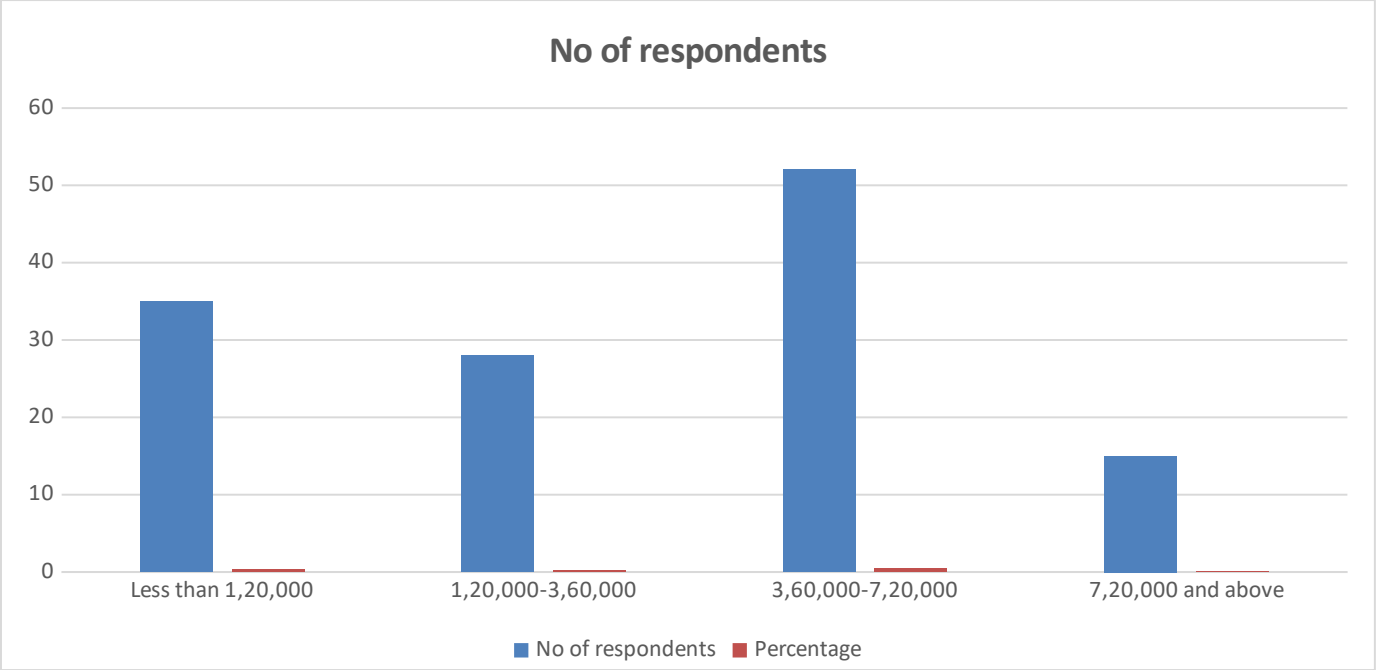
Proceeding chapters were addressed to the varied practices of data gathering and the methodological rational underlying them. The question that naturally comes in the mind is; what is to be done with data that are collected? In this chapter we shall deal with that questionnaire.

Analysis of data engages a number of closely related operations that are performed with the reason of summarizing the collected data and organizing these in such way that they will yield answer to the research question.

Profession of the respondents

SL No	Profession	No of respondents	Percentage
1	Student	52	40%
2	Businessman	32	25%
3	Professionals	34	26%
4	Others	12	9%
	Total	**130**	**100%**

Respondents profession.



Showing the respondent profession.

Analysis:

It can be analyzed from the data collected and from the data put in the table that the number of customer who visit the most of the customer are students i.e 40% students, 25% businessman, 26% professionals , 9% are others.

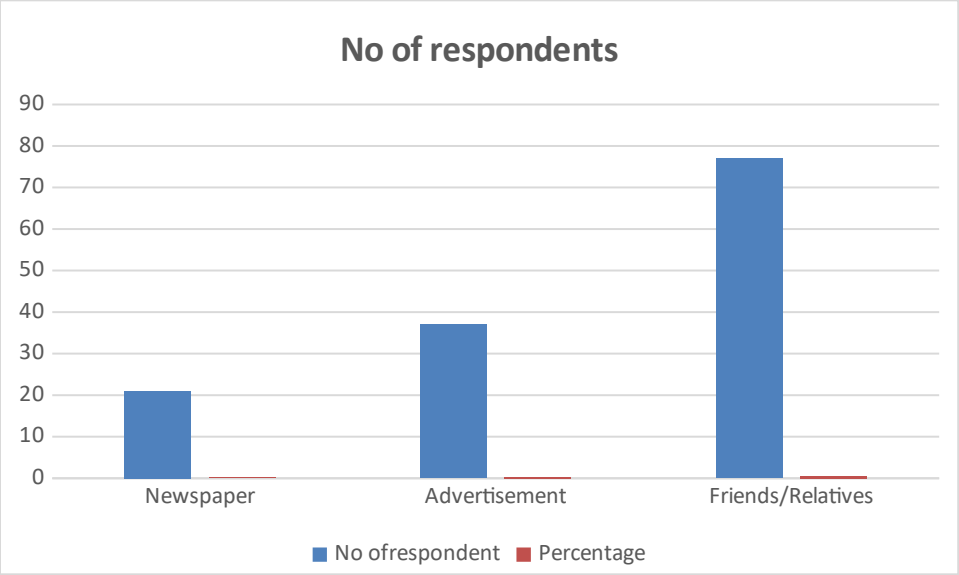
Interpretation:

It shows that most of the replies from who ride RE bikes were come out as students and professionals compared to that of businessman and others. It is clear from the table that researcher has enclosed all types of users for the study.

Data showing age group of respondents

Sl no	Age group	No of respondents	Percentage
1	20-30 Years	80	61.54%
2	30-50 Years	35	26.92%
3	50 Years and above	15	11.54%
	Total	**130**	**100%**

Age group of respondents.



Age group of respondents.

Analysis

It can be analyzed from the data collected that the age group of customer who visit the showroom. Most of them between the age 20-30 year . i.e.61.54 % are 20-30 year, 26.92% 30-50 year and 11.54% of them are 50years and above.

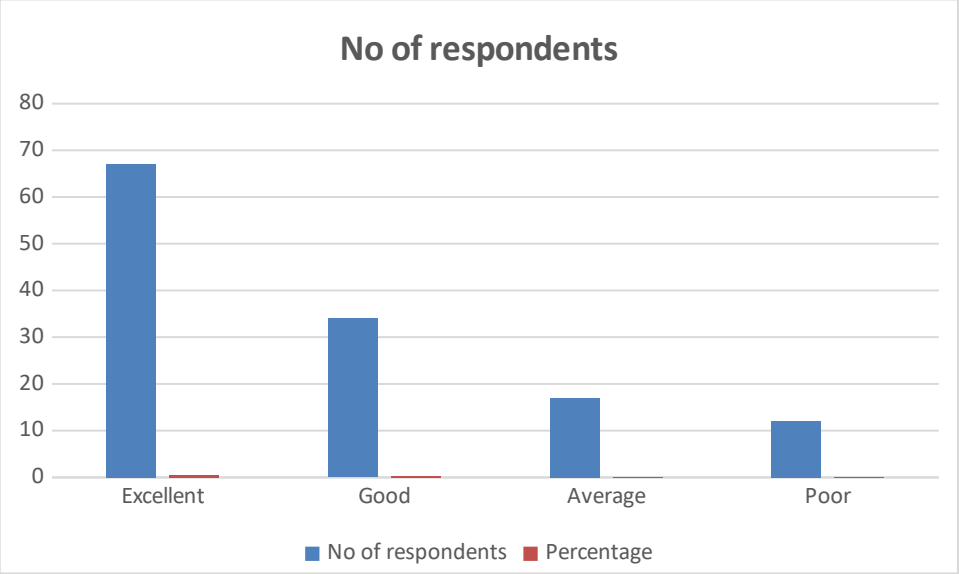
Interpretation

The customers who ride RE bikes were in the age cluster of 20-30 who are mostly students and learning compared to the age group of 30-50 and 50 and above who were mostly comprised of professionals and others. It is clear from the table that study has covered all the age groups for study.

Table showing the annual income group of respondents

Sl no	Income group	No of respondents	Percentage
1	Less than 1,20,000	35	26.92%
2	1,20,000-3,60,000	28	21.54%
3	3,60,000-7,20,000	52	40.00%
4	7,20,000 and above	15	11.54%
	Total	**130**	**100**

Annual income group of respondents.



Annual income group of respondents.

Analysis

From the table it can seen that 40% of customers are having annual income of 3,60,000-7,20,000, 26.92% having income of Less than 1,20,000 , 21.54% having income of 1,20,000-3,60,000, 11.54% having income of 7,20,000 and above.

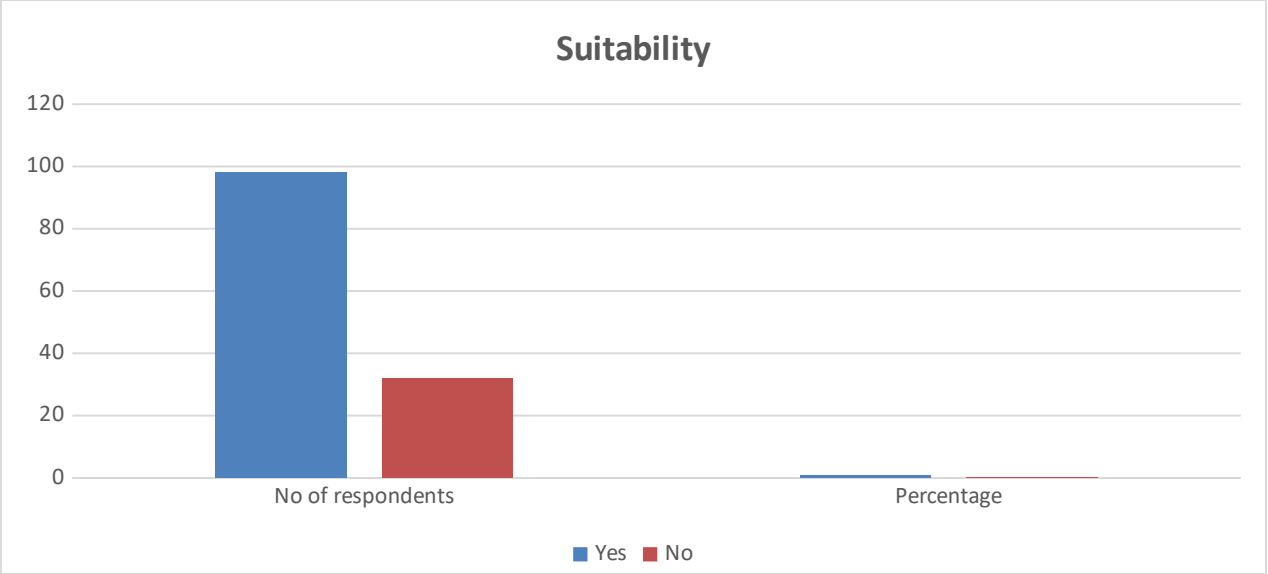
Interpretation

The survey so conducted assesses the objectives of the research. From the data it is comprehensible that majority of the response from the customer says that they belong to the annual income group of 3,60,000-7,20,000 compared to that of 1,20,000-3,60,000 and less than 1,20,000 who are little less. We can also see that the income group of 7,20,000 and above are very few in number.

1. Table showing the model of bikes used by the respondents

Sl no	Model	No of respondents	Percentage
1	Classic 350	45	27.69%
2	Classic 500	25	12.31%
3	Electra	10	7.69%
4	Thunderbird	32	20.00%
5	Others	18	9.23%
	Total	**130**	**100**

The model of bikes used by the respondents.



The model of bikes used by the respondents.

Analysis

Most of the customer are owning classic 350 and 500 thunderbird models, Electra and other models of the bikes are not much purchased by customers. It can be analyzed by the graph.

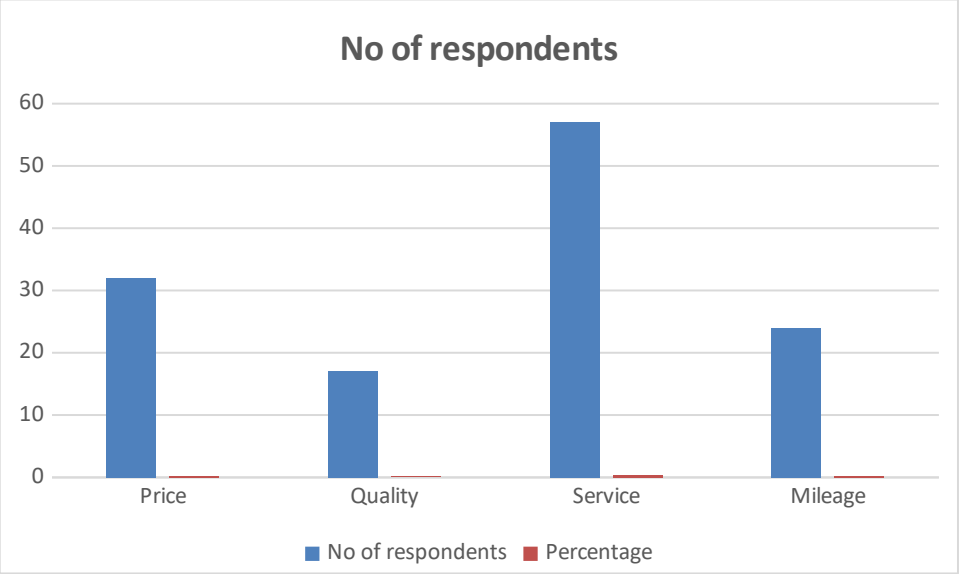
Interpretation

Here the data shows the type vehicles purchased for use by the customer. We can see that majority of respondents that is 45 of them use Royal Enfield Classic 350 model compared to that of all the remaining models. The model classic 350 is highly popular among youth especially, due to its vintage look and muscle of bike.

2.Attributes preferred by the customer before purchasing the bike.

Sl no	Attributes	No of respondents	Percentage
1	Style	58	45%
2	Status symbol	25	19%
3	Maintenance	13	10%
4	Power of bike	34	26%
	Total	**130**	**100**

Attributes preferred by the respondents before purchasing the bike.



Attributes preferred by the respondents before purchasing the bike.

Analysis

It can be seen that 45% of customer prefer style, 26% them desire for power of the bike, 19% prefer status symbol and 10% customer prefer Maintenance before purchasing the bike.

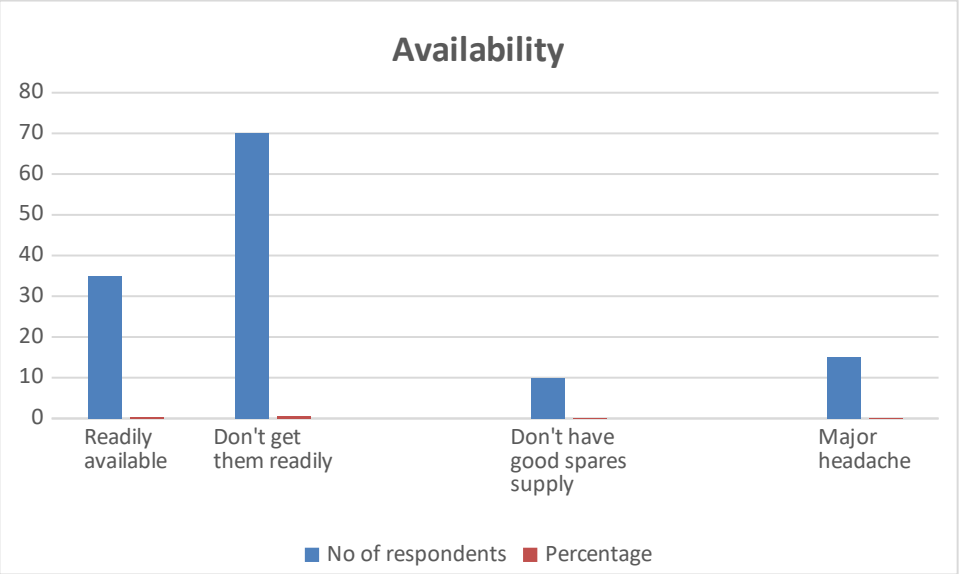
Interpretation

The above table shows the attributes preferred by respondents before purchasing the bike. Majority of the respondents prefer the bike because of its style, power of Bike and status symbol only few of them prefer it looking at the bike maintenance.

3. Table showing how the respondents came to know about RE bikes

Sl no	Attributes	No of respondent	Percentage
1	Newspaper	21	16.15%
2	Advertisement	37	28.46%
3	Friends/ Relatives	77	59.23%
	Total	**130**	**100**

How the respondents came to know about Royal Enfield bike.



How the respondents came to know about Royal Enfield bike.

Analysis

It can be analyzed from the above table which contains the response of the customer that 59.23% of current customer came to know about bike from friends/relatives, 28.46% and 16.15% of customers came to know from Advertisement and Newspaper respectively.

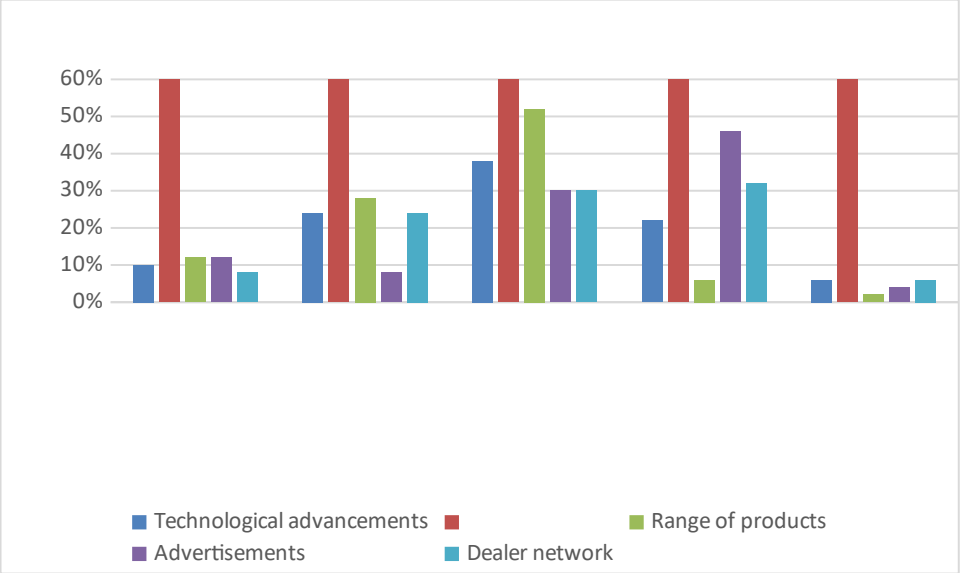
Interpretation

From the above data table revealed that the customers of RE came to be on familiar about the bikes through associates with friends and relations, rather than by advertisement or newspapers. so it can be concluded that more and more customers are knowing about the product through friends and relatives by word of mouth promotion.

4. Table showing the purpose of respondents for using the bike

Sl no	Attributes	No of respondents	Percentage
1	College	52	40.00%
2	Style	20	15.38%
3	Office	36	27.69%
4	Others	22	16.92%
	Total	**130**	**100**

The purpose of respondents for using the bike.



The purpose of respondents for using the bike.

Analysis

From table we can analysis that 40% of customer use the bike for college purpose, 27.69% of then use it for Office, 16.92% of them use it for other purpose like tours and ect and 15.23% of customer use it for Style purpose.

Interpretation

The above table shows the purpose for which the respondents use the bike. It is found that majority of respondents use the bike for going to college compared to office and style. It is also seen that few of hardcore Royal Enfield riders use the bike for other purpose such as tripping or expeditions.

5. Table showing how the attributes which makes the respondents extremely happy with respect to bike.

Sl no	Attributes	No of respondents	Percentage
1	Style	22	16.92%
2	Power of bike	50	52.31%
3	Mileage	14	10.77%
4	Maintenance	6	9.23%
5	Others	8	10.77%
	Total	**130**	**100**

Attributes which makes the respondents extremely happy with respect to bike.

Attributes which makes the respondents extremely happy with respect to bike.

Analysis

From the analysis of the table it can be seen that 52.31% of people happy with the power of the bike and 16.92% happy with style. Few other customers are happy with mileage, maintenance in10.77% and 9.23% respectively.

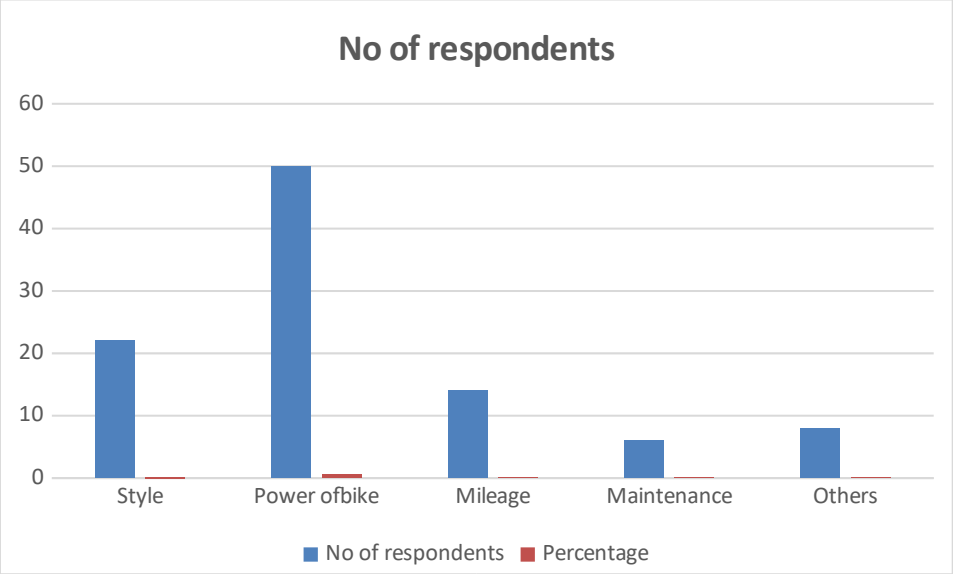
Interpretation

In the above table it is shown the attributes of the bike which makes the respondents extremely happy. It has been found out that majority of respondents are happy with the power of bike, style also plays an important part for the riders whereas mileage, maintenance and some other attributes are less considered.

6.Table showing the perception of the respondents towards Royal Enfield when compared to other bikes

Sl no	Attributes	No of respondents	Percentage
1	Excellent	67	51.54%
2	Good	34	26.15%
3	Average	17	13.08%
4	Poor	12	9.23%
	Total	**130**	**100**

The perception of the respondents towards Royal Enfield when compared to other bikes.



The perception of the respondents towards Royal Enfield when compared to other bikes.

Analysis

From the data collected above it can be analysed that 51.54% says that bike they own is excellent , 26.15% of then say it is good, and 13.08% and 9.23% of customer say that bikes they own it average and poor respectively

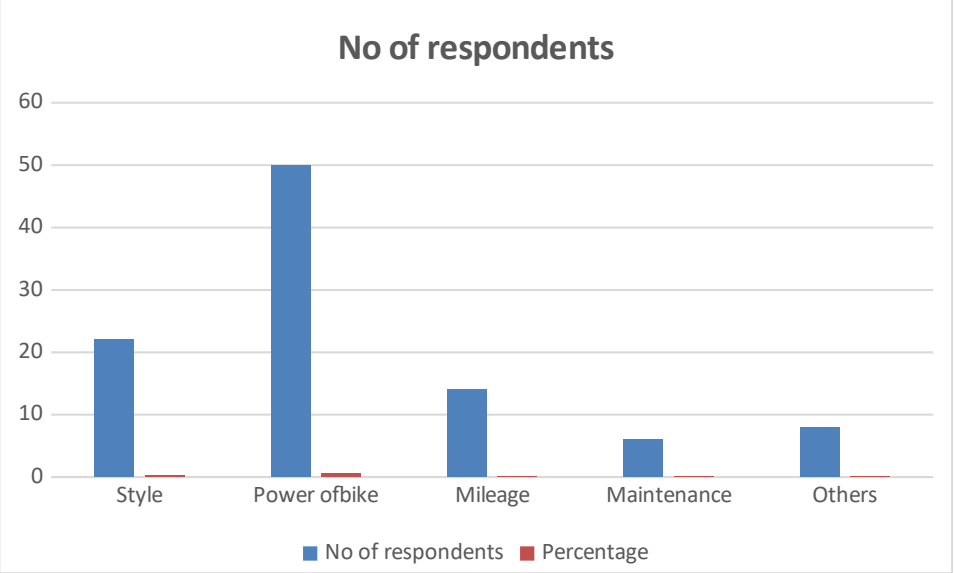
Interpretation

It is shown that more than 50% of the responses from the customer feel that their bike is excellent and good when compared to other bikes which is available in the market, whereas there are very few to believe that it is poor.

7. Table showing customer's satisfaction with respect to mileage of the bike.

Sl no	Response	No of respondents	Percentage
1	Yes	47	36.15%
2	No	83	63.85%
	Total	**130**	**100**

Customer's satisfaction with respect to mileage of the bike.



Customer's satisfaction with respect to mileage of the bike.

Analysis

It can be analysed by the help of table that 63.85% customer who own Royal Enfield bike are not satisfied with the mileage and 36.15% of the customer are satisfied with the mileage.

Interpretation

From it is apparent that majority of the customers are not glad with the mileage of the bike, though it is very much clear that the bike is preferred only because of its power and status symbol and not because of its mileage.

8. Table showing perception of the customers towards maintenance of Royal Enfield bike.

Sl no	Perception	No of respondents	Percentage
1	Expensive	72	55.38%
2	Affordable	44	33.85%
3	Cheap	14	10.77%
	Total	**130**	**100**

Perception of the customers towards maintenance of Royal Enfield bike.

Perception of the customers towards maintenance of Royal Enfield bike.

Analysis

From the above table we can analysis that about 55.38% customer think that maintenance is expensive, 33.85% and 10.77% of the customer think that its maintenance is affordable and cheap respectively.

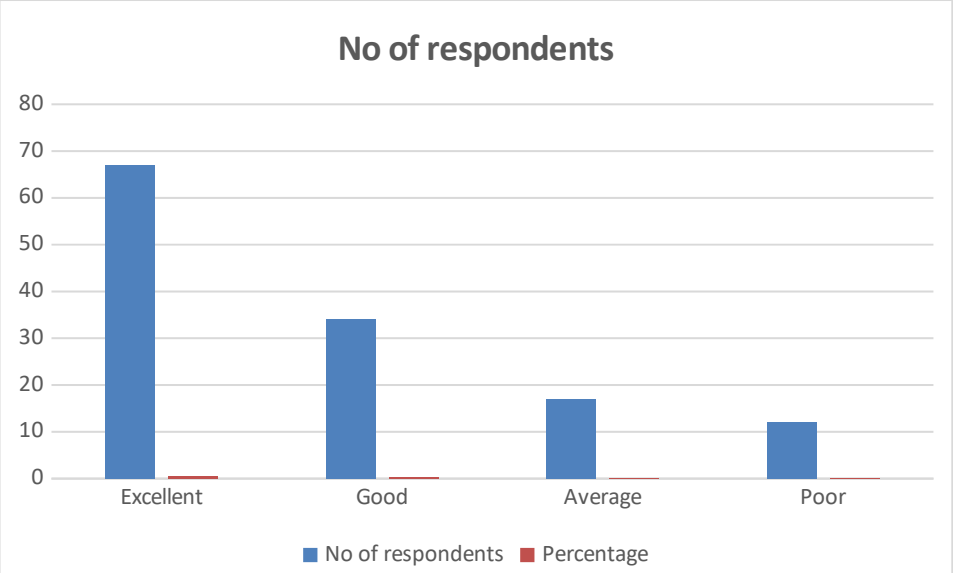
Interpretation

From the data above it can be seen that majority of the customers feel that it is too expensive to maintain the bike and some customers also feel that it is affordable, whereas very few think that it is cheap.

9. Table showing suitability of Royal Enfield bikes for all types of roads

Sl no	Suitability	No of respondents	Percentage
1	Yes	98	75.38%
2	No	32	24.62%
	Total	**130**	**100**

Suitability of Royal Enfield bikes for all types of roads.



Suitability of Royal Enfield bikes for all types of roads.

Analysis

From the table it can be analysed that 75.38% of current customer feels that the bike it suitable for all types of road and remaining 24.62% of customer feels that its not suitable for all types of roads.

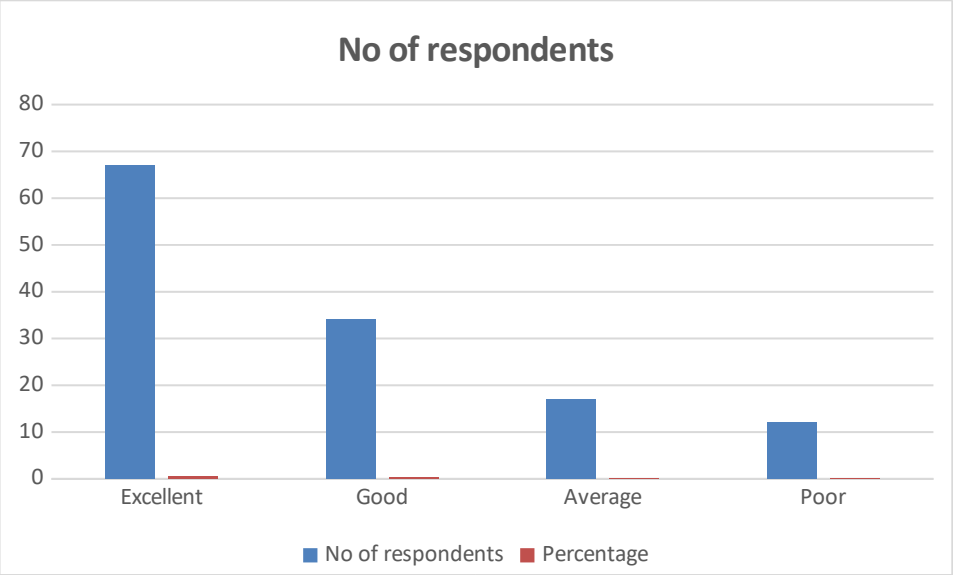
Interpretation

From data above it is evident that more than 90% of the customers believe that it is suitable for all kinds of roads compared to very few who feel it doesn't. Therefore it is clear that the bike suits almost all kinds of roads.

10. Table showing perception of the respondents towards the appearance of the bike.

Sl no	Attributes	No of respondents	Percentage
1	Excellent	67	51.54%
2	Good	47	36.15%
3	Average	13	10.00%
4	Poor	3	2.31%
	Total	**130**	**100**

Perception of the respondents towards the appearance of the bike.



The Perception of the respondents towards the appearance of the bike.

Analysis

From the table it can be analysed that 51.54% and 36.15% customer thinks that appearance of their bikes is excellent and good respectively. And 10% of the customer thinks that its average and 2.31% of customer thinks that its Poor.

Interpretation

Here it can be seen that the people who ride RE bike feel that the appearance is excellent and good compared to very few who feel that it is average or poor.

11.Table showing perception of the respondents towards price of the bike.

Sl no	Attributes	No of respondents	Percentage
1	Costly	51	39.23%
2	Standard	65	50.00%
3	Economical	14	10.77%
	Total	**130**	**100**

Perception of the respondents towards price of the bike.

Perception of the respondents towards price of the bike .

Analysis

From the table we can see that 50% of the customer thinks that cost of the bike is expensive. And around 39.23% and 10.77% customer thinks that its cost is standard and economical respectively.

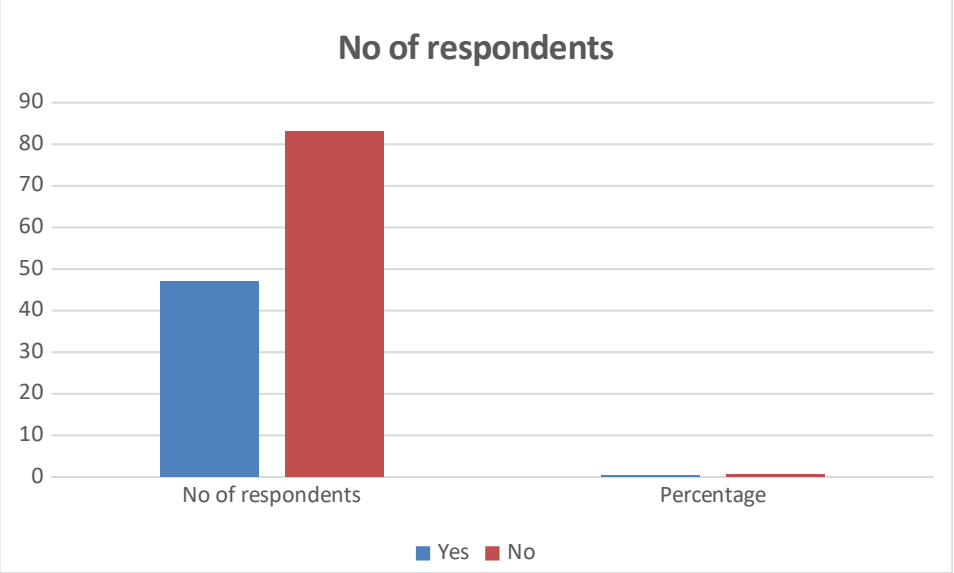
Interpretation

From the data table and chart it is understandable that the respondents are of the opinion that price of the Royal Enfield bike is standard and also costly compared to very few who feel it is economical.

12.Perception of the customer/ consumers towards the variation of the bike after the purchase.

Sl no	Attributes	No of respondents	Percentage
1	Price	32	24.62%
2	Quality	17	13.08%
3	Service	57	43.85%
4	Mileage	24	18.46%
	Total	**130**	**100**

Perception of the respondents towards the variation of the bike after the purchase.



Perception of the respondents towards the variation of the bike after the purchase.

Analysis

It can be analysed from the above data that variation that customer came across after purchase of the bike. they are like 43.85% in Service, 24.63% in Price, 18.46% in Mileage, 13.08% in Quality.

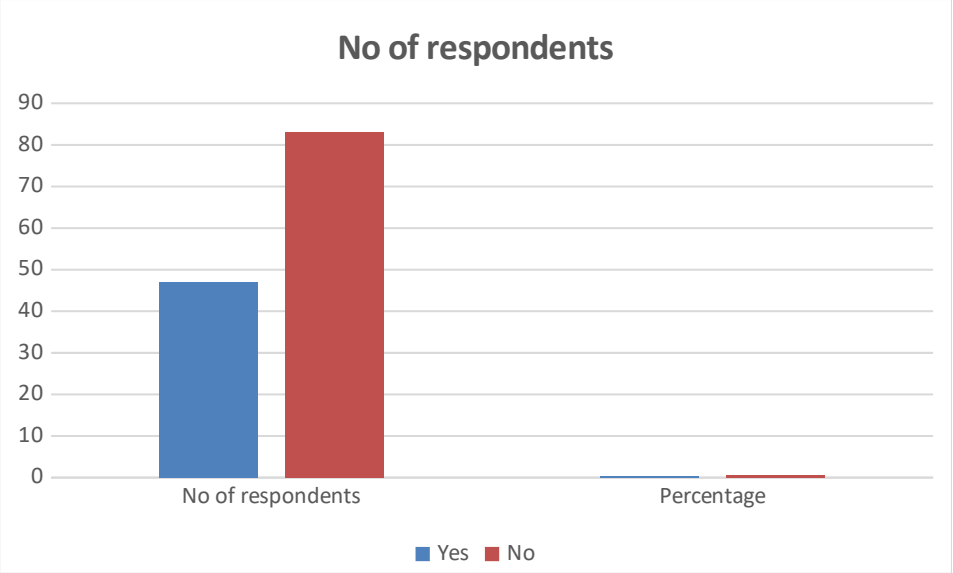
Interpretation

The data from the table and chart it is shown that the more than half of the purchaser of the bike feel that there is variation in the service of the bike after it is purchased from the outlet, compared to very few of them who feel that there is variation in the price, quality and mileage.

13. Table showing whether the customers are comfortable with Royal Enfield bikes.

Sl no	Response	No of respondents	Percentage
1	Yes	126	96.92%
2	No	4	3.08%
	Total	**130**	**100**

Whether the customers are comfortable with Royal Enfield bikes.



Whether the customers are comfortable with Royal Enfield bikes.

Analysis

It can be analysed by the help of table that 96.92% customer who own Royal Enfield bike are Comfortable with the bike and 3.08% of the customer are not Comfortable with the bike.

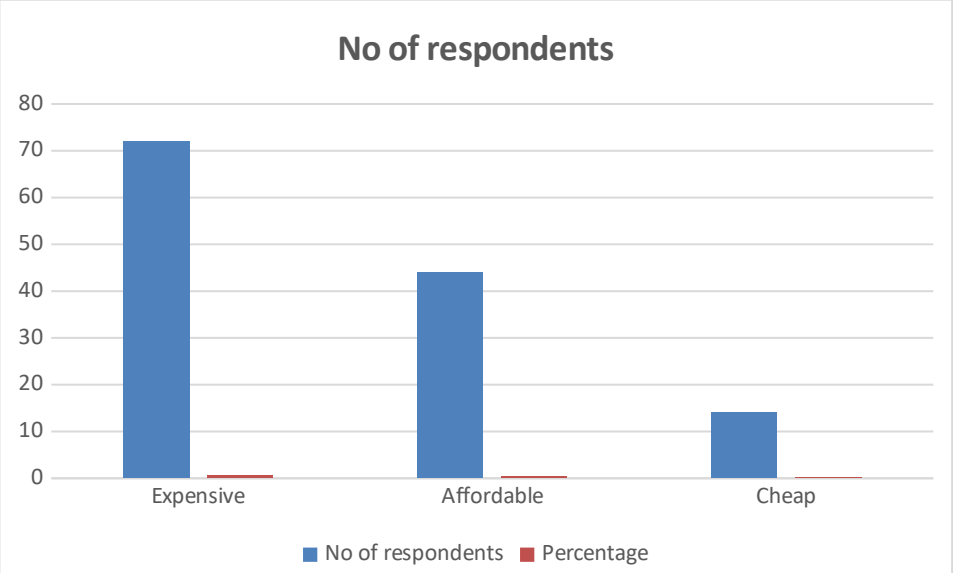
Interpretation

From the data it is clear that almost all the customers are comfortable with their bikes [98%]. Thus we can conclude so as to most/ many of the customers are pleased with their motorbikes when it comes to comfort.

14. Table showing whether the customers recommend the product to their friends and Relatives.

Sl no	Response	No of respondents	Percentage
1	Yes	122	93.85%
2	No	8	6.15%
	Total	**130**	**100**

Whether the customers recommend the product to their friends and relatives .



Whether the customers recommend the product to their friends and relatives.

Analysis

It can be analysed by the help of table that 93.85% customers recommend the bikes to their friends and relatives and 6.15% customer will not recommend.

Interpretation

From the above table it is evident that the majority of the customers recommend their product to their friends and relatives compared to very few who doesn't want to recommend, it might be due to the price, service or mileage of the bike.

15. Table showing perception of the respondents towards the availability of spare parts.

Sl no	Availability	No of respondents	Percentage
1	Readily available	35	26.92%
2	Don't get them readily	70	53.85%
3	Don't have good spares supply	10	7.69%
4	Major headache	15	11.54%
	Total	**130**	**100**

Perception of the respondents towards the availability of spare parts.

Perception of the respondents towards the availability of spare parts.

Analysis

It can be analysed from the table that 53.85% customer thinks that spare part is don't get readily and 26.92% thinks that its readily available. Around 7.69% customer thinks that workshop doesn't have good spare supply and 11.54% customer thinks that getting spare parts readily is headache.

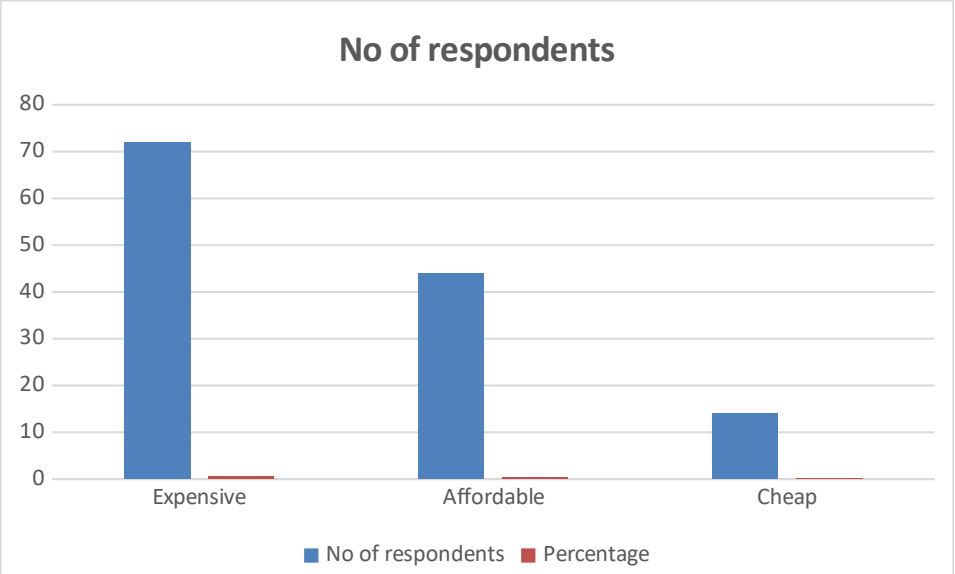
Interpretation

From the above it can be seen that majority of the customers think that they don't get good spares supply at proper time in service outlets or in the showroom, and there are also customers who feel they get them readily. Customers who have witnessed some problems because of non availability of spare parts are very few in number.

16. Table showing perception of the respondents about the resale value of the RE bike.

Sl no	Attributes	No of respondents	Percentage
1	Excellent	63	48.46%
2	Good	47	36.15%
3	Average	15	11.54%
4	Poor	5	3.85%
	Total	**130**	**100**

Perception of the respondents about the resale value of the Royal Enfield bike.



Perception of the respondents about the resale value of the Royal Enfield bike.

Analysis

It can be analysed that 48.46% of the customer thinks that their bike resale value is excellent ,36.15% of them believe that its good, 11.54% of them thinks that its average and 3.85% thinks that its poor.

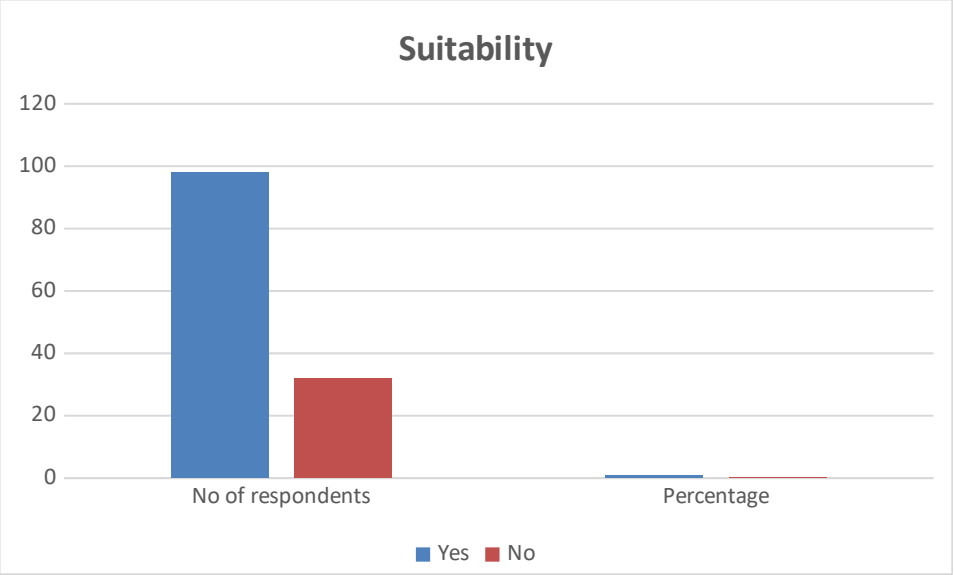
Interpretation

The above table point towards the most of the customers are of the opinion that they will get superb and good resale value of their bike compared to very few who think that it is average or poor. Due to its Rigid and durability of the bike .

17. Table showing customers level of satisfaction with respect to features of RE bike.

Sl no	Features	Excellent	Good	Average	Below average	Not satisfied
1	Ignition	22%	46%	24%	6%	2%
2	Disc brakes	46%	36%	11%	-	7%
3	Pickup	36%	46%	12%	2%	4%
4	Fuel efficiency	14%	24%	48%	12%	2%

Customer's degree of satisfaction with respect to features of RE bike.



Customers degree of satisfaction with respect to features of Royal Enfield bike.

Analysis

From the table it is clear that from the response of 130 customers that around 46% of then said that Ignition of the bike is good, disk break with 46% which falls under Excellent, Pickup with 36% in Good , for fuel efficiency 48% of respondents said that its average.

Interpretation

From the above it is apparent that, In case of ignition most of the respondents think that it is good. In case of disk brakes it is excellent. In case of pickup respondents feel it is good and lastly in case of fuel efficiency riders have average opinion.

18. Table showing perception level of customers with respect to company image

Sl no	Company prospects	Excellent	Good	Average	Below average	Not satisfied
1	Technological advancements	10%	24%	38%	22%	6%
2	Range of products	12%	28%	52%	6%	2%
3	Advertisements	12%	8 %	30%	46%	4%
4	Dealer network	8%	24%	30%	32%	6%

Perception level of customers with respect to brand image .

Perception level of customers with respect to brand image.

Analysis

From the table it is clear that from the response of 130 customers that around 38% of then said that Technological advancements of the bike is good, Range of products with 52% which falls under Average, Advertisements with 46% of them said its below average , for Dealer network 32% of respondents said that its below average.

Interpretation

The above table it can interpreted that customer thinks that technological advancements and ranges of products are average. In case of advertisements and dealer network it is below average for this it might be due of niche market of bikes with ads. Since RE is not coming up with any new technology development with its products and variety of products line is not increasing.

5.1 Findings

The findings are as follows

1) Majority of respondents use RE classic 350 model compare to remaining models due to vintage look.
2) Majority of the respondents prefer the RE bikes because of its style, power of bike and status symbol only few of them prefer it looking at the bike maintenance.
3) The customers feel that their RE bikes are excellent and good when compaired to other bikes which are available in the market.
4) The customers are not only attracted with one model of the RE bike like classic 350/500cc bikes or bullet models, there are many different variants customers are buying the different models like RE thunderbird and interceptor.
5) Customers feel that it is too expensive to maintain the bike and few customers also feel that it is affordable.
6) The responses collected from the customer it is clear that most of the customer doesn't have any problem or issue with their bike's usage and performance.
7) The customer's opinion is that they get good resell value of their RE bikes.

5.2 Conclusion

The survey has facilitated Royal Enfield sellers to recognize whether the customers are fulfilled or not. If no what are major causes for unhappiness of customer towards the seller and what are the methods of getting better at providing to the satisfaction to the customer

RE should give attention to promotion drive to get in touch with the customers, mileage of the bikes is very inexpensive. Generally the customer desire to procure the bike brand new from outlet, with the emergency parts on hand in market as well as within the showroom easily so whatever the problem they face can be solved as soon as possible.

Royal Enfield has an outstanding satisfaction or happy customer this is for its muscle, pick up of speed, relieve, protection from its bikes and also with subsequent to sales deal provided from the company.

From some responses from the customer it can been seen that company take serious when it comes to complaints from its customer it i.e. customer give complaints via online survey or on the basis of response they provide with the employees in the showroom, and they try to solve the issue as soon as possible to satisfy the customer. Because of this company is maintaining very good brand image, due which customer are turning into diehard fans of the company products.

5.3 Suggestions

- The price of RE bike is very high when compared to other bikes. The Company has well established can provide some gift and discount to the customers.
- The model classic 350 is suitable for all the seasons, so the Company should give more advertisement on this model.
- The Company should look after the maintenance of RE bikes.
- The Company should provide spare parts of RE easily to the customers
- The Company should provide the warranty for some important spare parts of the RE.
- To come with different new colour of the bikes with new model.
- To improve the REbikes to get the more milage.

Limitations of the study

1. The study was confined to only geographical area of Belagavi City.

2. The second limitation was lack of time due to which only 130 sample responses (customer responses) were collected. And also 130 sample size are very small in number.

3. The third limitation is that presumption were made that respondents have given the truthful information.

4. Even between the 130 consumers some were not so enduring to fill the questions given.

to them due to not enough of time.

Chapter Scheme

In this chapter we studied about the problem of the statement i.e. the issue where company is having trouble in. Need for the study, its objective, Scope, and Hypothesis and limitation of the research.

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- Survey Research Methods - Charles Babbie

Magazines Referred

- The Bullet-In, The Magazine For All Royal Enfield Bullet Enthusiasts.
- Royal Enfield Magazine, The BEAT.

WEBLIOGRAPHY

- www.royalenfield.com
- www.enfieldmotorcycles.com

ANNEXURE
QUESTIONNAIRE

Respected sir /madam,

I Tejal R Patil student of BBA V Sem. of Rani Parvati Devi College of Arts and Commerce, Belagavi, doing a project entitled 'Customer perception towards Royal Enfield bikes' in partial fulfillment for the award of master of business administration.

I therefore request you to spare a few minutes with me to fill up this questionnaire.
Any information collected during the course of survey will be kept confidential

Name :

Contact No:

Email id:

Gender: Male ☐ Female ☐

Occupation :

a. Student ☐ b.Professional ☐

c. Businessman ☐ d.others ☐

Age :

a.20-30years ☐ b. 30-50years ☐

c. 50 and above ☐

Annual income :

a. Less than1,20,000 ☐ b. 1,20,000 -3,60,000 ☐

c.3,60,000-7,20,000 ☐ d.7,20,000 and above ☐

1. Which model of Royal Enfield do you presently own?

a. Classic350 ☐ b. Classic500 ☐

c. Electra ☐ d. Thunderbird ☐

d. Others ☐

2. What made you to buy this model?

a. Style ☐ b. Status Symbol ☐

c.Maintenance ☐ d. Power of bike ☐

3. How did you come to know about it?

a. Newspaper ☐ b. Advertisements ☐

c. Friends/Relatives ☐

4. For what purpose you use your bike?

a. College ☐ b. Style ☐

b. Office ☐ d. Others(specify) ☐

5. What do you like most in your bike?

a. Style ☐ b. Power of bike ☐

c. Mileage ☐ d. Maintenance ☐

e. Others ☐

6. How do you rate your bike among other bikes which is available?

a. Excellent ☐ b. Good ☐

c. Average ☐ d. Poor ☐

7. Are you satisfied with the mileage of your bike?

a. Yes ☐ b. No ☐

8. What do you say about the maintenance of your bike?

a. Expensive ☐ b. Affordable ☐

b. Cheap ☐

9.Is Royal Enfield bike good on all roads?

a. Yes ☐ b. No ☐

10.How is the appearance of your bike?

b. Excellent ☐ b. Good ☐

c. Average ☐ d. Poor ☐

11.What is your comment on the price of your Royal Enfield bike?

c. Costly ☐ b. Standard ☐

c. Economical ☐

12.Is there any variation in what you expected?

d. Price ☐ b. Service ☐

c. Quality ☐ d. Mileage ☐

13.Are you comfortable with your bike?

a. Yes ☐ b. No ☐

14.Will you recommend this product to your friends and relatives?

a. Yes ☐ b. No ☐

15.What do you think about the availability of spare parts?

a. Readily available ☐ b. don't get them readily ☐

c. Don't have good spares supply ☐ d. Major headache ☐

16.What do you think about the resale value of your Royal Enfield bike?

a. Excellent ☐ b. Good ☐

c. Average ☐ d. Poor ☐

17.Please indicate your degree of satisfaction level with the features of your 'Royal Enfield Bullet'?

Excellent	Good	Average	Below Average	Not satisfied
1	2	3	4	5

a. Ignition: _____

b. Disc Brakes: _____

c. Pickup: _____

d. Fuel Efficiency: _____

18. Please indicate your perception level with respect to company image of 'Royal Enfield Ltd'?

Excellent	Good	Average	Below Average	Not satisfied
1	2	3	4	5

a. Technological Advancements:_____

b. Range of products:_____

c. Advertisements: _____

d. Dealer Network: ____

19. Do you like to give any suggestions regarding Royal Enfield bike?

_____

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPARTMENT OF BBA

BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)

A project report on

"EMPLOYEE HEALTH AND SAFETY MEASURES"

AT

"ABHISHEK ALLOYS"

KARNATAKA.

Submitted by

Ms.UTKARSHA C. SALUNKHE

Reg. No. B1811248

Under the guidance of

Organisational guide	Institutional guide
Mr. Pramod jalihal	Prof. Sonal Kalburgi

Edit with WPS Office

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPARTMENT OF BBA

BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)

Certificate of Approval of Project Report

Certificate

This is to certify that Ms.**UTKARSHA C. SALUNKHE** has satisfactorily completed the project at **ABHISHEK ALLOYS** Belagavi. In partial fulfillment of award of Bachelor's Degree by **Rani Channamma university** Belagavi for the year 2020-2021

Director

Prof. S.S.SHIMANGOUDAR

Institution guide

Prof. SONAL KALBURGI

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DECLARATION

I hereby declare that the project entitled **"A study on Employee Health and safety Measures "**.

At Abhishek Alloys PVT LTD. and submitted to Rani Channamma University, Belagavi is an research work carried by me during the internship period under the guidance of Mr. Pramod Jalihal.

It has been done under the guidance and supervision of Prof. Sonal Kalburgi who is the internal guide in R.P.D college of arts and commerce B.B.A dept. belguam. also declare that all the information collected from secondary sources has been duly acknowledged in this project report.

Utkarsha Salunkhe

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ACKNOWLEDGEMENT

The satisfaction and euphoria that accompanies the successful completion of any task would be incomplete without mentioning the people who made it possible. Success is the epitome of hard work and “encouraging guidance”. I am grateful to a number of individuals whose professional guidance; assistance and encouragement has made it a present endeavour to undertake this project.

At the outset, I would like to place on record, my sincere thanks to for giving me an opportunity to undergo my Major Concurrent Project in their esteemed organization.

With great pleasure I acknowledge a deep sense of gratitude to thank **Mr. Pramod Jalihal** & Management of Abhishek Alloys Private Limited, for their inspiration, unfailing support, encouragement and timely valuable suggestions which went a long way for the successful completion of the project.

I also thank our **Prof. Sonal Kalburgi** for valuable guidance and support on completion of project.

At last but not least, I would like to take the pleasure of being grateful to My Family & Friends who have helped me a lot during my project and who have constantly been there for me and have motivated me to do my work with utmost sincerity and integrity.

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EXECUTIVE SUMMARY

It gives me an immerse pleasure to present you this entire project. The study is on “Study on Employee Health and Safety Measures” at Abhishek Alloys PVT LTD Belgaum.

The study is concentrates on employee health and safety. This is a comprehensive term including various services, benefits and facilities offered by the employer, the basic purpose of employee health and safety is to enrich the life of employees and keep them happy and contented. The facilities enable workers to have a richer and more satisfying life.

The data has been collected by primary methods and secondary methods of data collection. The questionnaire had been prepared and got filled from the employees of the organisation to calculate effectiveness and satisfactory level of health and safety measuers.

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CHAPTER-1

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INDUSTRY PROFILE

The Indian foundry industry manufacturers metal cast components for applications in Auto, Tractor, Railways, Machine tools, Sanitary, Pipe Fittings, Defence, Aerospace, Earth Moving, Textile, Cement, Electrical, Power machinery, Pumps / Valves, Wind turbile generators etc. Foundry Industry has a turnover of approx. USD 19 billion with exports approx. USD 2.5 billion.

However, Grey iron castings have the major share i.e. approx 68% of total castings produced.

Approx 1500 units are having International Quality Accreditation. Several large foundries are modern & globally competitive. Many foundries use cupolas using LAM Coke. However, these are gradually shifting Induction Melting. There is growing awareness about environment & many foundries are switching over to induction furnaces & some units in Agra are changing over

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to cokeless cupolas.

Major Foundry Clusters:-

Each cluster is known for its products. The major foundry clusters are located in Batala, Jalandhar, Ludhiana, Agra, Pune, Kolhapur, Sholapur, Rajkot, Mumbai, Ahemdabad, Belgaum, Coimbatore, Chennai, Hyderabad, Howrah, Kolkata, Indore, Chennai, Faridabad, Gurgaon etc.

Typically, each foundry cluster is known for catering to some specific end-use markets. For example, the Coimbatore cluster is famous for pump-sets castings, the Kolhapur and the Belgaum clusters for automotive castings and the Rajkot cluster for diesel engine castings, Howrah cluster for sanitary castings etc.

Manpower:

The total Manpower in Foundry Sector is approx. 500,000 Directly & 15,00,000 indirectly. The foundry sector is highly labor intensive & currently generates employment for 2 Millions directly & indirectly mainly from socially & economically weaker sections of society. It has potential to generate additional employment of 2 Million in next 10 years.

Global Scenario:

As per 50th World casting Census published by Modern Castings USA in December 2016, Global Casting Production Stagnant. Worldwide casting production grew by Half a percent in 2015-16.

In 2015, world casting production reached 104.1 million metric tons, a shade over the 103.7 million metric tons produced in 2014 and 103.02 million metric tons in 2013 there is a marginal growth of approx 0.4 % from 2014 to 2015. It is the 6th year in a row the market has expanded after global recession from

2008-09. The World's two top producing Nations in 2014 both reported small decrease in production. China's total decreased by 1.3% from 46.2 million to 45.6 million tones. While the USA dropped 0.8% from 10.47 million tons to 10.39 million metric tons. There is a 7.5% increase in production in India to 10.77 million tons. China accounts for 44% of the total casting production in the World and India & USA combined 20% of total Production.

Brazil, last year 7th largest casting producing nation, has experienced two straight years of double digit percentage decreases in production. It now sits at the nine spot of the World's top 10. The remaining 2015 top 10 casting nations by tonnage are Japan at 5.4 million tones, Germany at 5.3 Million,

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Russia at 4.2 million, Republic of Korea, at 2.6 Million, Mexico at 2.56 Million, Brazil at 2.32 Million and Italy at 2.03 Million tones.

Out of the total 37 participating nations in the census, only 14 countries reported an uptick in production. Of the countries reported growth, India's & Mexico's production growth were the most significant in terms of tonnage, but several small nations also reported double digit percentage increases like Portugal, Romania, Sweden & South Africa.

The total number of casting units in the world is about 47000 down from 48164 in 2010. As global casting production had increased in the last five years, the decrease in plants indicates metal casting businesses are consolidating and becoming more efficient.
(Source: Modern Castings, USA)

Role in Manufacturing Sector:

The new manufacturing policy envisages the increase in the share of manufacturing in the GDP to 25% from current 15% & to create 100 Million additional jobs in next 10 years. Since all engineering & other sectors use metal castings in their manufacturing, the role of foundry industry to support manufacturing is very vital. It is not possible to achieve the above goal without the sustainable corresponding growth of the foundry sector.

Market size:

The Gross Value Added (GVA) at basic current prices from the manufacturing sector in India grew at a CAGR of 4.34 per cent during FY12 and FY18 as per the second advance estimates of annual national income per published by the government of India. During April-September 2018, GVA from manufacturing at current prices grew 14.8 per cent year-on-year to Rs 138.99 trillion. Under the make in India initiative, the government of India aims to increase the share of the manufacturing sector to the gross domestic product (GDP) to 25 per cent by 2022, from 16 percent, and to create 100 million new jobs by 2022. Business conditions in the Indian manufacturing sector continue to remain positive.

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CHAPTER-2

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COMPANY PROFILE:

Abhishek Alloys Pvt. Ltd. Is a medium scale industry situated inMachhe

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Industrial Estate, Belagavi. It was promoted by Shri. Madhwa. N. Acharya, the Managing Director of the organization. The manufacturing process started in the year 1991 under the name of M/S Abhishek Industries and later on the operations were shifted to Abhishek Alloys Pvt. Ltd. , in the year 1994. Since its launch, Abhishek Alloys Pvt. Ltd. Has expanded its production capacity of 200 tonnes per month to 300 tonnes per month . The company has a total built up area of 2.5 acres and manufactures C.I. and S.C .iron castings with 100% shell moulding process. The company's clientele consists of patrons from automobile, hydraulics, power generations, construction and O. E. Ms businesses.

Abhishek Alloys Pvt. Ltd. Was established in the year 1991 . The firm has evolved on its own pace of growth. The firm possesses adequate space and frame. The firm is a foundry producing basic metal castings. Thanks to the Central Government's "Make in India" drive to boost exports of the industry , metal casting is currently one of the rapidly flourishing industries in the country with a clear focus on substantially increasing its revenues by 2025. Abhishek Alloys Pvt. Ltd. has incorporated accepted standards of production while upgrading their technologies from time to time . Firm has a reputation for the good services it renders.

SIZE OF THE INDUSTRY

AAPL has total four units situated in Machhe industrial area within a periphery of half km.

As per the MSME (Ministry for small and medium scale entrepreneurs) categorization AAPL falls under medium scale industry.

Unit -1 Plot no 58 is considered as corporate unit which has control on all units.

Unit-2 Plot no 102 is machine shop

Unit-3 Plot no 112 and 113 is shell and core making

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Unit-4 Plot no 35 is resin coating of sand

In total including all units the work force is 350 numbers

Why Abhishek Alloys?

- Keen on developing complex design castings with ultimate quality.
- Capable of producing wide range of C.I and S.G Iron castings weighing from 1 kg to 100 kgs in shell moulding process.
- Fully equipped with machine shop and Austempering Process.

COMMITMENT

- Committed to meet customers expectations by improving product quality through continual improvement process.
- By meeting delivery schedules as per changing needs of the customers.

OBJECTIVE OF THE ORGANIZATION

- To provide products of premier quality and value.
- To achieve technological distinction and competitive edge.

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- Assurance for continuous improvement in process, methods, productivity and quality.
- To increase employees mutual trust, respect and training.
- To trim down wastage throughout supply chain.
- Human resource development.

Abhishek Alloys Today

Is in a position to develop any intricate castings at a price customer can afford, quality as per customer requirements that sets apart.

QUICK REVIEW OF COMPANY

Name of the company	Abhishek Alloys Pvt. Ltd.
Corporate official and works location	Abhishek Alloys Pvt. Ltd. Regd. Office & works: Plot No. 58, Machhe Belagavi – 590014.
Managing Director	Madhwa. N. Acharya
Year of Establishment	1991

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Number of Employees	350
Parent line of business activity	Manufacturing of metallic products (cast iron and SGs)
Registrar of companies	Belgaum
Class of company	Private
Authorized capital	10,00,000
Website E-mail	www.abhishekalloys.com mnacharya@abhishekalloys.com

LITERATURE REVIEW

Dr. Elnaga Amir (2013), In their research article title "The Effect of Training on Employee Performance" intends to study provides brief overviews of the training effectiveness and how it contributes in enhancing the employee performance and ultimately applying different level of training practices on employee performance. Objectives to identify the significance of employee performance. The study revels that under consideration to better understand the effective training performance and improving employee . The author suggest that the importance of training and its effect on employee performance or they believe that training increases the company cost. Finally authors concludes that the every training session is to add value to the performance of employees,

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Dr. Tanwar Manish (2017), In their research title "Effect on Employees Welfare In Service Industries" Intend to study will be attempt to find how employee welfare, facilities, different provisions effect the working of employee. Objective to explore the different researches already carried out in the relevant area. The study revels that employee welfare is a dynamic concept. Welfare includes various facilities services and amenities provided to workers for improving their health, social status, It includes everything such as facilities, benefits, and services. The author suggest that were focused on voluntary welfare and satisfaction level of employee and its effect on there working. Authors conclude that the above researches has conduct a fresh study to identify the in depth impact of employee welfare on service industries.

Princitta R. and AmirthaGowari P. (2015) In there research article title "A study on Employee Welfare Measures" Intend to study that early days in India, for the provisions of welfare meaures for employees. Objective to find out safety measures and other facilities provided by the organization. The study revels that welfare is comfortable living and working conditions. Authors suggest that the management can provide housing loan facility for their employees. Authors conclude that employee welfare measures was carried out with a primary objective to understand about the organization's welfare measures.

Dr. supriyaChoudhary(2017) in the research title," Employee welfare: A scheme of wise investment" the study reveals that " The employee welfare facilities in the organization affect the behavior of the employees as well as on the productivity of the organization. The management should provide good facilities to all employees in such way that employees become satisfied and they work harder and more efficiently and effectively. Study also write employee is a back done of every organization, without employee no work can be done. The term " labor welfare", "employee welfare" and "workers welfare" are used inter chargeable to various services provided by the employers. Authors concludes that labor welfare is the various welfare measures (health, safety and welfare) provided by the employer will have immediate impact on the health, physical and mental efficiency, alertness and overall efficiency of the worker and thereby contributing to the higher productivity.

Srinivas KT (2013) in their research article title, "A study on employee welfare facilities Adopted " The study reveals that Employee welfare facilities

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in the organization affects on the behavior of the employee as well as on the productivity of the organization. Welfare facilities like medical, canteen, working environment, safety measures are provided by the company. And most of the employees are satisfied with the welfare facilities adopted by the company towards the employee's welfare. The study also write labor welfare measures includes various facilities, services and amenities provide to workers for improving their health, efficiency. At the last authors concludes that employee welfare covers state of well being, happiness, satisfaction, protection and enlargement of human resources and also helps to motivation of worker. So that efficiency, effectiveness and productivity can be enhanced to the organizational goals.

K. LOGASAKTHI & K. RAJAGOPAL(2013) in their research article title ," A Study on employee health, Safety & Welfare Measures " The study reveals that " Labor health, safety & welfare are the measures of promoting the efficiency of labor. The various welfare measures provided by the employer will have immediate impact on the health, physical & mental efficiency alertness, morale & overall efficiency of the worker and their by contributing to the higher productivity. Study also write the main objective of their employee welfare scheme is to happy employer & employee relations. Authors concludes that the labor extend their maximum support for the improvement of the company. The management provides all the health safety & welfare to the employees that will help to produce better performance in the work & working environment.

Dr. M SuratKumari& Mr. MallareddyTatareddy (2014) in their research article title, " Impact of Employee Welfare Facilities on Job Satisfaction" the study reveals that Employee welfare is a comprehensive term including various services, benefits and facilities offered to employee by the employer. The basic purpose of employee welfare is to enrich the life of employee & keep them happy and contented. Employee welfare and benefits motivate the employees for the better performance. Authors conclude that welfare measure aim at integrating the needs of employees, requirement of particular technology, the structure and process of the organization.

Dr. K. Vijayarani (2015) in the research article title " Employees Welfare Measures Towards Productivity " intend to study identified the employees working in the mines and thermal power station is more affected with the health facilities, safety measurements for the workers provided by the

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corporation. Objectives to ascertain the employees welfare measures provided by the corporation. The study intervals that welfare facilities are designed to take care of the well being of the employees, they do not generally result in any monetary benefits to the employees nor are these facilities provided by employers alone, government and non-governmental agencies and trade unions too contribute towards employee's benefits. Finally authors conclude that the present study observed that, welfare measures are having positive and significant effect on productivity at the corporation. The intramural welfare facilities will directly influence employee productivity.

Kumar Praveen S. and Peter Magdallene(2017) in the research article title " A Study On Effectiveness Of Welfare Measures" To study their effectiveness of welfare measures on employee morale in an organization benefits the management by providing information through a survey of employee morale in order to make sound decisions, solving employee problems and increase the efficiency. The study intervals that efforts to make life worth living for workmen. These efforts have their origin either in some statute formed by the state or in some local custom.

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VISION

Abhishek Alloys vision is to upgrade infrastructure facilities with the advanced technology, healthy environment for catering the needs of the customers.

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MISSION

The firm focuses on meeting and exceeding customers necessities and establishes a customer oriented and globally accepted quality system. It has opted a quality policy, which is framed, by taking into account clients needs and focus on unremitting development by contribution and involvement by all the employees. The organization believes in nurturing the skill and ability of all the employees and treats them as a family and utmost significance is given for the safety and protective aspects and excellent environment.

ORGANIZATION CHART

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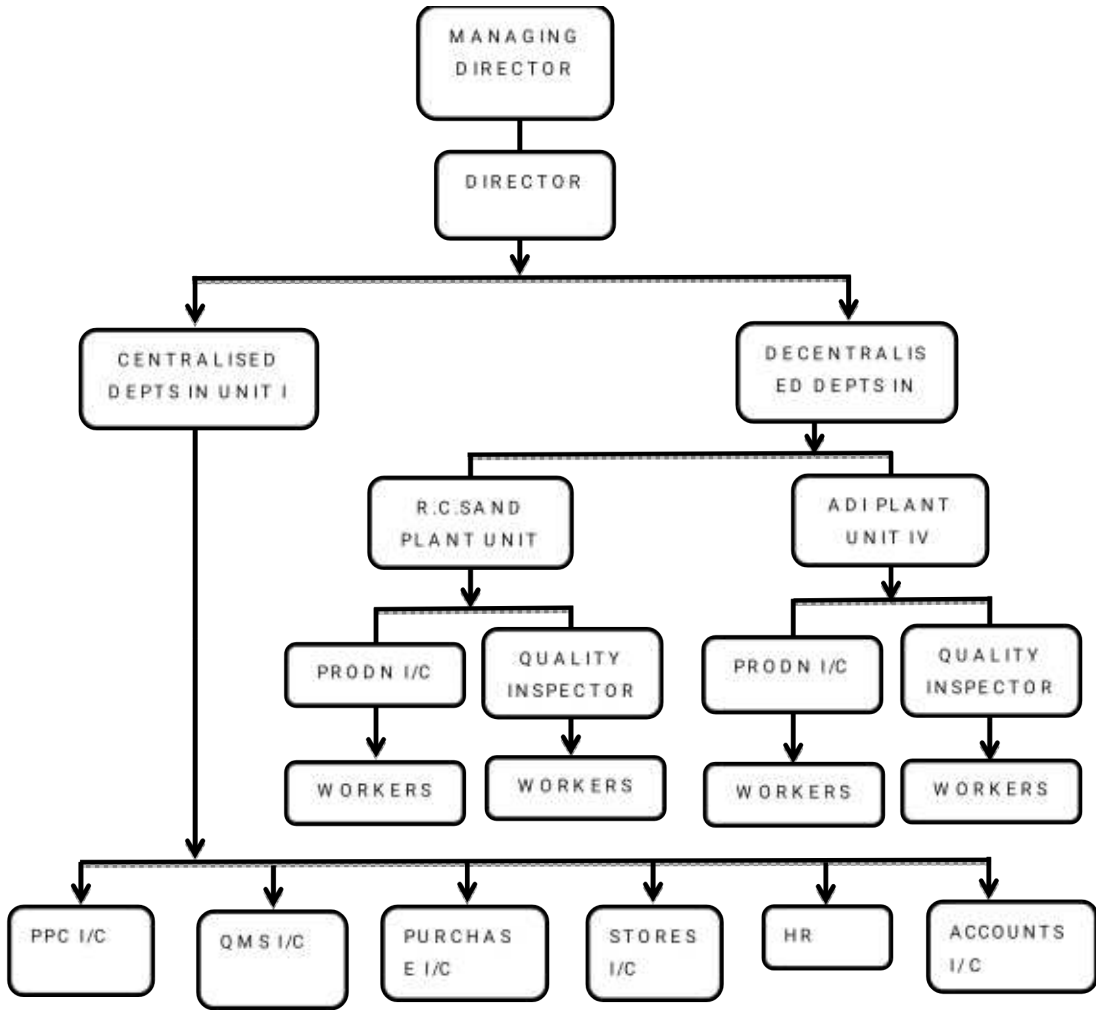

DEPARTMENT OVERVIEWS

1. HUMAN RESOURCE DEPARTMENT

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HR department comes under unit number 1 consider as middle level management.HR department handles the most delicate section of the company. The HRD manager is in charge of the whole department.

Responsibilities:-

- Recruiting people in the organization.
- Handles all policy matters regarding HRD.
- Selection procedure.
- Maintain discipline in the company.
- Training to employees.
- Maintain good relations between employer and employees.
- Providing necessary information to the department heads.
- Maintain time keeping of employees through punch machine.

HR Recruitment Process:

Step 1 Database search

Step 2 Advertising

Step 3 Networking and Referrals

Step 4 Processing of Applicants

Step 5 Submission and Interview

Step 6 Feedback and offer

Step 7 Commencement and Retention

2. PRODUCTION PLANNING CONTROL DEPARTMENT

In Abhishek alloys pvt ltd PPC department plays the vital role in communicating with the customer First most important thing is

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company is interaction with customer if ordered is received, company realize the capacity to produce and stock availability, if it's possible to produce product purchase order will be placed to procure required raw material

Detailed weekly and daily planning of production will be prepared to meet target and monitored.

Communication with customer is most important thing since company gives priority and reschedule the requirements.

3. QUALITY CONTROL DEPARTMENT

Quality department set up where company mainly focus on producing quality material they never compromise in quality, the quality department must help in building system in place so that they work and communicate effectively about product requirement, performance and testing and be able to identify non conformity and work with other department to put in place a effective corrective and follow up on its application. According to NNFA GMPs, the responsibilities for QC are as follows;

Approve or reject all procedures, specifications, methods and results.Approve or reject all raw materials, packaging materials, labeling and finished products.Review all production records for accuracy and completeness before approving for distribution.Establish procedures for revising procedures, formulas etc. Perform all the required tests to ensure identify, purity, potency and composition to ensure that products are not contaminated.

3. STORE DEPARTMENT

Indent preparation: Indent will be prepared as per the requirement received from different sites on priority bases.

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Handling: Handling of incoming material and final product will be handled manually. Handling during in process will be manually/overhead crane.

Incoming inspection will be carried out as per procedure for inspection and testing; the information for incoming inspection will be through GRN. The material will be accepted based on the remarks mentioned on GRN and material will be taken into stock. Issue of any material will be done through issue slips duly approved by the production supervisor. Issue slips are raised for all material except pig iron and M S scrap. Store in charge will daily monitor the consumption of pig iron and M S scrap through furnace logbook and update daily stock register. Consumption of fuel used for generator is monitored and recorded in fuel consumption register. Monthly stock statement is prepared by stores I/C and will be submitted to purchase department. Minimum stock of materials is prepared based on the trends of consumption and customer schedule. Identification of material in store will be done as per procedure for identification and Traceability.

4. SUPPLIERS AND PURCHASE DEPARTMENT

Before approving any supplier, purchase manager will gather information on volume of automotive business, financial stability service complexity, required technology adequacy of available resource design and development capability, manufacturing capability change management process, business continuity planning, logistic process, customer service and other relevant information for raw material suppliers by sending registration and evaluation form. In case of machining supplier/outsourced processes, personal visit will be made to the suppliers works/premises if required. After receiving the form, the purchase manager will scrutinize the information furnished in the form.On being satisfied on the above terms trial order will be placed on the supplier through purchase order. In some case, the supplier may submit sample of the material required.

Monthly material delivery schedule will be communicated to the supplier verbally, raw material purchases. The details of the same will be recorded in

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the supplier verbal schedule register. Bought-out item will be purchased, on requisition basis received from requestee. Purchase department will handle all purchases. The technical details for procuring will be given by plant in-charge. Customer approved materials for ongoing production will be used where insisted by the customer.

5. MARKETING DEPARTMENT

The customers directly approach to this cast manufacturing industry for the products with their required type of specifications, which are bound with different terms like information of the product, price, technical specification, transportation cost, tax and excise duty payables, payment terms, delivery date and other general T&C. Then quotation about the same is issued to the customer and if the customer is satisfied with the quotation issued then he will place an order, and after receiving the orders as such the production work begins.

Objectives

- Customer satisfaction.
- Maximization of profits.
- Capturing the present market.
- Achieving a target return.
- To achieve product quality leadership.

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6. ACCOUNTS DEPARTMENT

Abhishek alloys Pvt. Ltd accounts departments work under unit 1.All the company financial activity is recorded and maintained systematically in this department Four senior accountants are working including manager. This department is centralized department for all 4 units

Here centralized means all the financial activity are taken and controlled by top level management means company MD or CEO.

7. QMS DEPARTMENT

Purpose - To verify the complains of standard at all functions.

Scope- All the department within the organization

- Internal system audit
- Management review meeting
- QMS implementation

8. MAINTENANCE DEPARTMENT

Purpose – To ensure all the machines are in working conditions as

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require.

Scope – All the units connected to the organization.

- Work carryout
- Breakdown maintenance
- Predictive maintenance
- Overhaul maintenance
- Servicing by external agency maintenance
- Identification of critical parts

TRAINING PROCESS:

Purpose: To establish a procedure for determining competence, identifying training needs and impart training to support organizational objective of enhancing knowledge, skills and effective utilization of human resource.

Scope: Applicable for preparing competence Matrix, Skill matrix, identification of training needs, organizing and conducting training program for all employees of the organization.

For newly recruited employees, HR conduct the induction training program for knowing the roles of employee, following activities are covered in induction program. Based on the current knowledge of employees and changing needs and trends, Training plan is prepared. If any additional knowledge is required, the same will be provided by Internal/External training programs and updated in the training records.

The following are the training procedures followed by the company;

The training are classified as:-

1. On Job Training.

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2. Awareness Training.
3. Performance Improvement Training.
4. Development Programs.
5. Customer Complaint Training.

FUTURE GROWTH AND PROSPECTS

Abhishek alloys private limited are planning to introduce own company products.

Company has planned to extend the market in the diversified manner and introduce assembly line and adopted Austempering duct to survive competition.

Company has planned to increase machine activity.

Company has planned to adopt more advanced technology whatever company require its production process.

ATTITUDE

The organization focuses on meeting and exceeding customers requirement and established a customer oriented and internationally accepted quality systems. It has established a quality policy, which is framed, considering customer requirements and focus on continuous improvement through involvement of all the employees. Abhishek Alloys believes and nurtures the skill of all the employees as a family and utmost importance is given for the safety aspects and good environment.

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COMPITITORS TO ABHISHEK ALLOYS PVT LTD

- A K P Foundries Private Limited
- Shanti Iron & Steel
- The Allied Foundries Pvt. Ltd
- Big Casting Pvt. Ltd
- REC Engineering Pvt. Ltd
- Belgaum Foundry Cluster
- Prabhat Casting Unit 2

OWNERSHIP PATTERN

Abhishek Alloys Pvt. Ltd is a family owned business where organization runs by three directors

Director Identification No.	NAME	DESIGNATION	Date of Appointment
00820394	Madhwa N Acharya	Whole time Director	21st Jan 1992
03556921	Mayur M Acharya	Director	15th July 2011
00888008	SunitaAcharya	Director	1994

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IMPORT/ EXPORT:

IMPORT:

Imports are foreign goods and services bought by resident of a count

Residents include citizens, business, and the governments.

EXPORTS :

Exports are the goods and services produced in one country and purchased by citizen in another country. It does not matter what the goods or services is it doesn't matter how it is sent. Abhishek Alloys exports castings to knoorbremse export is 7.88%.

Quality Policy

The ABHISHEK ALLOYS PVT.LTD. Will strive to constantly improve the effectiveness of the quality management system by :

- Meeting customer necessities always and develop customer satisfaction.
- Involve all personal at various levels in improving processes by taking the same as departmental objectives.
- Manage all activities as process, take decision and implement action based on analysis of data and information.
- Add value through mutually beneficial relationship with supplier.

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INFRASTRUCTURE:

M/S Abhishek Alloys Pvt. Ltd. Is a medium scale industry located at Machhe Industrial Area ,Belagavi. The organization is engaged in manufacturing of Cast Iron & SG Iron casting of all grades. M/S Abhishek Alloys Pvt. Ltd. Is well equipped with required infrastructure facilities.

It was promoted by Mr. MadhwaAcharya, the Managing Director of the organization . The MD has 20 years of Industrial Experience in the Foundry manufacturing processes, which has played a vital role for the development of the organization.

FACILITIES :

- Generators
- Compressors
- Annealing furnaces
- Universal testing machine of 40-ton cap.
- Microscopic testing equipment
- Hardness testers
- Dual track medium frequency furnace with 2-500kgs/ pot.
- Four station shell molding machine
- Core shooters
- Manual molding machines
- Resin coating sand mixers
- Shot blasting and tumblasting machines

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PRODUCT PROFILE

Abhishek alloys private limited manufacturer, and suppliers of various products. Product is in the different field as shown below

1) Automobile

2) Construction

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3) Hydraulics

4) OEM(original equipment manufacturer)

5) Power generation

1. AUTOMOBILE PRODUCTS

Some automobile products are Drive end flange castings, Flange yoke, Slip yoke castings, Pump housing castings.

2. CONSTRUCTION PRODUCTS

Some construction products are Cylinders.

3. HYDRAULICS PRODUCTS

Hydraulics product is monoblockdcv castings body, Solenoid casting body, Valve bodies and Strainer cap.

4. OEM'S PRODUCTS

OEM products are Body retarder, Main press body, and Main body end plate.

4. POWERGENERATION PRODUCTS

Power generation products are Housing thermostat, Impellers, Manifold air intake, Head fuel filter, Connection.

5. OTHER PRODUCTS

Other products are Rotor, Rubber, Stators and Sprockets

PRODUCTS:

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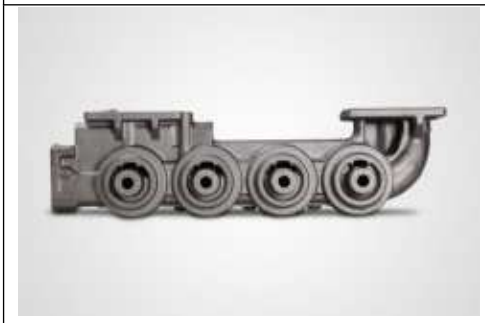
Rotar	Valve Covers
Spool Housing	Head fuel filter
 Cover oil lump pump	Implellers
Port plates	Stator

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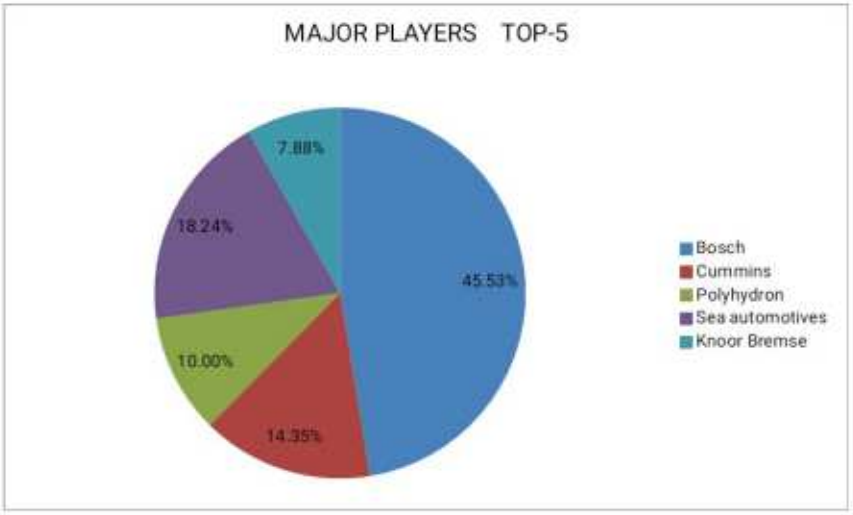
Major players/ companies/ ranking/top 5 companies



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CLIENTS:

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7'S WITH RESPECT TO ABHISHEK ALLOYS:

The aim of studying the 7 framework is to improve the performance of the company, examine the likely effects of future changes within a company, how to align department and process during the merger acquisition and to determine how best implement and processed strategy.
The description of how 7S concept is been implemented by Abhishek Alloys Pvt. Ltd. is as mentioned below.

1) Strategy:
Abhishek Alloys Pvt. Ltd. has a strategy of providing high quality and reliable products by making proper utilization of the company's available resources and improvement in the company's area so as to utilize the available space to enhance the productivity. Placing the customer order on the last week of the previous month is also one of the strategy which helps the company for its strategic growth. The company also adopts shifts which are of 12 hours each. For machine shop and foundry the company has 3 shifts and for the rest two there are only 2 shifts those are 1st shift and 2nd shift. This helps in leverage of the work load on the employees and the work is in progress.

2) System:
In Abhishek Alloys Pvt. Ltd. the daily activities and procedures the staff members get engaged to get the job done. So there are some systems which the company has followed like ensuring that processes needed for the quality management system are established and maintained, reporting to the top management on the performance of the quality management system and any need for improvement, and also ensuring the promotion of awareness of customer requirements throughout the organization

3) Skills:
In any organization, skills of the employees is the most important aspect that matters a lot. The same is applicable in Abhishek Alloys Pvt. Ltd., the employees work on the basis of experience that they have gained by doing the work from many years and they get trained in a particular area by hands on experience in that domain. The training here is given according to the departments and even on the basis of the knowledge or understanding of work. Thus the employees can handle any work very effectively without making any mistakes.

4) Structure
Structure of Abhishek Alloys Pvt. Ltd. is given below with the help of the following organization structure it clearly shows that how the organization is been structured and controlled by the management it's basically a top-down approach where the orders are given by the top management and then it goes on further to the particular departments and then letter to the workers so that the work is accomplished.

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5) Style
The style of leadership adopted in the organization which is very important to run the business smoothly without any employee grievance

6) Staff
It includes the employees employed in each category and their activities. Abhishek Alloys Pvt. Ltd. has 350 employees.

Employee category	No of employees
BOD	3
Managers and department I/Cs	37
Workers	310
Total	350

7) Shared values:
Abhishek Alloys Pvt. Ltd. nurtures the skills of all the employees and treats them as a family and utmost importance is given for safety aspects and good environment. The company believes that a good and healthy environment gives a better result in productivity. If any employee does any mistake, a warning is given so as not to repeat the mistakes and the person is given another chance to correct his mistakes, thus reduces grievance in the organization.

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CERTIFICATIONS & AWARDS

CERTIFICATE

The Certification Body of TÜV SÜD Management Service GmbH

Abhishek Alloys Pvt. Ltd.
Plot No. 58, Machhe Industrial Estate, Machhe
Belgaum - 590014
India

Manufacturing of
C.I. & S.G. Iron Castings & Machined Components for Automotive Applications

IATF 16949
First Edition: 2016-10-01

Issue date: 2018-10-29
Expiry date: 2021-10-28

Certified with ISO/ITF 16949:2016 by TUV in the year 2017

- Certified with ISO 14001:2018 by TUV in the year 2018
- National Award for “Out Entrepreneur” from the President of India in the year 1993
- “0” PPM award from M/S Bosch ltd. In their supplies To Bangalore Plant in the year 2005
- “Supplier Award” by M/S Bosch Bangalore in the year 2009.“Casting of The Year” Award in 2010 at 58th Indian Foundry Congress held at Ahmedabad.
- “Casting of The Year” award in 2014 at 62nd Indian Foundry Congress held at Ahmedabad.

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SWOT ANALYSIS

STRENGTHS

- Skilled Manpower
- Proper organization structure
- Backward integration
- Good quality system – ISO/IATF 16949
- Integrated own Foundry, shell making, R.C. sand and ADI units
- Expansion of the business
- Good in-house testing facilities and well equipped laboratory

WEAKNESS

- No planning for outsourcing
- No defined accountability
- More lead time to development
- Sharing process technology with visitor

OPPORTUNITIES

- Strong technical team for new products
- Demand foe finished parts is in increasing due to boom in industry
- Export market has improved due to sampled government regulations

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THREATS

- Loosing order of existing customer for quality issues
- Perception of customer not measured

Introduction of the study:

The rapid industrialization, industrial workers are exposed to several types of hazards and accidents. Every year lakhs of workers are injured due to mechanical, chemical, electrical and radiation hazards and it leads to partial or total disablement. So in recent years, greater attention is given to health and safety due to pressure from government, trade unions, labour laws and awareness of employees.

Objectives of the study:

- To study different welfare facilities provided by AAPL foundry.
- To study whether better life and health is provided to the workers at AAPL foundry.

Limitations of the study:

Every study has its own limitations. This study also suffers from some limitations. Following are the limitations of the study.

- The study is limited to Abhishek Alloys Pvt. Ltd.
- The limit is a major constraint.
- As per the company rules many information was not disclosed.
- As per the managers are busy in their daily schedules it is not possible for us to spend more time in interaction and discussion with them.

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CHAPTER-3

ABOUT THE TOPIC :

Employee Health: World Health Organization has defined health in the following words:

"A state of complete physical, mental, and social well being and not merely the absence of disease or infirmity".

Objectives:

- To study the awareness of the workers about health and safety in the work place.
- To find the occurrence of accidents happened at work place.
- To identify the role of management in implementing health and safety.

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- To find out satisfaction level of the respondents towards health and safety measure.
- To prevent loss of life, permanent disability and the loss of income of workers by eliminating causes of accidents.
- To give suggestions to improve the health and safety in the organization.

Employee Safety

Safety refers to the absence of accidents. Stated differently, safety refers to the protection of workers from the danger of accidents.

Need for safety:

Major ones are substantial

- Savings in costs ,
- Increased productivity,
- Preventing unwanted suffering and pain to employees of the organization.
- Preventing premature/untimely death of talented employees who may be an asset to the organization.

Importance:

- The safer the work environment, the more productive it is. Productive employees are an asset to all companies. For instance, productive employees can produce more output in less time, reducing operational costs.
- Workplace safety promotes the wellness of employees and employers alike. Better safety equates to better health. Healthier employees do

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tasks more efficiently, and they are happier in general.

- There are very few accidents in a safe working environment. This results in less downtime for safety investigations and reduces costs for worker's compensation. This also reduces the time needed for employees to heal from injuries.
- Damage to industrial equipment creates costs for replacement and repair. Avoiding workplace injuries and damage to industrial equipment will incur fewer expenses and increase profit.
- If employers are concerned about the safety of their employees, the employees are more confident and comfortable in general. Also, absenteeism rates drop, and employees are more focused on doing their tasks.

RESEARCH METHODOLOGY

1. Research design

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For the purpose of research, information is collected from both primary and secondary sources.

Sample type	:-	Descriptive
Population	:-	Employees of Abhishek Alloys
Total population	:-	507
Sample size	:-	30
Sampling method method.	:-	Convenience sampling
Survey method	:-	Questionnaire
Location	:-	Belagavi

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CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

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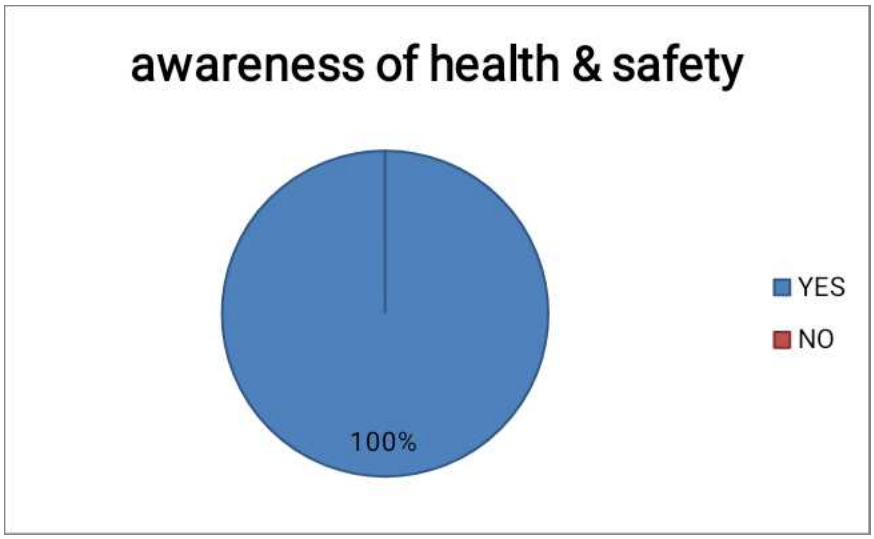
1. Are you aware of the health and safety measures adopted in the company?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
YES	30	100
NO	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, all employees are aware of health and safety measures adopted in the company.

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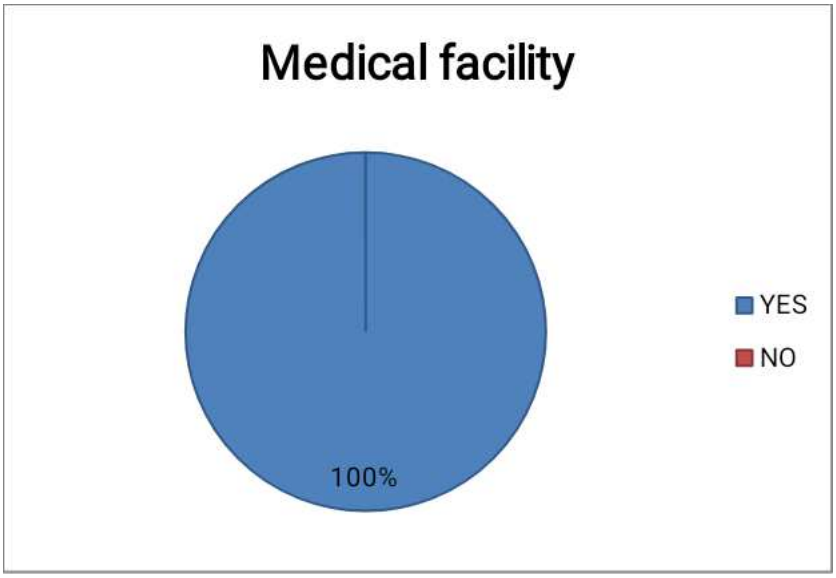
2. Does the company provide medical facility to the workers?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
YES	30	100
NO	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30

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employees, all employees agree with medical facilities provided by company.

3. Have you attended any health and safety training in your company?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
YES	30	100
NO	-	-
TOTAL		100

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INTERPRETATION: The above table shows that, out of 30 employees, all employees attended the health and safety training in the company.

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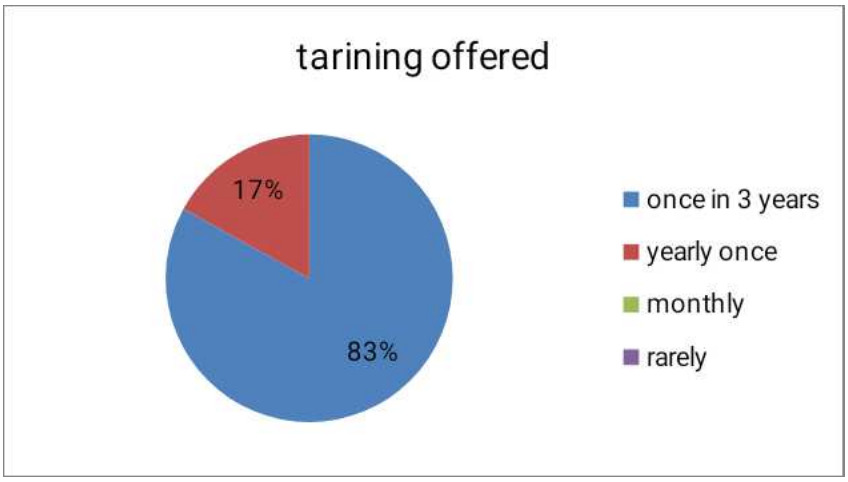
4. How frequently training is offered in the company?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Once in 3 years	25	83
Yearly once	5	17
Monthly	-	-
Rarely	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 83% of employees say that the training is offered once in 3 years and 17% employees say that the training is offered yearly once. No employees say that the training is offered monthly or rarely.

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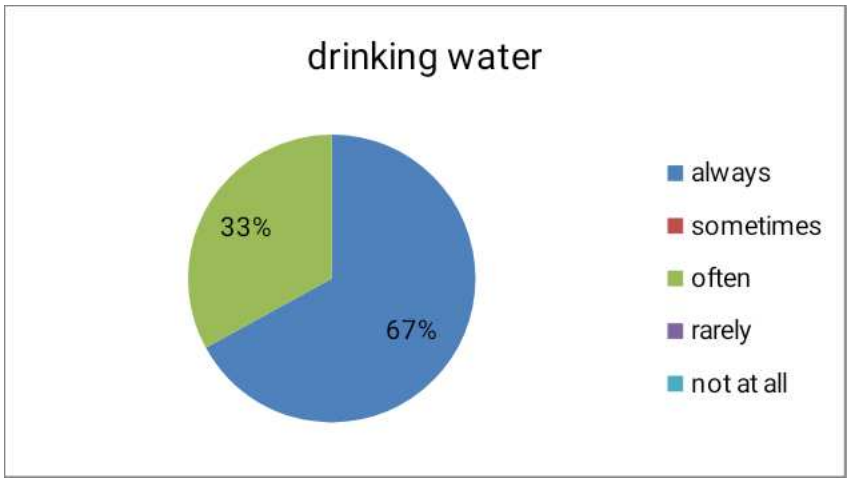
5. Do you have proper drinking water facility inside your work place?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Always	20	67
Sometimes	-	-
Often	10	33
Rarely	-	-
Not at all	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 67% of employees say that always they have proper drinking water and 33% employees say often they proper drinking water.

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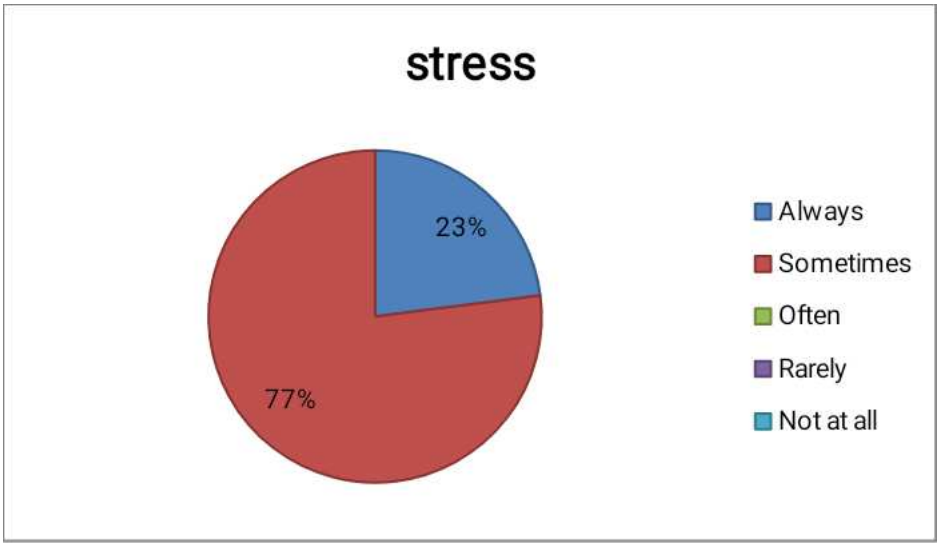
6. Do you have any stress towards work?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Always	7	23
Sometimes	23	77
Often	-	-
Rarely	-	-
Not at all	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 23% of employees are always stressed and 77% employees say that sometimes they have stress.

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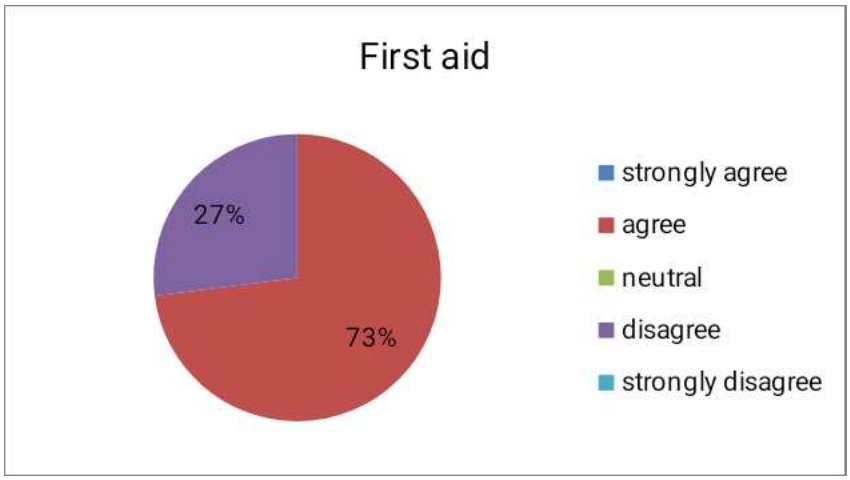
7. Do you know the first aid activities and contents of the first aid kit?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Strongly agree	-	-
Agree	22	73
Neutral	-	-
Disagree	8	27
Strongly disagree	-	-
TOTAL		100

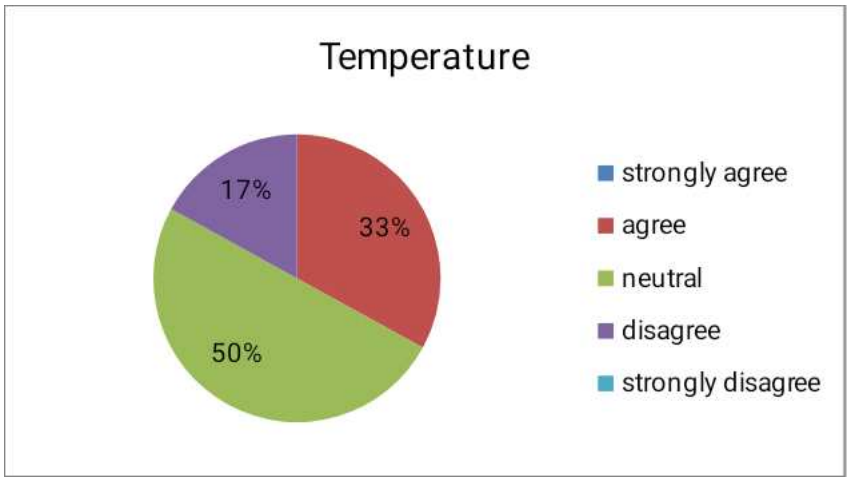


INTERPRETATION: The above table shows that, out of 30 employees, 73% of employees strongly agree with the first aid activities and contents of first aid kit and 27% employees say that they are disagree of first aid activities and content of first aid kit.

Edit with WPS Office

8. The working temperature is reasonable to work?

S.NO	RANGE	NO.OF RESPONDANTS	PERCENTAGE%
1	Strongly agree	-	-
2	Agree	10	33
3	Neutral	15	50
4	Disagree	5	17
5	Strongly disagree	-	-
TOTAL		30	100

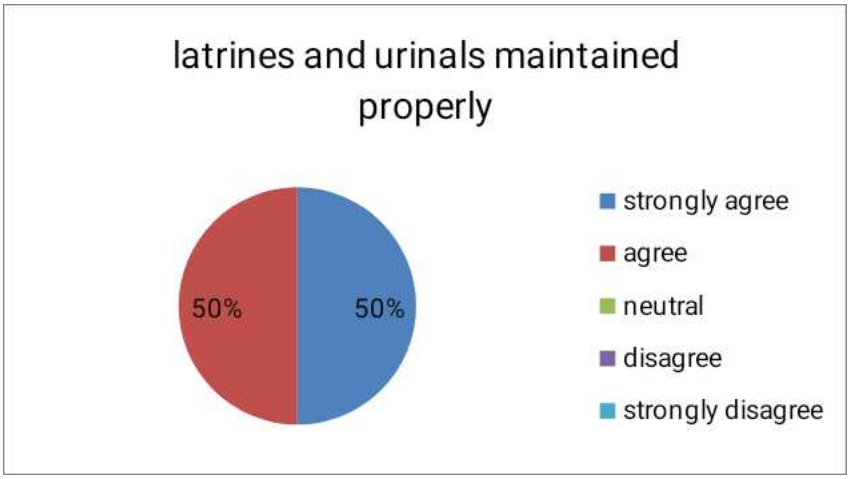


INTERPRETATION: The above table shows that, out of 30 employees, 33% of employees agree that the working temperature is reasonable to work and half of the employees are neutral with the working temperature and 17% employees disagree that the working temperature is reasonable to work.

Edit with WPS Office

9. The latrines and urinals are cleaned and maintained properly?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Strongly agree	15	50
Agree	15	50
Neutral	-	-
Disagree	-	-
Strongly disagree	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, half of the employees strongly agree that the latrines

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and urinals are maintained properly and half employees agree that latrines and urinals are maintained properly

10. Do you have enough space to work?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Strongly agree	20	67
Agree	10	33
Neutral	-	-
Disagree	-	-
Strongly disagree	-	-
TOTAL	30	100

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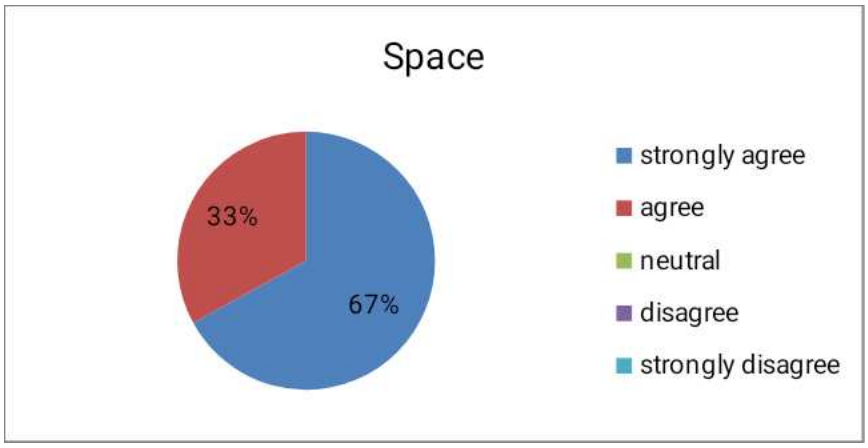
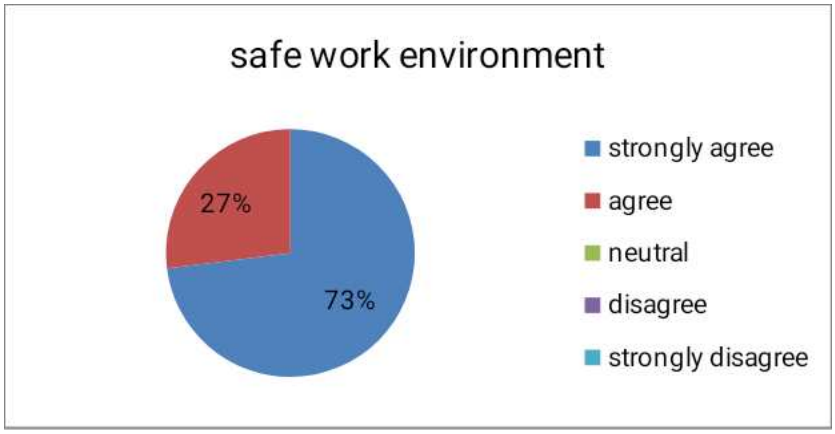


INTERPRETATION: The above table shows that, out of 30 employees, 67%of the employees strongly agree that they have enough space to work and 33%employees agree that they have enough space to work. No employees say that they are not having enough space for work.

Edit with WPS Office

11. Do you think that your environment is safe to work?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Strongly agree	22	73
Agree	8	27
Neutral	-	-
Disagree	-	-
Strongly disagree	-	-
TOTAL	30	100

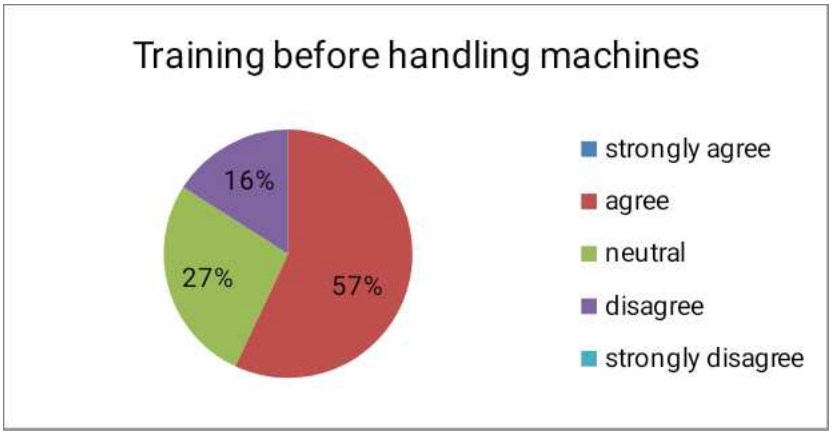


INTERPRETATION: The above table shows that, out of 30 employees, 73%of the employees strongly agree that their environment is safe to work and 27%employees agree that their environment is safe to work. No employees say that their environment is not safe to work.

Edit with WPS Office

12. Is enough training given to the workers before handling the machines?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Strongly agree	-	-
Agree	17	57
Neutral	8	27
Disagree	5	16
Strongly disagree	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 57% of the employees simply agree that enough

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training is given but 27% of employees are neutral about the training given to the workers and 16% employees disagree about the training given to the workers before handling the machines.

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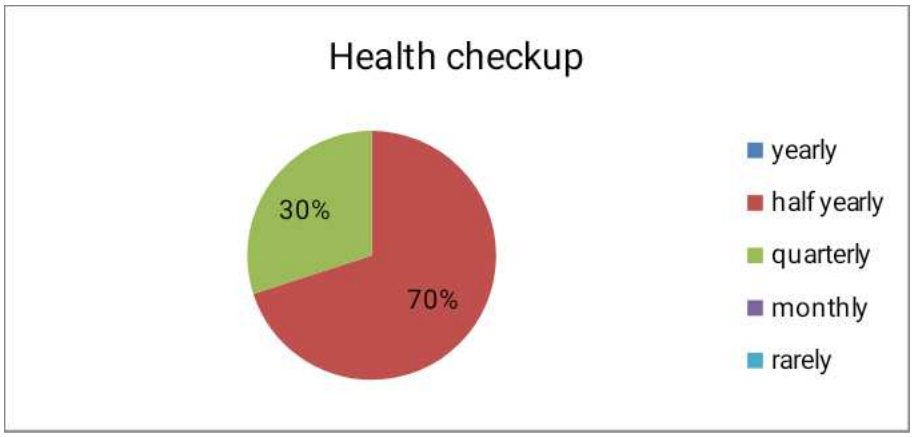
13. How often the company provide health checkup for workers?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Yearly	-	-
Half yearly	21	70
Quarterly	9	30
Monthly	-	-
Rarely	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 70% of the employees say that the company provides health checkup half yearly and 30% of employees respond that the company provide health checkup quarterly.

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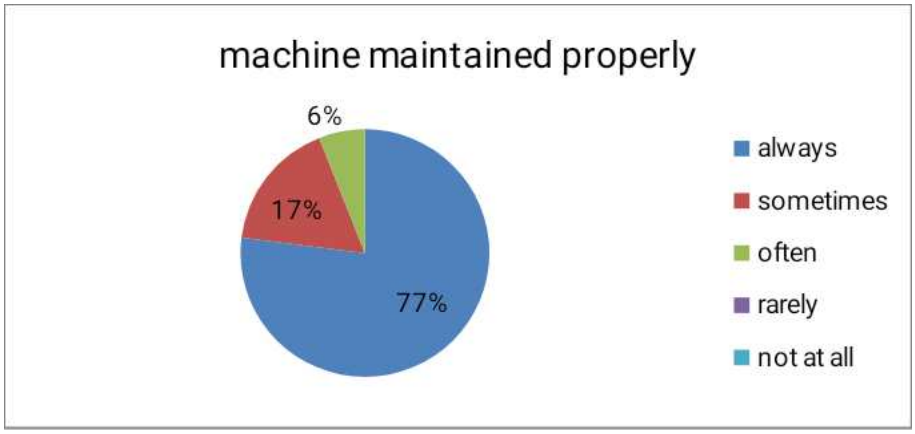
14. Are the machines maintained properly?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Always	23	77
Sometimes	5	17
Often	2	6
Rarely	-	-
Not at all	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 77%of the employees say that always they are maintaining the machine properly and 17% of employees respond that sometimes they are maintaining and 6% says often they are maintaining machine properly.

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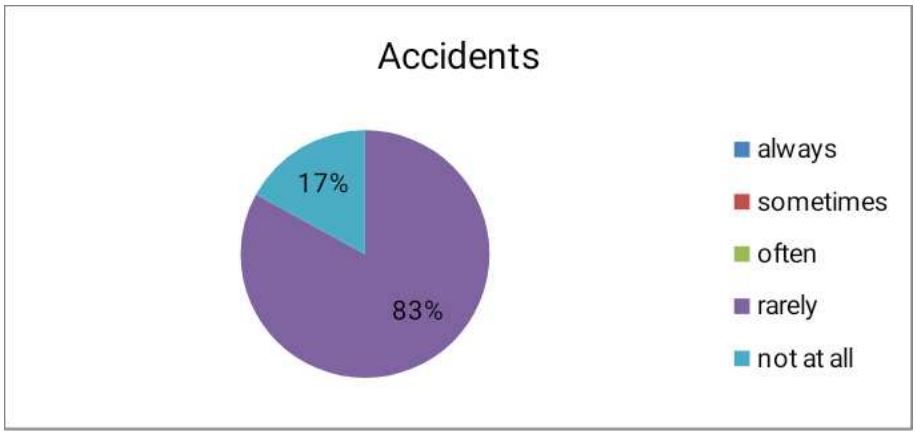
15. How often the accidents happen?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Always	-	-
Sometimes	-	-
Often	-	-
Rarely	25	83
Not at all	5	17
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 83% of employees say rarely the accidents happened and 17% employees say no accidents happened.

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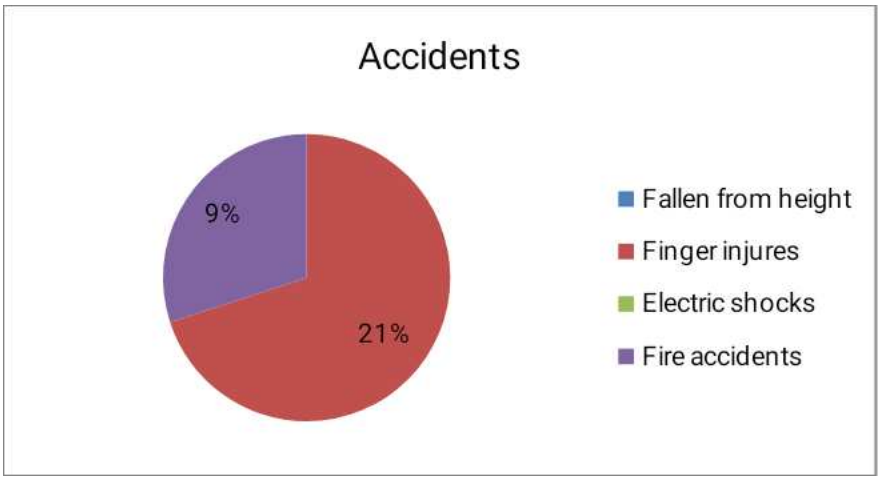
16. Which type of accidents occur more number of time?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Fallen from height	-	-
Finger injuries	21	70
Electric shocks	-	-
Fire accidents	9	30
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 70% of the employees say finger injuries are occurred more and 30% employees say fire accidents are happened.

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17. Are they providing the safety requirements for work?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
YES	30	100
NO	-	-
TOTAL		100

INTERPRETATION: The above table shows that, out of 30 employees, all employees agree with safety requirements provided by company.

Edit with WPS Office

18. How often the safety inspections are held in your company?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Yearly	30	100
Monthly	-	-
Weekly	-	-
Daily	-	-
Rarely	-	-
TOTAL	30	100

INTERPRETATION: The above table shows that, out of 30 employees, all employees agree with the yearly safety inspections are held in company.

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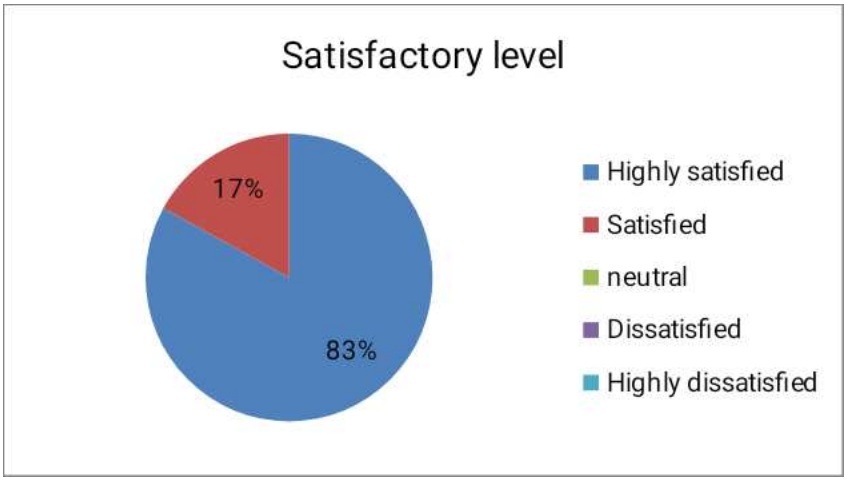
19. Satisfactory level of the health and safety measures taken in the company?

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Highly satisfied	25	83
Satisfied	5	17
Neutral	-	-
Dissatisfied	-	-
Highly dissatisfied	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 83% of the employees are highly satisfied with the health and safety measures adopted in the company and 17% employees are simply satisfied with the health and safety measures.

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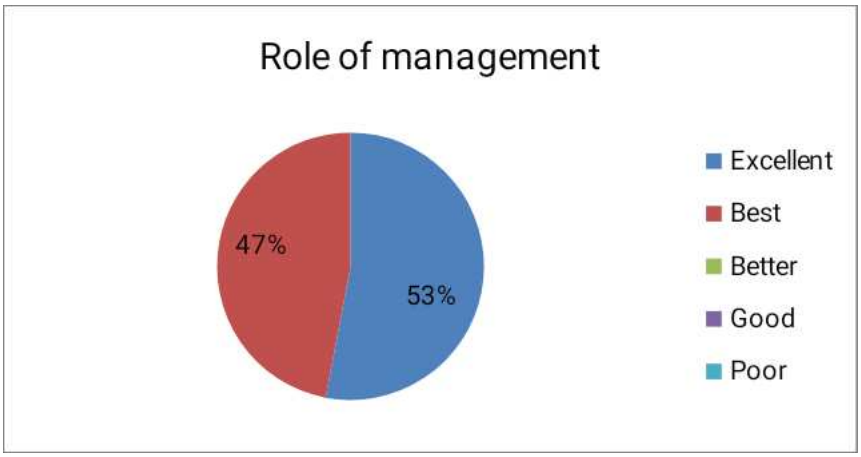
20. The role of management in implementing health and safety.

RANGE	NO.OF RESPONDANTS	PERCENTAGE%
Excellent	16	53
Best	14	47
Better	-	-
Good	-	-
Poor	-	-
TOTAL	30	100



INTERPRETATION: The above table shows that, out of 30 employees, 53% of employees say that the role of management in implementing health and safety is excellent and 47% employees say that role of management is best. No employees say that role of management in implementing health and safety is better, good or poor.

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CHAPTER – 5

FINDINGS:

All the employees are aware of the health and safety measures.

83% of employees say that the training is offered once in 3 years and 17% employees say that the training is offered yearly once.

23% of employees are always stressed and 77% employees say that sometimes they have stress.

73% of employees strongly agree with the first aid activities and contents of first aid kit and 27% employees say that they are disagree of first aid activities and content of first aid kit.

33% of employees agree that the working temperature is reasonable to work and half of the employees are neutral with the working temperature and 17% employees disagree that the working temperature is reasonable to work.

73%of the employees strongly agree that their environment is safe to work and 27%employees agree that their environment is safe to work.

57% of the employees simply agree that enough training is given but 27% of employees are neutral about the training given to the workers and 16% employees disagree about the training given to the workers before handling the machines.

70% of the employees say finger injuries are occurred more and 30% employees say fire accidents are happened.

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CHAPTER – 6

SUGGESTIONS:

- They have to provide effective arrangements to the workers for communicating their health and safety measures.
- Proper training has to be given to the workers to avoid frequently accidents.
- The management has to take necessary steps to reduce the stress level of the workers.

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CHAPTER – 7

CONCLUSIONS:

Human resources plays important role in the organisation. Employee health and safety is concern to the department, if the employees in the company are happy with the health and safety facility then only the productivity of the organisation can be increased.

Employees are all satisfied with the facilities which are available for them. Really company has to take care of employees in working hours.

Finally study concludes that the most of the employees are satisfied with the present health and safety facility in the organisation and it also needs some improvement to survive in the competitive situations

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Website

1. www.abhishekalloys.com

2. www.google.co.in

3. www.foundryinfo-india.org/profile_of_indian.aspx

4. mnacharya@abhishekalloys.com

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ANNEXURE

QUESTIONNAIRE

Dear Sir/Madam

I am Miss. Ruchira Patel student of Rani Channamma University, Belagavi have undertaken summer internship project on "Employee Health and Safety Measures" at Abhishek Alloys Pvt. Ltd Belagavi."

You are requested to give your valuable opinion about the following questions, I assure that the data provided by you will be kept confidential and used only for academic purpose only.

Employee Name:

Department:

Gender:

- Are you aware of the health and safety measures adopted in the company?
-Yes b. No
- Does the company provide medical facility to the workers?
- Yes b. No

- Have you attended any health and safety training in your company?

- Yes b. No

- How frequently training is offered in the company?

- Once in 3 years
- Yearly once
- Monthly
- Rarely.

- Do you have proper drinking water facility inside your work place?

1. Always
2. Sometimes
3. Often
4. Rarely

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5. Not at all.

- Do you have any stress towards work?
  - Always
  - Sometimes
  - Often
  - Rarely
  - Not at all.
- Do you know the first aid activities and contents of the first aid kit?
  - Strongly agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
- The working temperature is reasonable to work?
  - Strongly agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.
- The latrines and urinals are cleaned and maintained properly?
  - Strongly agree
  - Agree
  - Neutral
  - Disagree
  - Strongly disagree.

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- Do you have enough space to work?
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree.
- Do you think that your environment is safe to work?

1) Strongly agree
2) Agree
3) Neutral
4) Disagree
5) Strongly disagree.

- Is enough training given to the workers before handling the machines?
- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree.
- How often the company provide health checkup for workers?

1. Yearly
2. Half yearly
3. Quarterly
4. Monthly
5. Rarely .

- Are the machines maintained properly?

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- Always
- Sometimes
- Often
- Rarely
- Not at all.

➤ How often the accidents happen?

- ➤ Always
- ➤ Sometime
- ➤ Often
- ➤ Rarely
- ➤ Not at all.

➤ Which type of accidents occur more number of time?

- ➤ Fallen from height
- ➤ Finger injuries
- ➤ Electric shocks
- ➤ Fire accidents

➤ Are they providing the safety requirements for work?

- Yes
- No

➤ How often the safety inspections are held in your company?

1. Yearly
2. Monthly
3. Weekly
4. Daily
5. Rarely

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- Are you satisfied by health and safety measures taken in the company?
  - Highly satisfied
  - Satisfied
  - Neutral
  - Dissatisfied
  - Highly dissatisfied
- The role of management in implementing health and safety.
  - Excellent
  - Best
  - Better
  - Good.

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S.K.E 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

"COST VOLUME AND PROFIT ANALYSIS"

Undertaken At

"MASTER PRECISION"

Submitted By

Miss Vanishree Vadeyar

REG.NO. B1811249

Submitted to

RANI CHANNAMMA UNIVERSITY, BELAGAVI

In the Partial Fulfillment of the Award of

BACHELOR'S DEGREE OF BUSINESS ADMINISTRATION

2020-2021

S.K.E SOCITEY'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 Vanishree Vadeyar** has satisfactorily completed the project at **"MASTER PRECISION BELAGAVI"** in partial fullfilment 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

DECLARATION

I hereby declare that project Titled **"Cost volume and profit analysis**" towards **MASTER PRECISION** Industries original piece of research work carried out me under the guidance and supervision & 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 the requirement of **BBA** course of **RCU University.**

VANISHREE VADEYAR

ACKNOWLEDGEMENT

The internship training report being first of its kind in my education carrier enhanced my knowledge with corporate exposure and practicality of all subject in the industry internship programmed at **MASTER PRECISION** at BELGAUM has been truly a valuable and knowledgeable experience.

First of all, I take this opportunity to express my deep sense of gratitude to **Mr. Rajesh karelar** Who was my external guide during internship in **MASTER PRECISION.**

I am thankful to our beloved Director **S.S.Shimanagoudar** sir for giving me this opportunity.

My special thank to **Prof. Sonal kalburgi** for giving me valuable information and his co-ordination in providing various material for my project.

I also express my sincere thank and dedicate my work to parents , family members and my friends who always been a moral support and strong pillars at all stages of my life and at every stages with a cheer enthusiasm.

VANISHREE VADEYAR

EXECUTIVE SUMMARY

The project is done at **"MASTER PRECISION INDUSTRIES**" as a part of BBA programme with the objective to study about **"COST VOLUME AND PROFIT ANALYSIS"**

This report gives information is used to determine how change in costs and volume affect a company's operating income and net income. In performing this analysis, there are several assumption made, including:

- Sales price per unit is constant.
- Variable cost per unit cost is constant.
- Total fixed cost are constant.
- Cost are only affected because activity changes.

The study was conducted systematically calculated total net sales, cost volume ratio, profit volume ratio and breakeven point of the company. This study was limited to period of four weeks.

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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. Also they have the good infrastructure facility in their organization.

Cost Volume Profit (CVP) Analysis is a technique that examines changes in profits in response to changes in sales volume, costs, and prices. Accountants often perform CVP analysis to plan future levels of operating activity and provide information about which products and services to emphasize the volume of sales.

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 Cost Volume Profit Analysis. 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 Cost Volume profit (CVP) 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 Cost Volume Profit (CVP) aspects.

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, 0r 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 multicrore 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	6000aq ft
Nature of Business	Partnership Firm
Partners	Mr. B. P. Parmuji, and S. V. Patil
Year of establishment	1996
Total Employee	142
Working hours	8 hrs
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**

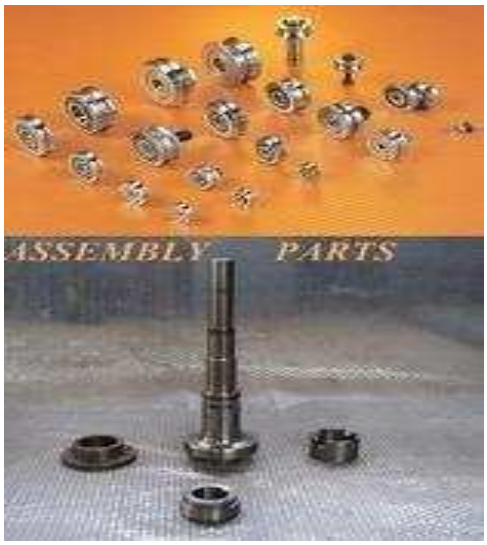
- **Hard Chrome Plating Rollers**

- **Ink Transfer Rollers**

- **Rotating Cylinders**

- **Rotogravure Cylinders**

- **Machine Assembly Parts**



OWNERSHIP PATTERN:

PARTERNERSHIP : 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 acre 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:

Hard Elements	**Soft elements**
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.

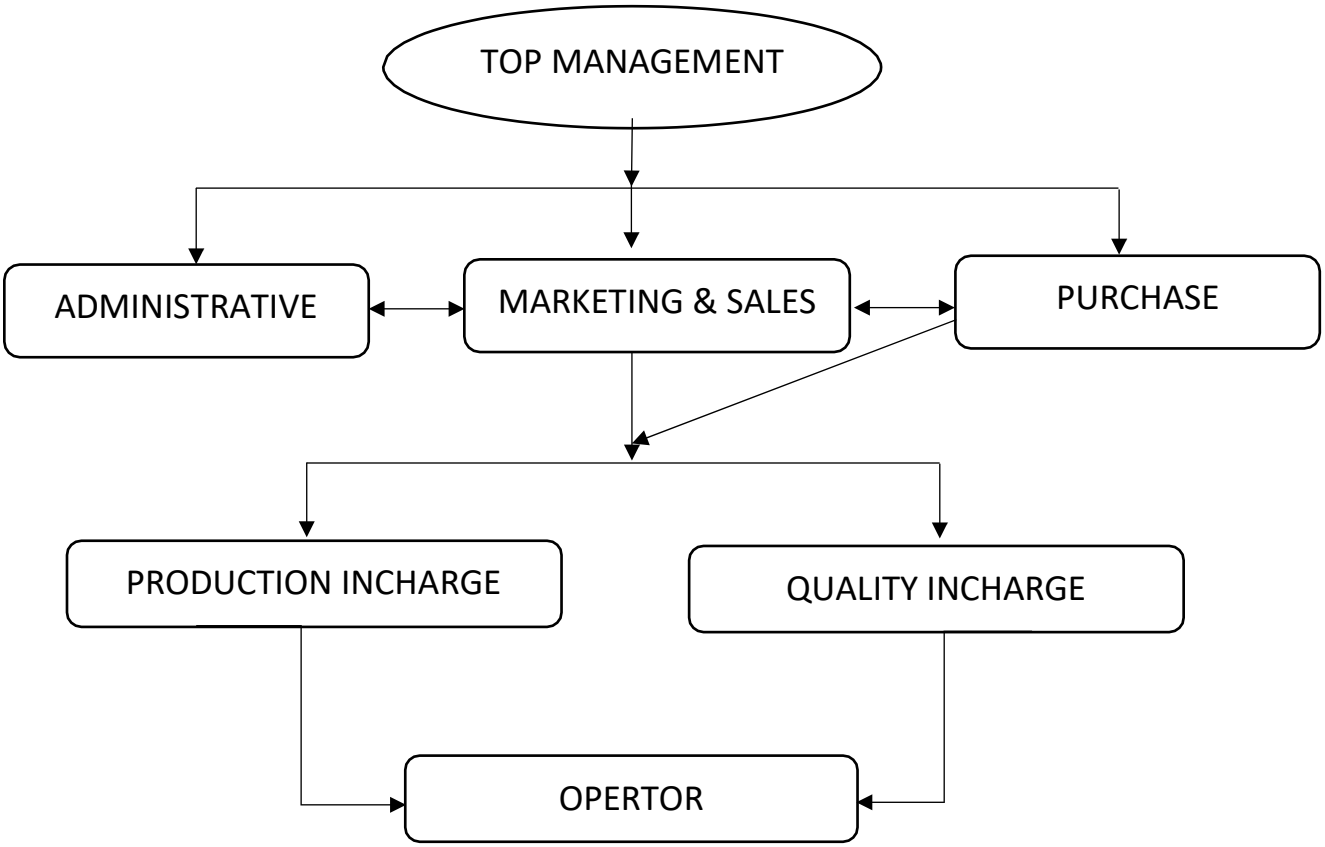
The company follows different procedure in shaping fresher. Staffing is one of the important procedures that is carried out in the organization. An organization development depends if the staff are will trained and have enough knowledge of the job properly to execute it in the right time.

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 alter 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.

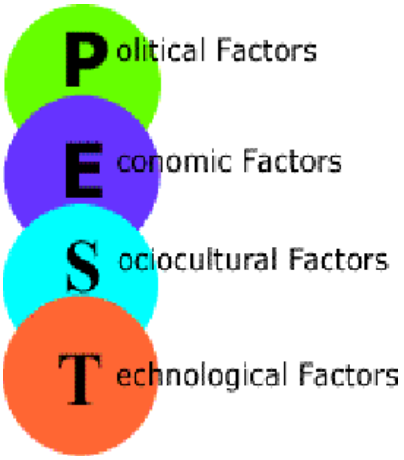
OPERATORS:

- Carry out work as per planned, instructed & drawing.
- Use calibrated instruments.
- Use safety measurers 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 ANALYASIS:

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.

CHAPTER – 3

CONCEPTUAL FRAMEWORK

CHAPTER-3

CONCEPTUAL FRAMEWORK

INTRODUCTION:

Managers need to estimate future revenues, costs, and profits to help them plan and monitor operations. They use cost-volume-profit (CVP) analysis to identify the levels of operating activity needed to avoid losses, achieve targeted profits, plan future operations, and monitor organizational performance. Managers also analyse operational risk as they choose an appropriate cost structure.

This evaluation helps determine when techniques such as CVP analysis are likely to be an appropriate tool and how much reliance to place on the results. The quality of information generated from an analysis techniques higher if the economic setting is consistent with the technique's underlying assumptions.

CVP analysis is an important tool that provides the management with useful information for managerial planning and decision making. Profits of a business firm are the result of interaction of many factors. Such factors determine whether we have profits or losses and whether profits increase or decrease overtime.

CVP analysis examines the behaviour of total revenues, total costs, and operating income as changes occur in the output level, selling price, variable costs per unit, or fixed costs. It is used as a tool to get the answers of such questions; how will revenues and costs be affected if we sell 1000 more units? if we raise or lower our selling prices? If we expand business into overseas markets? These all questions have a common what if them. To do an effective job in planning and decision making, the management must have analysis which allows reasonably correct predictions of how profits will be affected by a change in any one of these factors. Also management needs an understanding of how revenues, costs and volumes interact in providing profits. All these analysis and information are provided by CVP analysis

CVP analysis is a systematic method of examining the relationships between selling price, total sales revenue, volume of production ,expenses and profits. CVP analysis focuses on prices, revenues, volume, costs, profits and sales mix and on the interrelationship between them during the short run.

CVP analysis can play an important role by providing the management with information

regarding financial results if a specified level of activity or volume fluctuates, information on

relative profitability of its various products, information on probable effects of changes in selling price and other variables. Such information can help the management improve the relationship between these variables. CVP analysis must be in setting selling prices, selecting the product mix to sell, choosing among alternative marketing strategies and analysing the effects of cost increase or decrease on the profitability of the business enterprise.

In CVP analysis, all expenses are classified into fixed and variable. Semi variable expenses have to be divided into their fixed and variable elements. Based upon a knowledge of fixed and variable cost elements and CVP analysis, it is possible to determine break even sales volume, to compute the sales needed to generate desired profits and to supply answers to many questions to arise in the course of management planning and decision making.

Cost-volume-profit (CVP) analysis expands the use of information provided by breakeven analysis. A critical part of CVP analysis is the point where total revenues equal total costs (both fixed and variable costs). At this breakeven point (BEP), a company will experience no income or loss. This BEP can be an initial examination that precedes more detailed CVP analysis.

Cost-volume-profit analysis employs the same basic assumptions as in breakeven analysis. The assumptions underlying CVP analysis are:

- Changes in the level of revenues and costs only because of changes in the number of product (or service) units produced or sold -for example, the number of television sets produced and sold by Sony corporation. The number of output units is the only revenue and cost driver. Just a cost driver is any factor that affects costs; a revenue driver is any factor that affects revenues.
- Total can be divided into a fixed component and a component that is variable with respect to the level of output. The variable cost consists of both, direct variable cost and indirect variable costs of the product. Similarly, fixed costs also include both, the direct fixed cost and the indirect fixed cost.
- When graphed, the behaviour of total revenues and total costs is linear (Straight line) in relation to output units within the relevant range (and time period).
- The unit selling price, unit variable cost, and fixed costs are known and constant (This assumption is discussed later).
- The analysis either covers a single product or assumes that the sales mix when multiple products are sold will remain constant as the level of total units sold changes.

- ❖ All revenues and costs can be added and compared without taking into account the time value of money.

Many companies (and divisions and plants of companies) in industries such as airlines, automobiles, chemicals, plastics, and semiconductors have found the simple Cost Volume Profit relationships to be helpful in strategic and long range planning decisions as well as decisions about the product features and pricing.

TECHNIQUES OF CVP ANALYSIS

CVP analysis uses the following techniques in the area of managerial planning and decision making.

1. CONTRIBUTION MARGIN CONCEPT

Contribution margin concept indicates the profit potential of a business enterprise and also highlights the relationship between cost, sales and profit. It is a highly useful technique for planning and decision making by the management.

Contribution margin is the excess of sales revenue over variable costs and expenses. Under contribution margin concept, variable cost include all variable costs i.e variable production costs and variable selling and administrative expenses, if any. From the contribution margin fixed cost and expenses are deducted giving finally operating income or loss.

2. CONTRIBUTION MARGIN RATIO (C/M RATIO)

The contribution margin as a percentage of total sales is referred to as contribution margin ratio (CM Ratio). Contribution margin ratio can be used in cost-volume profit calculations. The contribution to margin can also be expressed in the form of a percentage.

The contribution margin concept is also known as ‘contribution to sales’ (C/S) or profit volume ratio (PN) ratio. This ratio denotes the percentage of each sales rupee available to cover the fixed costs and to provide operating income to a firm. Taking an example assume the following information in case of a company.

Sales	1,00,000
Variable costs	60,000
Fixed cost	30,000

In this case, contribution margin is Rs.40,000, profit Rs.10,000 and contribution margin is 40% as shown by the following computation

i.

Particular	RS.
Sales	1,00,000
Less: Variable cost	60,000
Contribution	40,000
Less: Fixed cost	30,000
Net Profit	10,000

ii. Contribution margin ratio (C/S or P/V ratio)

$$\frac{\text{Sales} - \text{variable costs}}{\text{Sales}}$$

The P/V ratio helps in knowing the. effect 11 income of a firm due to increase or decrease in sales volume. In the above example, a business enterprise may be interested in studying the effect of having additional sales of Rs.40,000 on the income of the firm. Multiplying the P/v ratio (40° o)by the change in sales volume (40,000) indicates an increase in operating income by Rs. 16,000 if additional sales is possible. The total income will be Rs.26,000 as is clear from the following computation.

Particular	RS.
Sales	1,40,000
Less: Variable cost	84,000
Contribution	56,000
Less: Fixed cost	30,000
Net Profit	26,000

In the above example, variable cost as percentage are 60% of sales (100 - P/V ratio which is 40%). Thus, variable costs, as a percentage of sales are always equal to 106% minus the P/V ratio.

The PN ratio is useful to the management in deciding whether to increase sales volume. The use of PN ratio in specific analysis is based on the assumption that except sales volume, other factors such as the unit selling price, percentage of variable cost of sales, amount of fixed costs remain constant. If there are changes in any of these factors, the effect of such change should be considered in making the analysis involving the PN ratio.

Importance of Contribution margin:

CVP analysis can be used to help find the most profitable combination of variable costs, fixed costs, selling price, and sales volume. Profits can sometimes improve by reducing the contribution margin if fixed costs can be reduced by greater amount.

BREAK EVEN ANALYSIS

A break even analysis is performed to identify the level of operations at which the entity has covered all costs but has not yet earned any profit. The breakeven point identifies the volume of activity at which total revenues equal total costs. This is an important point to the management because it represents a minimum acceptable level of operations and it indicates that profitable operations can only result when the level of activity exceeds the breakeven point.

Assumptions :

- The total revenues of the enterprise change in direct proportion to changes in unit sales volume. This is the same as assuming that the average selling price is constant.
- The total expenses can be separated into variable expenses and fixed expenses per year.
- The total variable expenses vary in direct proportion to changes in sales volume. This is the same as assuming the variable expense per unit is constant.
- The total fixed expenses, within a relevant range of volume, do not change as sales volume changes.
- For multi-product firm, the sales mix remain constant for all volume levels under consideration.
- Production volume and sales volume are equal in other words inventory changes do not affect profit

Advantages :

- Break even analysis provides a useful tool in demonstrating the relationship and interaction of cost, volume, and prom. If properly utilized, it aids in establishing realistic profit objectives and operating budgets.
- The breakeven chart can highlight problem areas requiring corrective management action. The breakeven technique can be an important tool in establishing expenditure constraints and control by adequate supervision.
- The breakeven process may involve such planning question as plant expansion, equipment modernisation, change in product mix or sales prices and the introduction of new product lines.

Disadvantages :

- It cannot be used usefully without a thorough understanding of its concept and limitations.
- The Breakeven chart generally reflects a number of estimates and judgments, and the resultant data developed and their implication can be misleading.
- The Breakeven is developed at a point that represents a static position. Changes in relationship factors should be correctly and logically reflected in a revised chart or a series of charts.
- The improper understanding and usage of the charts can lead to inadequate decision making, inaccurate planning assumptions and possibly detrimental control actions.

BREAK EVEN ANALYSIS IN UNITS

Break even analysis utilizes the contribution margin approach to compute net income, which splits costs into a fixed and variable classification. The breakeven point in units can be computed by dividing total fixed cost by the contribution margin provided by each unit.

$$\text{Break even in units} = \frac{\text{Total fixed cost}}{\text{Contribution margin per unit}}$$

The contribution margin per unit is sales price per unit less variable cost per unit.

Example

ABC manufactures sells one type of calculator called Model X. Model X sells for Rs.400, and the variable expenses associated with it are Rs. 200 for manufacturing and Rs. 50 for selling. Fixed costs are Rs. 7,50,000 for manufacturing and Rs. 1,50,000 for selling and administration. How many units must be produced and sold in order to break even?

$$\text{Breakeven point in units} = \frac{\text{Fixed cost}}{\text{Sale price per unit Variable cost per unit}}$$

$$= \frac{\text{Rs.9,00,000}}{\text{Rs.400 Rs.250}}$$

$$= 6000 \text{ units}$$

When the price exceeds the variable cost, as in the example above, each unit contributes something (Rs.150) towards covering fixed costs and providing a prom. The Breakeven point has been reached as soon as the cumulative amount of the contribution margin (6000 X Rs.150) equals the total fixed costs (Rs.9,00,000)

BREAKEVEN ANALYSIS IN SALES RUPEE

The concept of the breakeven point does not change when the analysis is performed sales rupees. The breakeven point merely identifies the amount of sales rupees required to cover all costs but generates no profit.

Equation for breakeven point in sales rupees

One method of computation breakeven in sales rupees is to compute breakeven in units and multiply the number of unites by the sales price per unit. The breakeven point in sale rupees equal to fixed costs divided by the contribution margin ratio.

$$\text{Breakeven point in sales rupees} = \frac{\text{Fixed costs}}{\text{Contribution margin ratio}}$$

For an amount of desired profit, the following formula is used =

$$\frac{\text{Fixed costs + desired profit}}{\text{Contribution margin ratio}}$$

$$\text{Contribution margin ratio} = \frac{\text{Sales price per unit – Variable costs per unit}}{\text{Sales price per unit}}$$

$$\text{Contribution margin ratio} = \frac{\text{Total sales – Total variable costs}}{\text{Total sales}}$$

PROFIT VOLUME RATIO (PV Ratio):

Profit volume ratio also known as contribution ratio expresses the relation between contribution and sales. The contribution is arrived at by deducting variable costs from sales revenue. P/V ratio helps in working out various sales levels under different situations. P/V ratio indicates the relative profitability in response to changes in sales price, variable costs or sales mix. It may be noted again that absorption costs being combination of fixed and variable costs do not properly bring out the effect of such change on the profit.

$$\text{P/V ratio} = \frac{\text{Contribution}}{\text{Sales}}$$

Profit Volume ratio is a very powerful tool. It helps in all the areas in finding the financial figures. It gives the detail profit analysis at any given point of situation. Below examples or applications of Profit Volume are shown,

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

COST SHEET FOR THE YEAR ENDED 31/03/2019

PARTICULAR	AMOUNT
Direct material	13,00,09,225
Direct Wages	86,13,832
Direct Expenses	9,31,514
PRIME COST	**13,95,54,571**
Add:- Factory overhead	4,87,944
WORKS COST	**14,00,42,515**
Add:- Administration overhead	1,15,78,361
COST OF GOODS SOLD	**15,16,20,876**
Add:- selling & distribution overhead	37,22,060
COST OF SALES	**15,53,42,936**
PROFIT	**2,18,44,715**
SALES	**17,71,87,651**

COST SHEET FOR THE YEAR ENDED 31/03/2020

PARTICULAR	AMOUNT
Direct material	14,25,60,106
Direct Wages	1,25,28,479
Direct Expenses	10,05,896
PRIME COST	**15,60,94,481**
Add:- Factory overhead	1,19,08,333
WORKS COST	**16,80,02,814**
Add:- Administration overhead	1,21,74,196
COST OF GOODS SOLD	**18,01,77,010**
Add:- selling & distribution overhead	57,57,302
COST OF SALES	**18,59,34,312**
PROFIT	**2,41,39,804**
SALES	**21,00,74,116**

COST SHEET FOR THE YEAR ENDED 31/03/2021

PARTICULARS	AMOUNT
Direct material	15,63,38,329
Direct Wages	1,41,49,812
Direct Expenses	11,42,348
PRIME COST	**17,16,30,489**
Add:- Factory overhead	59,85,720
WORKS COST	**17,76,16,209**
Add:- Administration overhead	1,41,32,253
COST OF GOODS SOLD	**19,17,48,462**
Add:- selling & distribution overhead	54,11,801
COST OF SALES	**19,71,60,263**
PROFIT	**2,04,24,794**
SALES	**21,75,85,057**

Determination of costs:-

PARTICULARS	2018-19	2019-20	2020-21
Fixed Cost			
Factory overhead	2,17,344	84,51,278	32,42,130
Administration overheads	39,25,219	41,46,780	64,58,193
2.Variable cost			
Direct material	13,00,09,255	14,25,60,106	15,63,38,329
Direct wages	86,13,832	1,25,28,476	1,41,49,812
Direct Expenses	9,31,514	10,05,896	11,42,348
Factory Overhead	2,70,600	34,57,055	27,43,590
Administration overheads	76,53,142	80,27,416	76,74,060
Selling & Dist. Overhead	37,22,060	57,57,302	54,11,801
3.Total Operating profit (Sales – VC – FC)	2,18,44,685	2,51,45,700	2,04,24,794
4.Total sales	17,71,87,651	21,00,74,116	21,75,85,057

COST VALUME RATIO (production cost=Fixed cost +variable cost)

	2018-19	2019-20	2020-21
Fixed cost	41,42,563	1,25,98,058	97,00,323
Variable cost	15,12,00,403	17,33,36,251	18,74,59,940
Production cost	15,53,42,966	185,934,309	19,71,60,263

PROFIT VALUME RATIO (Contribution/Sales)

	2018-19	2019-20	2020-21
Contribution	2,59,87,248	3,67,37,865	3,01,25,117
Sales	17,71,87,651	21,00,74,116	21,75,85,057
P.V.Ratio	0.46(14.6%)	0.17(17.4%)	0.13(13.8%)

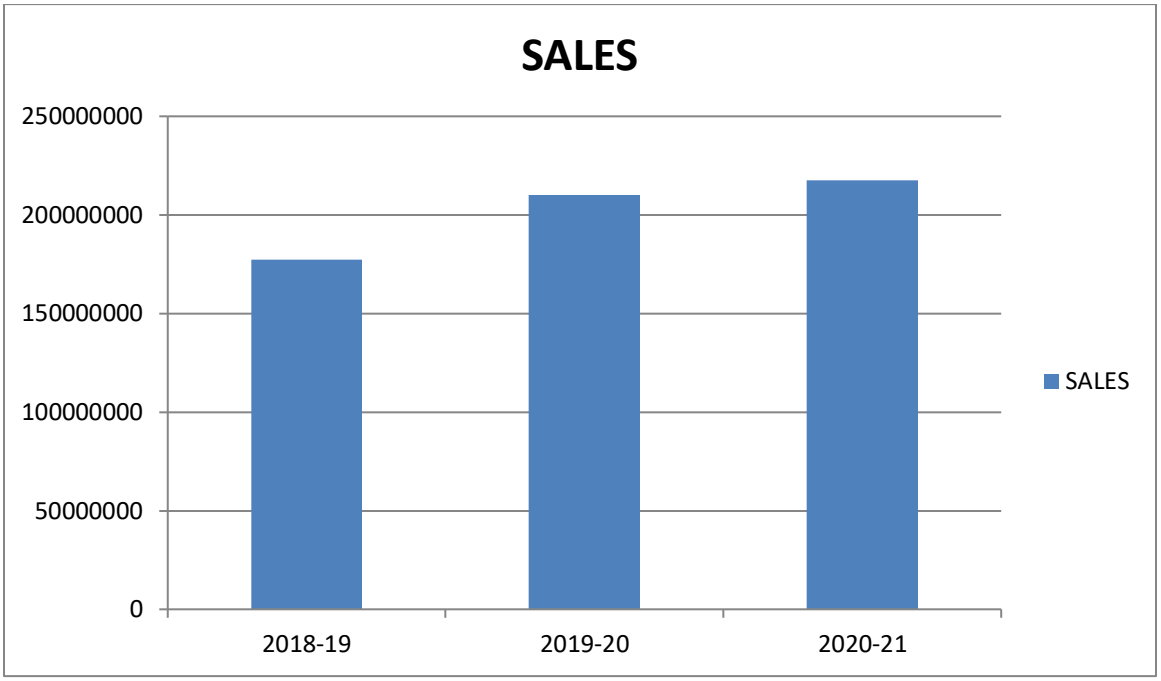
Breakeven Point of the company (Fixed cost/P. V. Ratio)

	2018-19	2019-20	2020-21
Fixed cost	41,42,563	1,25,98,058	97,00,323
P.V.Ratio	14.6%	17.4%	13.8%
BEP	2,83,737	7,24,026	7,02,921

Table No. 4.1 : SalesRatio:

S.NO	YEAR	Sales
1	2018-19	17,71,87,651
2	2019-20	21,00,74,116
3	2020-21	21,75,85,057

Graph No. 4.1 : SalesRatio:



Interpretation: In the above graph the sales ratio is 18%increased in the year 2019-20 and 3%increased in the year2020-21.So sales are increased year after year.

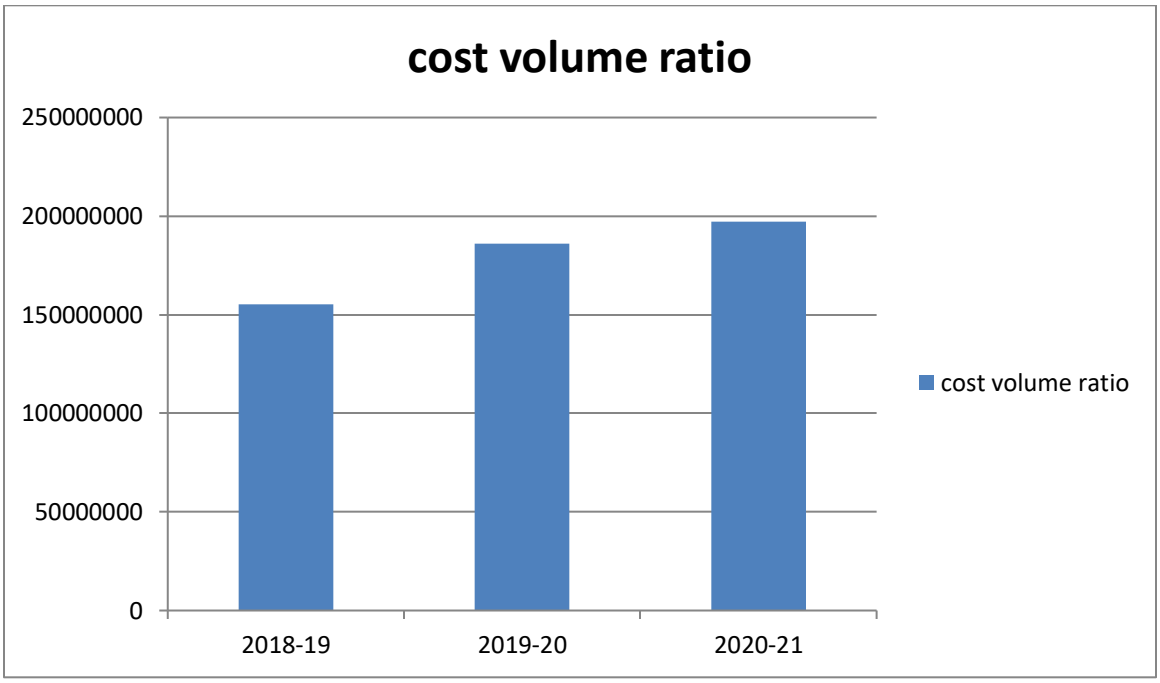
COST VALUME RATIO (Fixed cost+variable cost=Production cost

	2018-19	2019-20	2020-21
Fixed cost	41,42,563	1,25,98,058	97,00,323
Variable cost	15,12,00,403	17,33,36,251	18,74,59,940
Production cost	15,53,42,966	185,934,309	19,71,60,263

Table No. 4.2 : Cost Volume Ratio

S.NO	YEAR	CV Ratio
1	2018-19	15,53,42,966.
2	2019-20	185,934,309
3	2020-21	19,71,60,263.

Graph No. 4.2 : Cost Volume Ratio



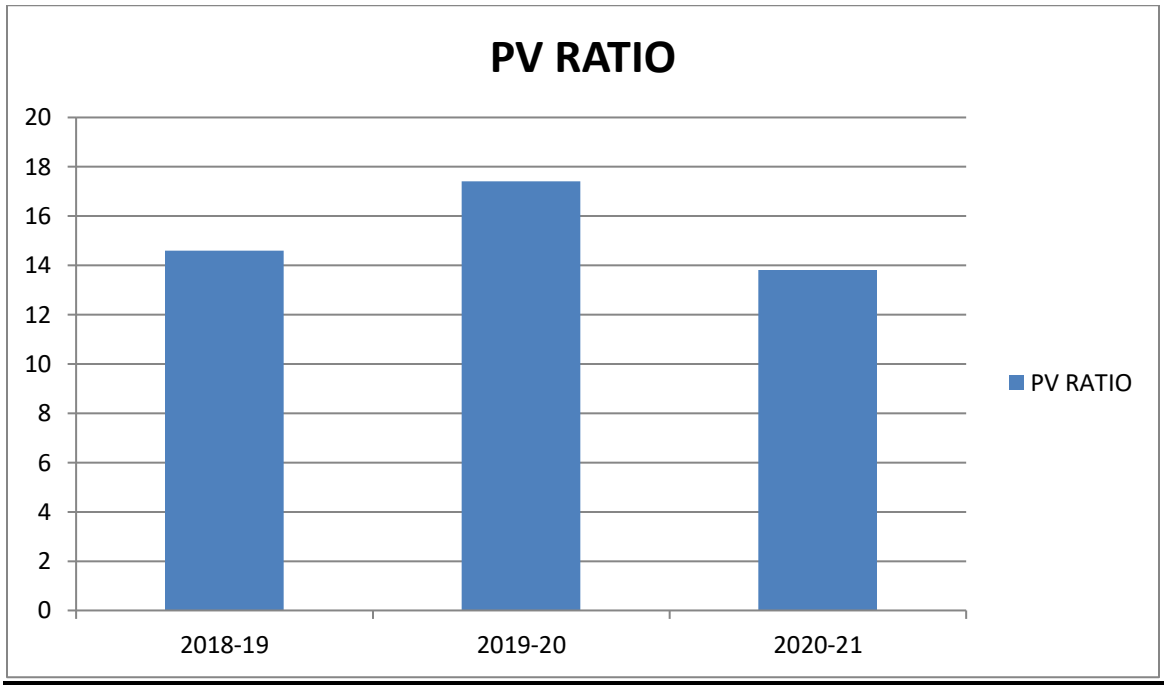
Interpretation: In the above graph cost volume ratio is increased 19% in the year 2019-20 and 6.3% increased in the year 2020-21.C.V.R, is increased year after year.

PROFIT VOLUME RATIO:(Contribution/Sales=P.V.Ratio

	2018-19	2019-20	2020-21
Contribution	2,59,87,248	3,67,37,865	3,01,25,117
Sales	17,71,87,651	21,00,74,116	21,75,85,057
P.V.R.	0.146(14.6%)	0.17(17.4%)	0.13(13.8%)

S.NO.	YEAR	P.V.Ratio
1	2018-19	14.6%
2	2019-20	17.4%
3	2020-21	13.8%

Graph No. 4.2 : Profit Volume Ratio



Interpretation: In the above graph cost volume ratio for the year 2018-19profir is 14.6%,in the year 2019-20 profit is 17.4% and in 2020-21 profit is 13.8%.here 2020-21 profit is decreased.

,

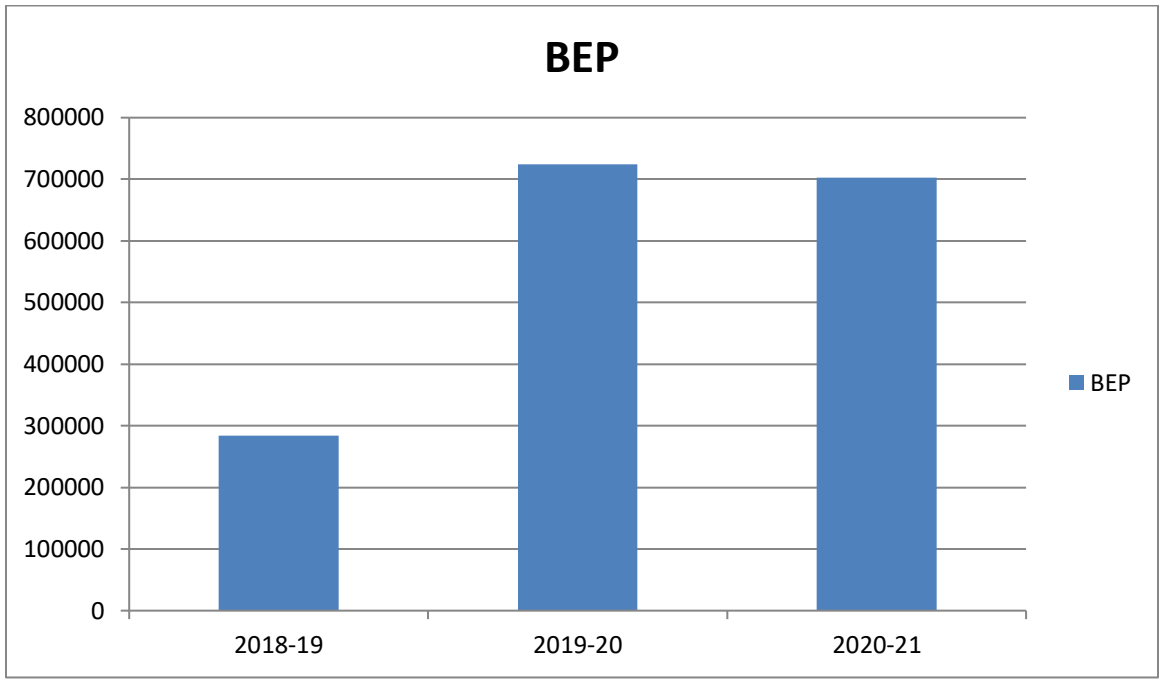
BREAKEVEN POINT: Fixed cost/P.V.R.=B.E.P.

	2018-19	**2019-20**	**2020-21**
Fixed cost	41,42,563,	1,25,98,058	97,00,323
P.V. Ratio	14.6%	17.4%	13.8%
BEP	2,83,737	7,24,026	7,02,921

Table No. 4.4 : Breakeven Point:

S.NO	YEAR	BEP
1	2016-17	2,83,737
2	2017-18	7,24,026
3	2018-19	7,02,921

Graph NO 4.4 : Breakeven Point:



Interpretation: In the above graph B.E.P. increase in the year 2019-20(155%)and in the year 2021-21 it is (3%) increase.

- ✓ If the company sells more units than it will show profit.

FINDINGS:

- ✓ In sales ratio it is found that in the year 2019-20 sales ratio increased 18% as compare to 2018-19 and 3% increase in 2020-21
- ✓ It is found that cost volume ratio is increased year after year(in 2019-20 it is increased 19% and in 2020-21 it increased 6.03%)
- ✓ Here it is found that in the year 2020-21profit is deceased.
- ✓ It is found that B.E.P. for the year2018-19 it is very less and in 2019-20 it increased 155% and in 2020-21 it decreased3%.

SUGGESTIONS:

- ✓ Company can increase their net margin by reducing cost.(ex finding cheaper sources of raw material.
- ✓ Company can use cost volume ratio to see how many units they need to sell to cover all cost.
- ✓ Company should increase selling prices and reducing the variable cost to improve profit.
- ✓ The BEP will increased when the amount of fixed cost and expenses increased, so company should takes necessary steps.

CONCLUSION:

MASTER PRECISION BELGAUM has been successfully carrying out its business activities by using its management and new techniques. The Company has strong code of conduct and is also known for its ethical business practices. The Company has a good relationship between the employers and the employees.

The project undertaken has helped a lot in understanding the concept of "Cost Volume Profit Analysis" at MASTER PRECISION BELGAUM.

The study shows the effect of increase or decrease in the fixed and variable cost on the profitability of the company and it also includes results of changes in capacity utilization by the company which in turn affects the profitability of the company. CVP helps in highlighting the downside risk and upside return of alternative that differ in the structure of the companies fixed cost and variable cost.

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Websites:

- masterprecision@rediffinail.com
- www.cncmachines.com

S.K.E 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

"Prevention of Industrial Accidents."

Undertaken At

"ABHISHEK ALLOYS"

Submitted By

Ms. VIJAYALAXMI.C. DINDI

REG.NO. B1811250

Submitted to

RANI CHANNAMMA UNIVERSITY, BELAGAVI

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 BBA

BELAGAVI-590006

(Affliated To Rani Channamma University, Belagavi)

A Project Report On

Prevention of industrial accidents

At

"ABHISHEK ALLOYS PVT LTD"

Submitted By

Ms.Vijayalaxmi C Dindi

Reg. No. B1811250

BBA 6th Sem

Under the guidance of

Organizational guide	institutional guide
Mr. Pramodh jalihal	Prof. Sonal kalburgi

S.K.E SOCITEY'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 Miss Vijayalaxmi C Dindi as satisfactorily completed the project at "PREVENTION OF INDUSTRIAL ACCIDENTS " in partial fullfilment 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.Shimangoudar

"DECLARATION"

I Ms. Vijayalaxmi C Dindi Bearing The Register No. B1811250 Hereby Declare That, The Project Report Entitled.

"Study Of Prevention Of Industrial Accidents"

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. Sonal Kalburgi. Rani Parvati 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 **Vijayalaxmi C. Dindi**

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 Abhishek alloys, Belagavi for giving me opportunity to undergoing my in-plant project in their esteemed organization.

I sincerely thank the organization guide Mr. Pramod jalihal system in charge this project was completed. I remain obliged to him for taking offtime from his busy schedules to guide me in this project.

I express my earnest gratitude to my project guide prof. Sonal kalburgi her 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.

EXECUTIVE SUMMARY

This is a concise abstract of the project work done on “Human Resource” with special reference to “Abhishek Alloys pvt ltd”.

This project is on the study of “prevention of industrial accident”.the project is done based on the major and minor information manuals.

The objects of the study was to know the preventive measures adopted by the company to avoid accidents.

The report initiates with the brief introduction of the company.It covers many aspects of “Abhishek Alloys pvt ltd.” Like company profile, objectives,scope,etc.

The sample of 200 respondents was selected and the survey was conducted with the help of questionnaire.

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5	**Product profile**	**8-10**
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7	**Award and achievement**	**14-15**
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CHAPTER – 1
INTRODUCTION

INDUSTRY PROFILE

Casting is a manufacturing procedure in which a fluid matter is frequently poured into a mould, which contains an empty opening of the preferred form, and allowed to freeze. The solidified element is also recognized as casting, which is evicted or broken out of the pattern to complete the process. Casting equipments are generally metals or a variety of frozen setting equipment that heal after combining two or more components together, examples are epoxy, concrete, plaster and clay. Casting is most frequently used for manufacturing complex shapes that would be otherwise hard or too expensive to make by further methods. Casting is a 6000 year old process.

The Indian foundry business manufactures metal cast workings for use in automobile, tractor, railways, engine tools, defense, earth moving, textile, cement, electrical, power machinery, pumps, valves etc. Foundry business has an income of around USD 19 billion with exports just about USD 2.5 billion. However, grey iron castings have the major share i.e., approx. 68% of total castings produced. There are approx. 5000 units out of which 90% can be diversified as MSMEs.

The Indian metal casting (Foundry Industry) is well recognized & producing expected 10.21 million MT of a variety of grades of castings as per International Standards and total sales approx. USD 19 billion.

Major Foundry Clusters

Each group is recognized for its products. The main foundry clusters are situated in Batala, Jalandhar, Ludhiana, Agra, Pune, Kolhapur, Solapur, Rajkot, Mumbai, Ahmadabad, Belagavi, Coimbatore, Chennai, Hyderabad, Howrah, Kolkata, Indore, Faridabad, Gurgaon, etc,.

On an average each foundry cluster is known for catering to some specific end- use markets. For example, the Coimbatore cluster is well-known for pump- sets castings, the Kolhapur and the Belagavi clusters for automotive castings, the Rajkot cluster for diesel engine castings, Howrah cluster for sanitary castings etc.

COMPANY PROFILE

Abhishek Alloys Pvt Ltd. is a medium level business situated in Machhe industrial estate, Belagavi. It was promoted by Shri. Madhwa N. Acharya, the managing director of the business. The manufacturing process started in the year 1991 under the name of M/S Abhishek Industries and later on the operations were shifted to Abhishek Alloys Pvt. Ltd., in the year 1994. Since its start, Abhishek Alloys Pvt. Ltd. has stretched its manufacturing ability of 200 tonnes per month to 300 tonnes per month. The business has a whole built up area of 2.5 acres and manufactures C. I. and S. C. iron castings with 100% shell molding process. The company's customers consist of trade from automobile, hydraulics, power generations, and construction.

Abhishek Alloys Pvt. Ltd. was established in the year 1991. The firm has evolved on its own speed of growth. The firm possesses sufficient space and framework. The firm is a foundry producing basic metal castings.

Name	Abhishek Alloys Pvt. Ltd.
Address	Plot No. 58, Machhe Industrial Estate, Belagavi, Karnataka 59014
Telephone	0831-2411040
Email	mnacharya@abhishekalloys.com
Certification	Certified with ISO/TS 14001:2004 by TUV in the year 2014
Website	www.abhishekalloys.com
Type of the company	Private limited company
Year of incorporation	1994
Directors	Mr. M. N. Acharya Mr. Mayur Acharya
Area	Machhe Industrial Estate under 2.5 acres
Official timings	Monday – Saturday 9 am – 8 pm

VISION, MISSION AND QUALITY POLICY

Vision

Abhishek Alloys dream is to advance infrastructure facilities with the superior technology, healthy atmosphere for catering the requirements of the customers.

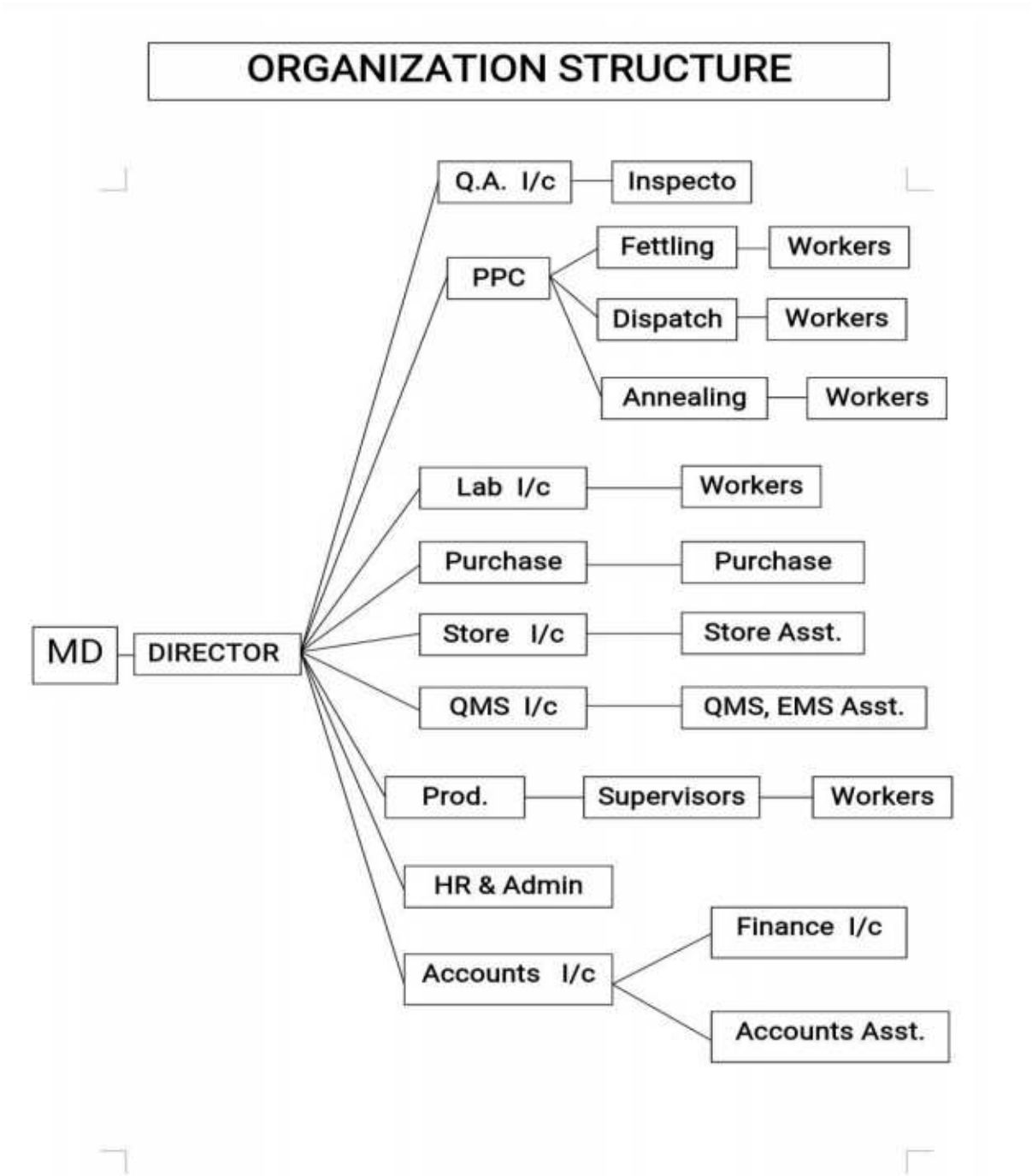
Mission

Is in a place to build up any complex castings at a cost customer can afford, quality as per customer necessities that sets apart.

Quality Policy

The business focuses on assembly and beyond customer's necessities and a well-known customer oriented and globally established excellence systems. It has recognized a superiority policy, which is framed allowing for customer necessities and focus on continuous development through participation of all the employees. Abhishek Alloys believes and nurtures the skill of all the workers as a family and greatest significance is specified for the safety aspects and good atmosphere.

Organization Structure



PRODUCT PROFILE

Abhishek Alloys Pvt. Ltd manufactures, and supplies a variety of products. Products manufactured are used in diverse fields like automobile, construction, hydraulics, OEM (original equipment manufacturer) and power generation.

AUTOMOBILE PRODUCTS

Some automobile products are Drive and Flange castings, Flange Yoke, Slip Yoke castings, Pump Housing castings.

CONSTRUCTION PRODUCTS

Some construction products are Cylinders.

HYDRAULICS PRODUCTS

Hydraulic products are Monoblock DCV castings body, Solenoid Casting Body, Valve Bodies and Strainer cap.

OEM PRODUCTS

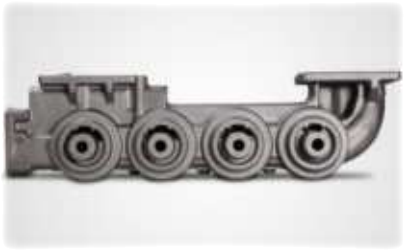
OEM products are Body Retarder, Main Press Body and Main Body End Plate.

POWER GENERATION PRODUCTS

Power generation products are Housing Thermostat, Impellers, Manifold Air Intake, Head Fuel Filter, and Connection.

OTHER PRODUCTS

Other products are Rotor, Rubber, Stators and Sprockets.

Rotar	Valve Covers
Spool Housing	Head Fuel Filter
Cover Oil Lump Pump 	Impellers
Port Plates	Stator

INFRASTRUCTURE FACILITIES

- Generators
- Compressors
- Annealing Furnaces
- Universal Testing Machine of 40 ton Cap
- Microscopic Testing Equipment
- Hardness Testers
- Dual Track Medium Frequency Furnace with 2- 500kgs/pot
- Four Station Shell Molding Machine
- Core Shooters
- Manual Molding Machines
- Resin Coating Mixers
- Shot Blasting and Tumblasting Machines

SWOT ANALYSIS

STRENGTHS

- Experienced manpower
- Suitable organization structure
- Superior quality system – ISO/IATF 16949
- Excellent in house testing amenities and well equipped laboratory

WEAKNESS

- No preparation for outsourcing
- No definite accountability
- More lead time to development
- Sharing process technology with visitor

OPPORTUNITIES

- Well-built mechanical team for innovative products
- Demand for finished parts is increasing due to boom in industry.

THREATS

- Perception of customer not measured
- Sensitive price for new part
- Development of parts by competitors using low level technology

FUTURE GROWTH AND PROSPECTS

- Abhishek Alloys Private Limited is developing to commence own company products.
- Company has planned to expand the market in the diversified manner and introduce assembly line and adopted Austempering ductile iron to survive competition.
- Company has planned to increase machine activity.
- Company has planned to adopt more advanced technology wherever company requires in its production process.
- Abhishek Alloys Pvt. Ltd is a Sole Proprietor business unit.

OWNERSHIP PATTERN

Abhishek Alloys Pvt. Ltd is a Sole Proprietor business unit.

Director Identification No.	**NAME**	**DESIGNATION**	**Date of Appointment**
00820394	Madhwa N Acharya	Whole time Director	21st Jan 1992
03556921	Mayur M Acharya	Director	15th July 2011
00888008	SunitaAcharya	Director	1994

COMPETITORS TO ABHISHEK ALLOYS PVT LTD

1. A K P Foundaries Pvt. Ltd
2. Shanti Iron and Steel
3. The Allied Foundaries Pvt. Ltd.
4. Big Casting Pvt. Ltd
5. REC Engineering Pvt. Ltd
6. Belgaum Foundary Cluster
7. Prabhat Casting Unit 2

CUSTOMERS

Atlas Copco	DYNAMATIC TECHNOLOGIES	MAN
BOSCH Invented for life	polyhydron	VELJAN
Cummins	Wagner Trident Precision Components Pvt. Ltd.	VOITH

AWARDS AND ACHIEVEMENT

1. National Award for "Outstanding Entrepreneur" from the President of India in the year 1993

2. "O" pm Award from M/S Bosch Ltd. in their supplies to Bangalore plant in the year 2005

3. "Suppliers Award" by M/S Bosch Ltd. Bangalore in the year 2009

4. "Casting of the Year" Award in 2010 at 58th Indian Foundry Congress held at Ahmadabad

5. "Casting of the Year" Award in 2014 at 62nd Indian Foundry Congress held at Ahmadabad

CHAPTER – 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

THEORETICAL BACKGROUND OF THE STUDY

The ever-increasing automation, electrification, chemicalisation and sophistication have made industrial jobs more and more complex. This has led to increased dangers to individual existence in industries through accidents and injuries. In fact, it shows the want for and significance of industrial safety. First, let us understand what industrial accident actually means.

An industrial accident is a sudden and unpredicted incident in the business which interrupts the systematic movement of the work. According to the Factories Act, 1948 “It is an incident in an industrial enterprise causing physical damage to an individual which makes him unhealthy in doing his duties in the next 48 hours”.

In other words, accident is an unforeseen event in the course of employment which is neither anticipated nor designed to occur. Thus, an accident is an unexpected and uncontrolled event in which an action or reaction of an object, a material, an individual, or a energy results in personnel injury. It is essential to note that self-inflicted injuries cannot be regarded as accidents.

An industrial harm is defined as “A personal harm to an employee which has been caused by an accident or job-related disease and which arises out of or in the course of employment and which could enable such worker to reimbursement under Workers Compensation Act, 1923.

LITERATURE REVIEW

The report of the 8th Annual Behavioral Based Safety Conference 2012 states that the source of most workplace accidents and incidents is straightforwardly associated with individual failure and mistake.

David D. Woods, Leila Johannesen, Sidney Dekker, (2010) noticed that an individual mistake is the source of incidents and accidents. The authors have a tough opinion that the tag "human error" is injurious and unspecific, and leads to system failure and in turn leads to accident.

Sandy Smith, (2010) conducted safety measurement surveys at the work place, and prepared four recommendations for the organization to avoid accidents at work place. These are, institute obligation towards safety, education on practical management skills for top level and middle level managers, motivation of supervisors, and energetic contribution of workers in safety, will certainly avoid accidents.

Kofi Annan, (2009) powerfully believes that wellbeing and physical condition is not just for specialists and professionals. It must develop into the concern of all community at work places. In the name of global competition measures like cost cutting, sooner yield, improved earnings etc. must not root any risk in the work place and surroundings.

M. Paswn and A. Mukopadhyay, (2008) examined that the majority of the accidents are caused by the fault of people, tools, materials or environments. The authors had a view that the researcher must scrutinize every incident as well as the series of actions that led to the accident. The accident type is also important. Their study concludes that the key element in developing safety culture is developing a rigours safety discipline that only will make the plant a safe place to work.

Amit Kumar Gupta, (2006) finds out the reasons for accidents and labels them under the acronym PEEPS. That is reasons for any accident are Place, Tools, Surroundings, People, and Structure. The author prescribes preventive measures using three Es that are

Engineering: The work has to be engineered for safety

Education: Human resources should be knowledgeable in safe procedures

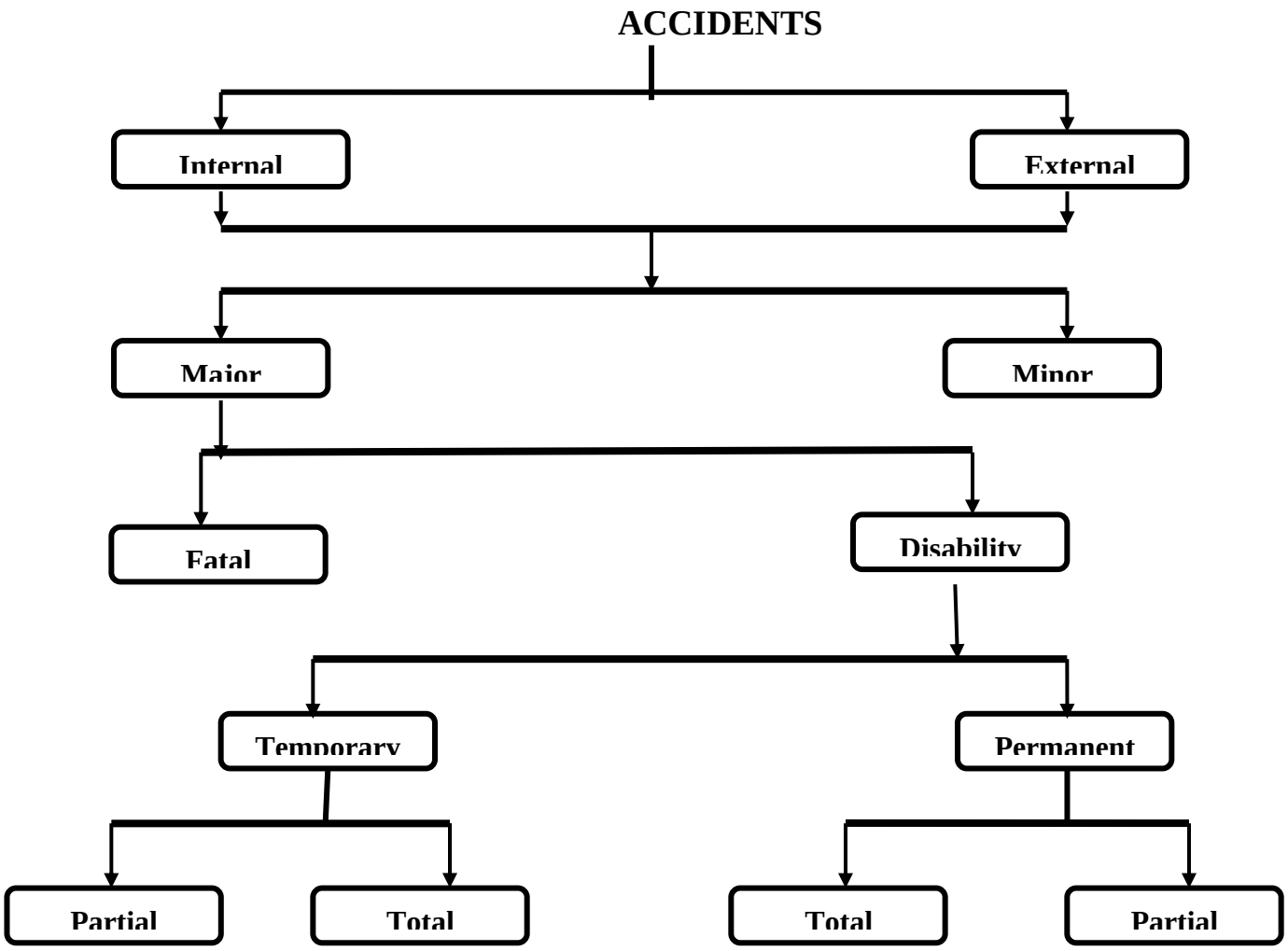
Enforcement: Safety regulations must be accurately enforced

The writer also says that by gathering and evaluating the information, selecting and using the remedy, and by correct monitoring, accident prevention can be accomplished.

Jeffrey W. Vincoli, (1994) speaks the importance and steps of accident investigation. His opinion is that when accident takes place in an industry, the managers and line supervisors should be blamed for it.

Types of Accidents

Accidents may be of diverse types depending upon the severity, durability and level of the injury. An accident causing death or permanent or prolonged disability to the wounded employee is called ‘major accident’. A scratch that does not leave the employee disabled is termed as ‘minor accident’. When an employee gets hurt with external signs of it, it is external injury. No accident occurs automatically. Instead, certain factors cause accidents. It has been noticed that a disaster does not have a solitary cause but a range of causes, which are often closely related.



Causes of Accidents

1. Hazardous Situation

Hazardous situation are the main source of accidents. Hazardous situation contain such facts as: inappropriately secured tools, faulty tools, unsafe actions in or around machinery or tools, overcrowding and overfilling, inappropriate lighting and exposure to air. Such causes are identified as practical causes.

In addition, the psychological reasons such as functioning over time, boredom, tiredness, drowsiness, irritation and nervousness are also several supplementary causes that cause accidents. Safety experts make out that there are various high danger zones in an industry. These are for instance, hand lift trucks, wheel-barrows, gears and pulleys, saws and hand rails, chisels and screw drivers, electric drop lights, etc., where about one-third of industrial accidents occur.

2. Hazardous Acts

Business accidents happen due to certain acts on the part of workers. These acts could be the outcome of lack of information or talent on the part of the worker, certain physical defects and incorrect manner. Such as throwing equipment, working machines at unsafe speeds, building safety devices inoperative by removing, adjusting, disconnecting them; using insecure tools or employing tools inappropriately; using unsafe measures in loading, placing, addition, combining, lifting improperly, taking risky positions under suspended tons; disturbing, testing, abusing, starting fighting, horsing around, etc. Workers' individuality traits may make problems the issue further particularly if they have a tendency to take elevated risks, go through poor vision and disturbing insecurity, etc.

3. Other Causes

These causes occur out of unsafe situational and climatic circumstances and variations. These may comprise extreme sound, very high temperature, moist location, bad working circumstances, unhealthy surroundings, slippery floors, too much glare, dirt and smoke, arrogant behavior of bossy supervisors, etc.

Efficient Safety administration

1. Safety policy: Every plant must invent and execute a safety policy. The aim of such a policy must be to get rid of or decrease accidents and injuries in the workplace.

2. Top organization support: The safety policy should be supported by top executive firmly. Safety obligation must begin with top management. The obligation manifests itself in top managements' being personally involved in safety actions in a usual way; giving safety matters main concern in business meetings and production development, giving business safety executive high position and grade and as well as safety education in new workers' training.

3. Safety discipline inspiration: Safety regulations must be imposed strictly. Violations should not be tolerated. Repeated support of the requirement for safe performance and response on helpful safety practices have been found to be tremendously effective in civilizing workers' safety. Rewards and certificates might be presented to workers for superior safety records. To encourage workers participation and motivation, safety contests might be followed by incentives for safe work behavior.

4. Safety engineering: To minimize work place accidents, proper engineering procedures could be followed. Fencing of machinery, adequate space between machines, parts and equipments, use of material handling equipment, safety devices, proper maintenance of machines, etc., are undertaken to prevent accidents from occurring.

5. Safety guidance and communications: Safety guidance can also decrease accidents. It is particularly helpful in case of latest workers. Guidance in safe practices, measures, object managing, primary help, fire prevention, etc., might be presented to them. Posters, newsletters, displays, slogans and signs can also be used to encourage safety awareness all through the organization.

6. Accident examination and investigation: When accidents take place, they must be carefully investigated to discover the definite cause (poor illumination, poor aeration, damp flooring, etc.) as early as feasible. Such an early investigation is essential to make sure that situations below which the accident occurred have not misrepresented considerably. In the subsequent step, the injured worker or his supervisors must be interviewed to determine what happened and how the accident took place. In the third place, an accident examination statement must be set representing what has happened and recommending steps to avoid similar accidents from taking place.

7. Evaluating of safety attempt: Business must supervise and estimate safety hard work by conducting safety audits at intervals. Accident and damage statics must be occasionally compared with earlier accident patterns to discover any significant changes. This investigation must be planned to calculate improvement in safety administration.

ACCIDENT CAUSED DURING LOADING IN FETTLING DEPARTMENT

- **W** Hand trapped between containers
- **W** Manual support provided for balancing containers
- **W** Upper container could not get good support
- **W** More number of containers loaded in one consignment
- **W** Container quantity of keeping one above the other not defined - Root Cause

FLOW DIAGRAM OF ACCIDENT PROCEDURE IN AAPL

PERSONAL PROTEECTIVE EQUIPMENTS PROVIDED IN AAPL

SAFETY SHOES	
FACE MASK	
HAND GLOVES	
EAR PLUGS	
GOGGOLES	
HELMET	

CHAPTER – 3
RESEARCH DESIGN

STATEMENT OF THE PROBLEM

This study is carried out to make out the measures taken in prevention of industrial accidents by Abhishek Alloys Pvt. Ltd and the challenges faced in conducting these measures.

NEED FOR THE STUDY

- To make out the organization of Abhishek Alloys Pvt. Ltd
- To identify the measures taken by AAPL in prevention of industrial accidents

OBJECTIVES

- To discover the source of manual accidents and remedies given.
- To make out whether the staff are aware of safety.
- To learn the usage of human resources defensive equipments.
- To understand what are the safety measures undertaken at Abhishek Alloys Pvt. Ltd to avoid industrial accidents.

SCOPE OF THE STUDY

This research is concerned with Prevention of Industrial Accident and the actions taken in Abhishek Alloys to prevent accidents. This research also considers knowing whether Abhishek Alloys is implementing security measures to prevent accidents.

RESEARCH METHODOLOGY

Methodology is the orderly approach to the known problem. In other words, it is the method in which we go for the gathering of the information; in this study the researches adopted a variety of step for collecting information.

Sources of Data Collection

- Primary Data
- Secondary Data

Primary Data

The information was gathered all the way through prime consideration with managers and workers of the business. Primary data is collected with the help of questionnaire.

Secondary data

Secondary data is the data, which is previously composed by someone as well, and which is used for our study use, it is the data, which gives significant information in the diverse fields, everywhere we want.

Secondary data was collected from following sources:

- Internet
- Company Manuals
- Human Resource Books

HYPOTHESIS

- Is there a considerable correlation between the safety measures undertaken by the industries to avoid industrial accident.

SAMPLING

- Sampling is the method of learning regarding the population on the foundation of a sample drawn from it. Thus, in the sampling method in its place of every division of the earth only a fraction of the earth is considered and drawn on that basis for the whole earth.

Sampling Size

- The model volume has been composed from 100 respondents for survey from employees of Abhishek Alloys Pvt. Ltd.

LIMITATIONS OF THE STUDY

- The study is restricted to Abhishek Alloys Pvt. Ltd.
- Time limit
- It was hard to gather more information from the workforce due to their hectic schedule.

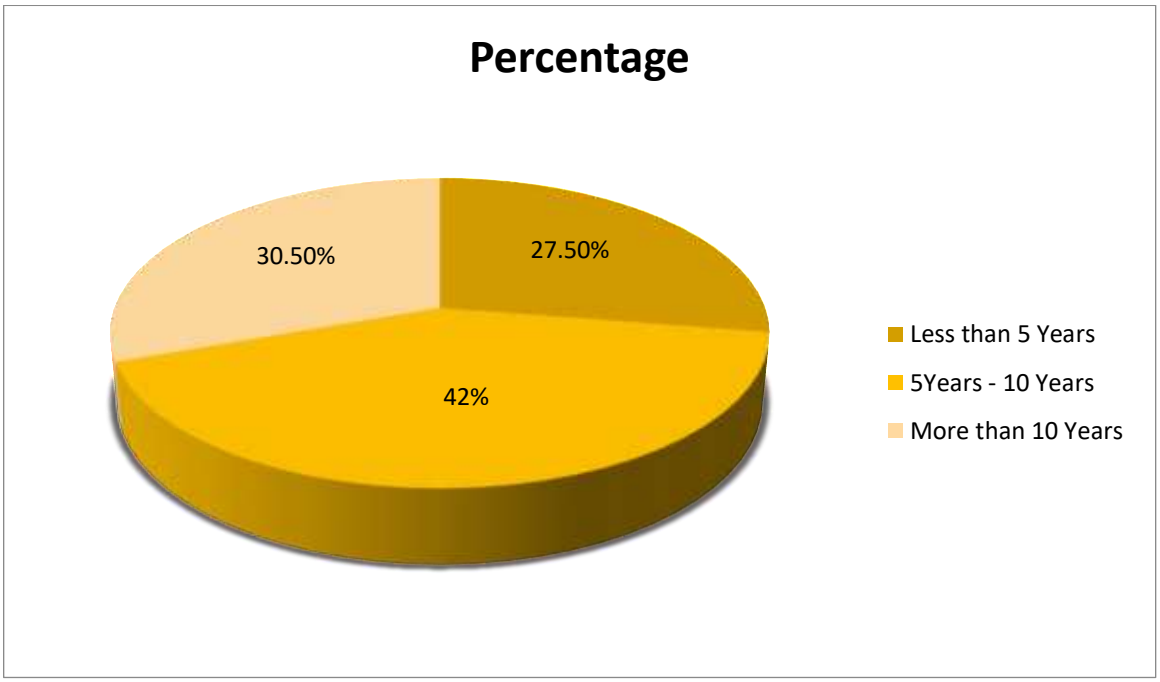
CHAPTER – 4

ANALYSIS AND INTERPRETATION

QUESTIONNAIRE

1. For how long have you been working here?

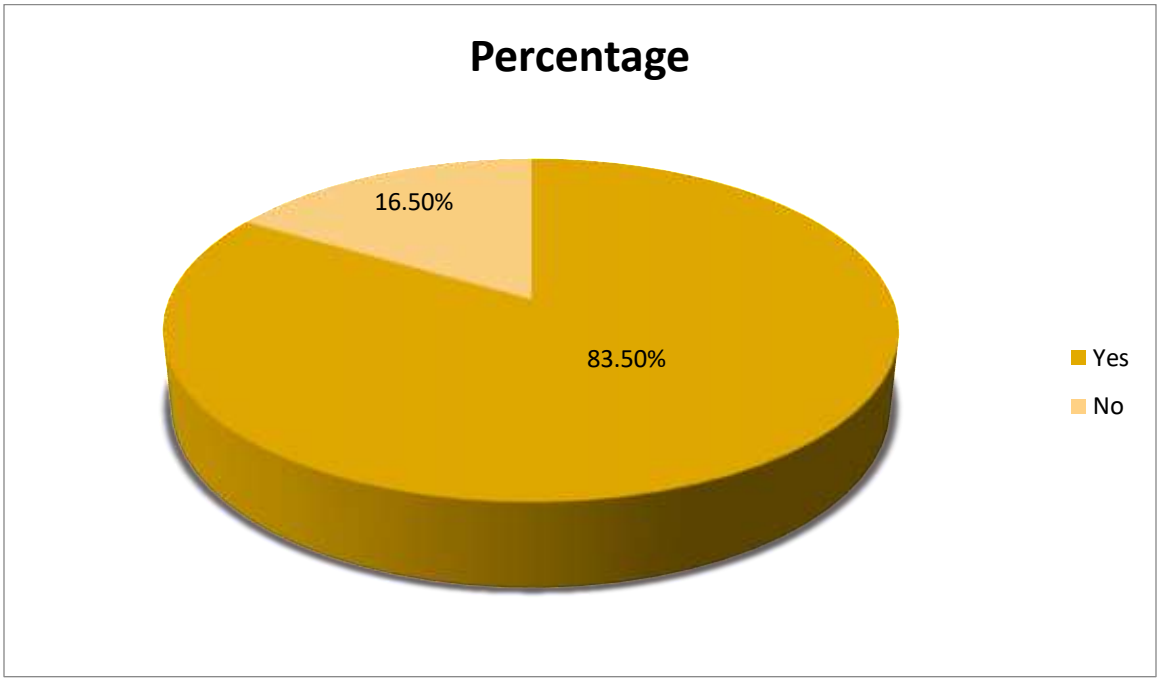
Particulars	No of Respondents	Percentage
Less than 5 years	55	27.5
5Years – 10 Years	84	42
More than 10 Years	61	30.5
Total	200	100%



Interpretation: 27.5% of employees are working for less than 5 years, 42% of employees are working from 5 – 10 years and 30.5% of emplyess are working from more than 10 years in the organization.

2. Are you conscious about the wellbeing measure policies?

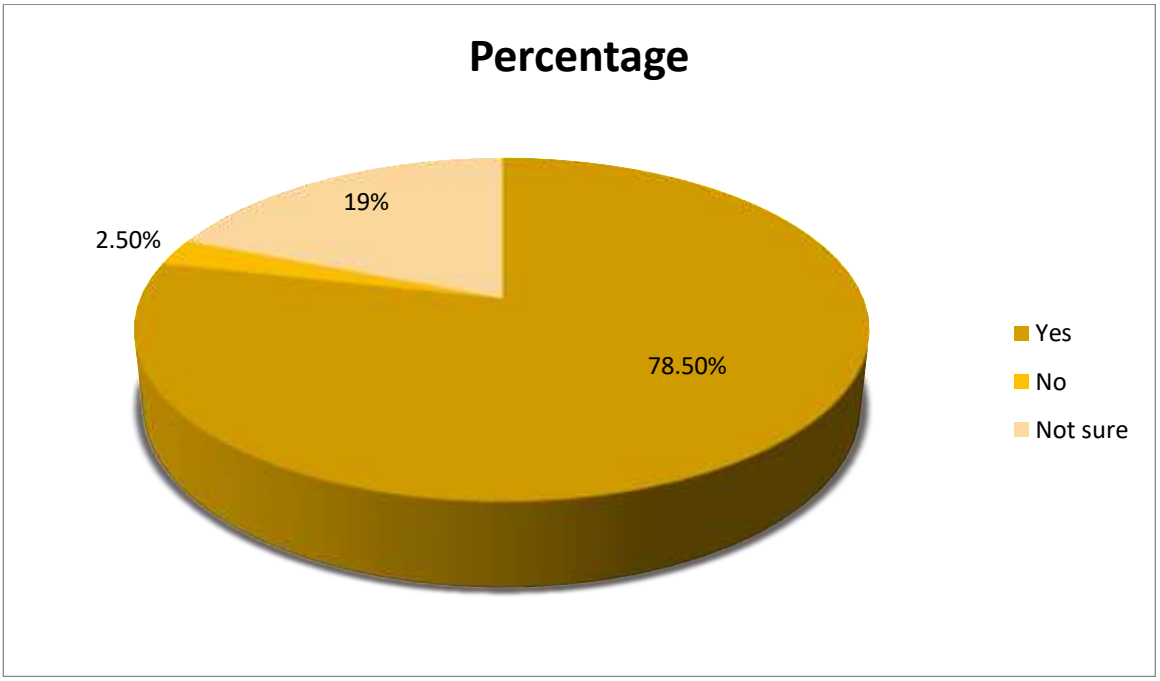
Particulars	No of Respondents	Percentage
Yes	167	83.5
No	33	16.5
Total	200	100%



Interpretation: 83.5% of the employees are aware about the safety measure policies held in the company whereas 16.5% of the employees are unaware about the safety policies.

2. Does your manager clearly converse wellbeing policies to you?

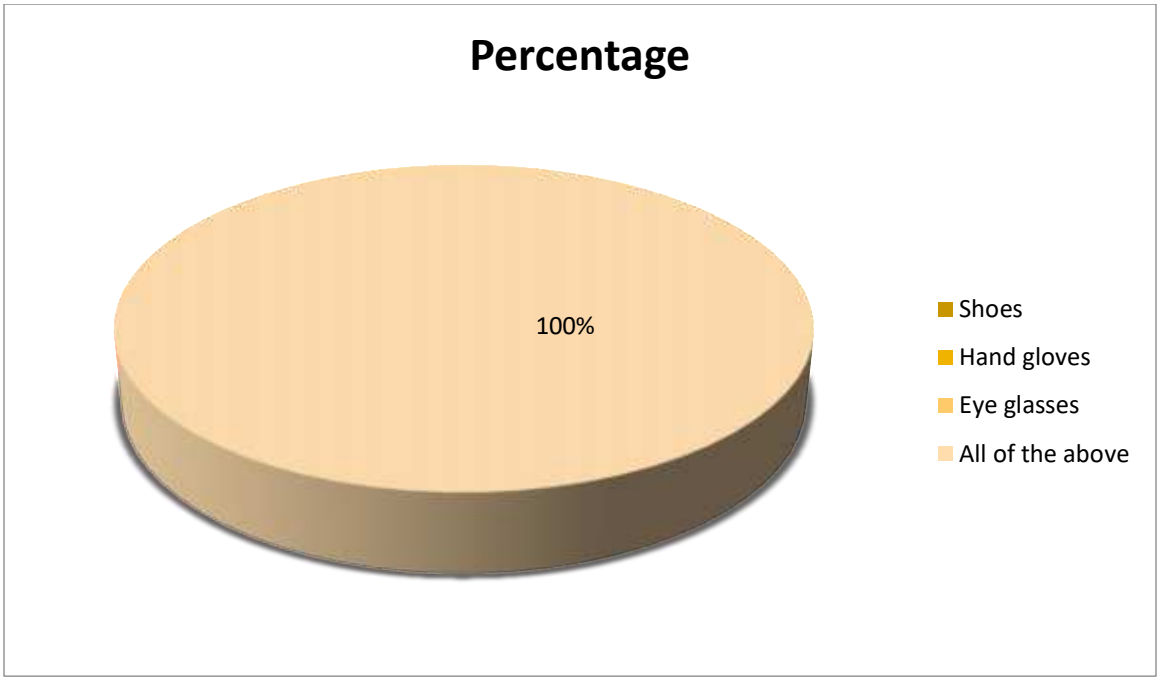
Particulars	No of Respondents	Percentage
Yes	157	78.5
No	05	2.5
Not sure	38	19
Total	200	100%



Interpretation: The above graph states that 78.5% of the respondents say that the employer clearly communicates about about the safety policies to employees, 2.5% of the employees say no and 19% of the employees are not sure about it.

4. What type of protective equipments Company has provided to you?

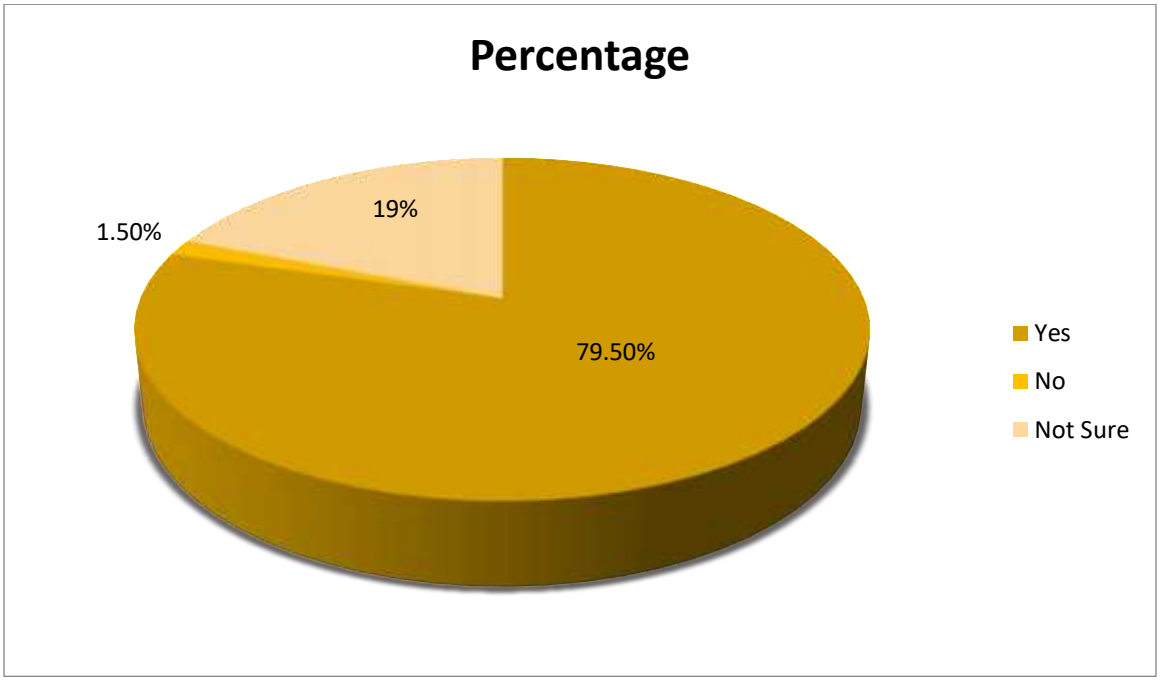
Particulars	No of Respondents	Percentage
Shoes	00	00
Hand gloves	00	00
Eye glasses	00	00
All of the above	200	100
Total	200	100%



Interpretation: The above graph states that all the respondents receive safety equipments like shoes, hand gloves, and eye glasses from the company.

5. Do you think that manager holds responsibility for your safety?

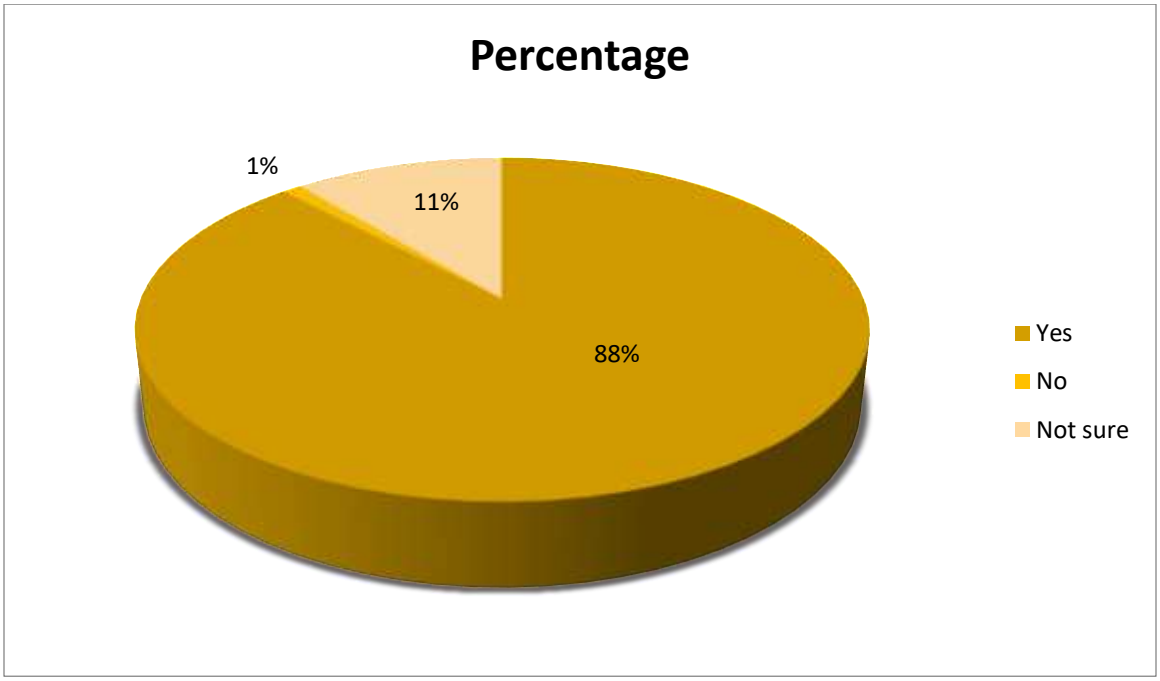
Particulars	No of Respondents	Percentage
Yes	159	79.5
No	03	1.5
Not sure	38	19
Total	200	100%



Interpretation: 79.5% of the respondents feels that the manager holds responsibility for the employee's safety, 1.5% say no and 19% of the employees are not sure of it.

6. Do you take steps to make your work place as safe as possible?

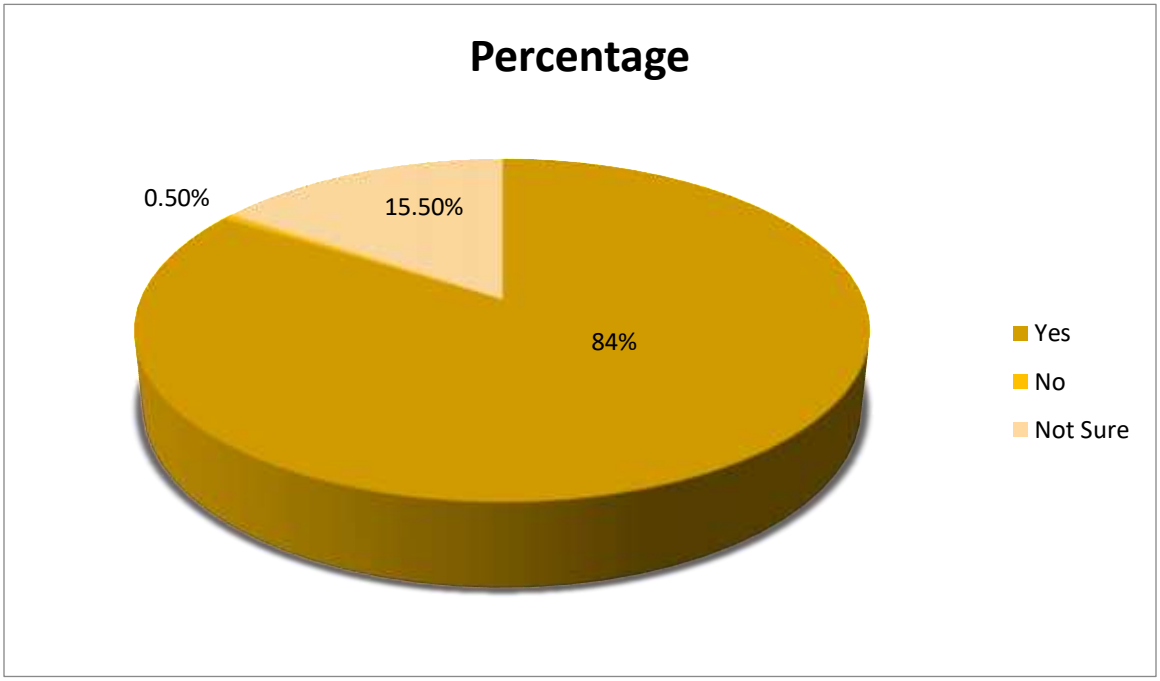
Particulars	No of Respondents	Percentage
Yes	176	88
No	02	1
Not sure	22	11
Total	200	100%



Interpretation: The above graph states that 88% of the employees say that they take steps to make the workplace as safe as possible, 1% of the employees say no, and 11% of the employees are not sure about this.

7. Do you believe that organization keeps trying to reduce accidents?

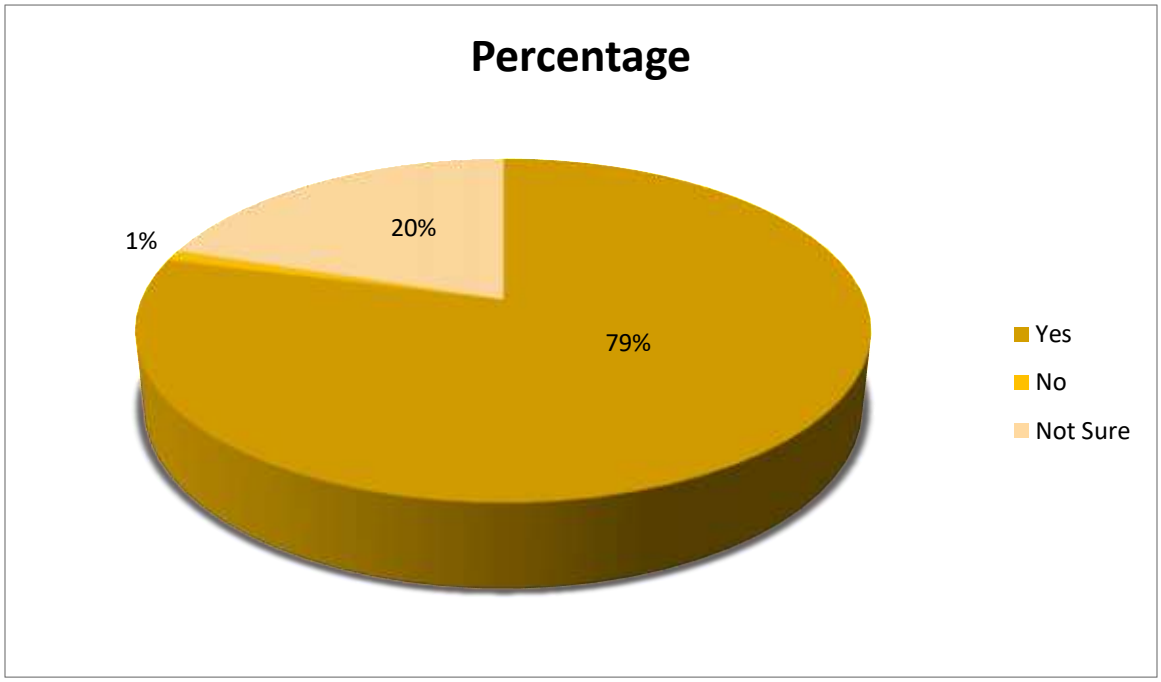
Particulars	No of Respondents	Percentage
Yes	168	84
No	01	0.5
Not sure	31	15.5
Total	200	100%



Interpretation: 84% of the respondents state that the organization keeps trying to reduce accidents, 0.5% say no, and 15.5% of the employees are not sure about it.

8. Does your supervisor react when informed about the work place danger?

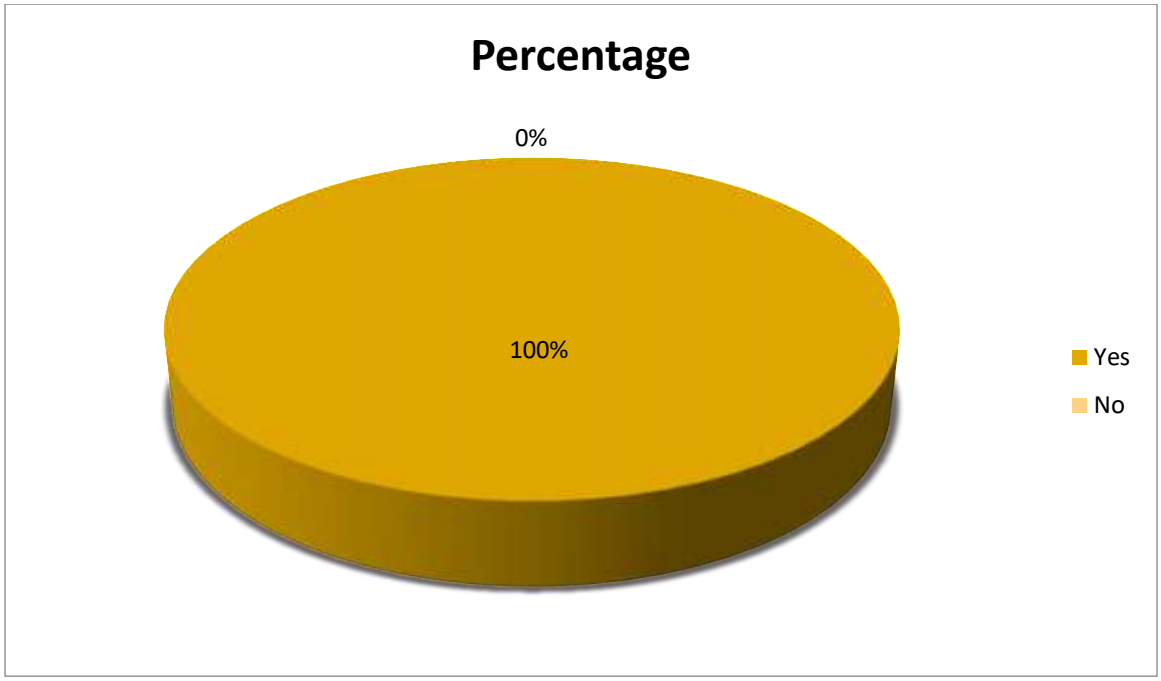
Particulars	No of Respondents	Percentage
Yes	158	79
No	02	1
Not sure	40	20
Total	200	100%



Interpretation: 79% of the employees state that the supervisor reacts when informed about the work place dangers, 1% of the respondents say no, and 20% of the respondents are not sure whether the supervisor reacts to the work place danger.

9. Are the safety training programmes held in your company?

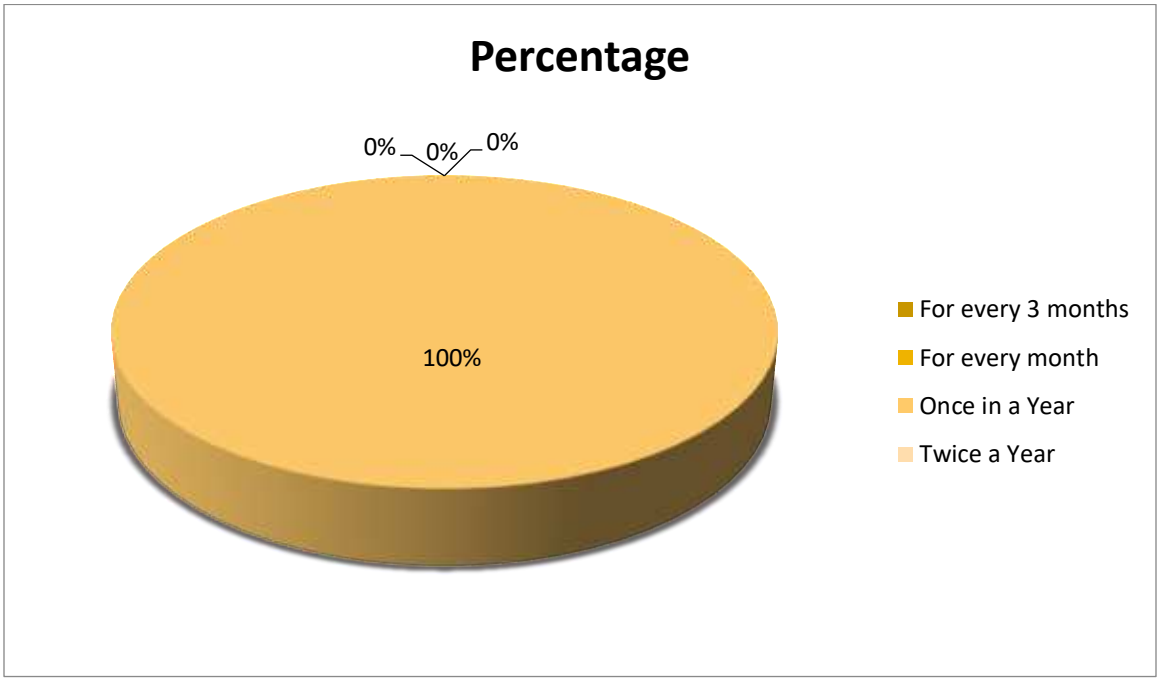
Particulars	No of Respondents	Percentage
Yes	200	100
No	00	00
Total	200	100%



Interpretation: All the respondents state that the safety training programmes are held in the company.

10. If Yes, then how often?

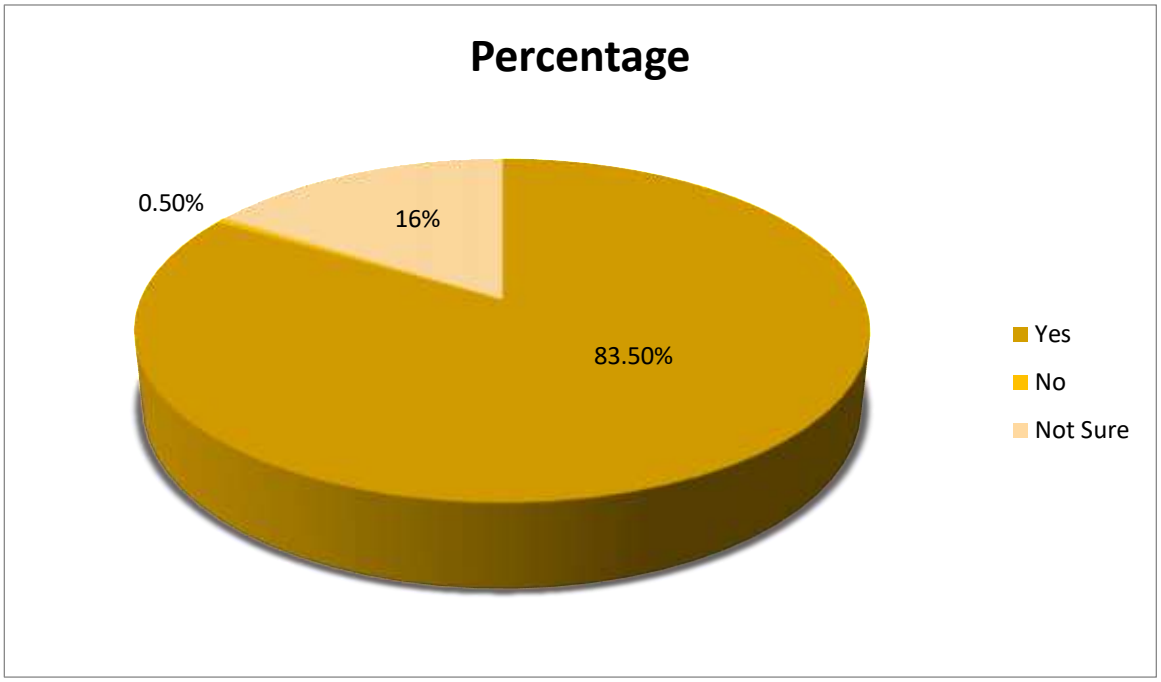
Particulars	No of Respondents	Percentage
For every 3 months	00	00
For every month	00	00
Once in a Year	200	100
Twice a Year	00	00
Total	200	100%



Interpretation: Almost all the respondents state that the training programme is held once in a year.

11. Does the company remind regularly to practice safe work habits?

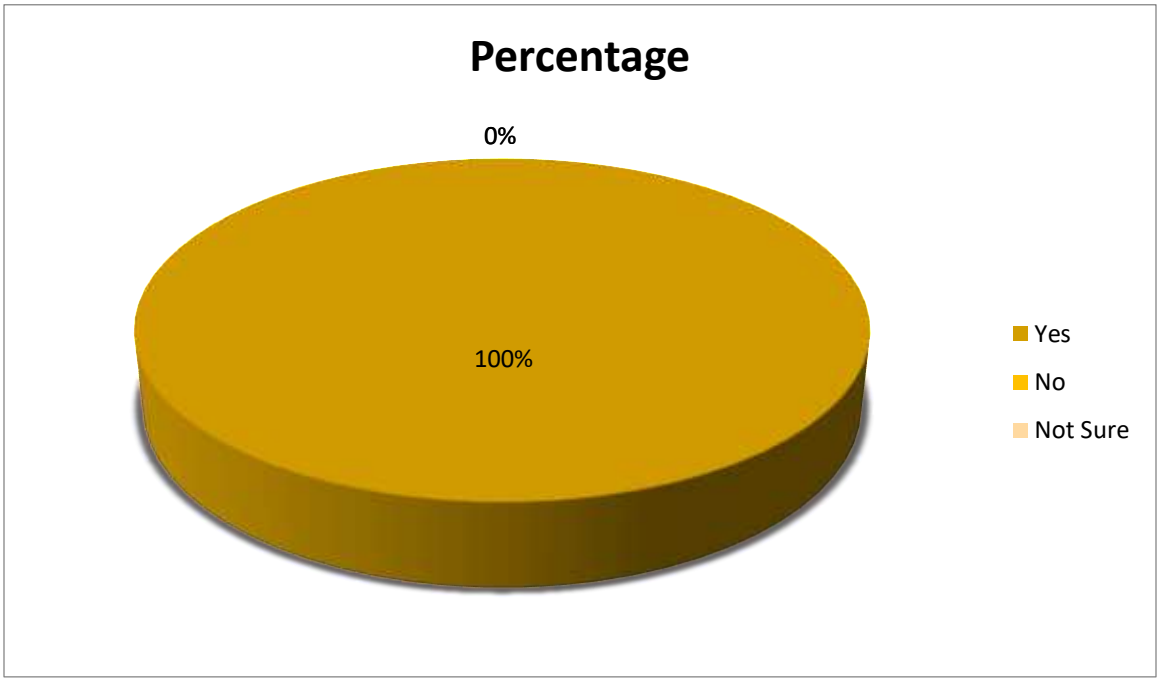
Particulars	No of Respondents	Percentage
Yes	167	83.5
No	01	0.5
Not sure	32	16
Total	200	100%



Interpretation: 83.5% of respondents state that the company reminds the employees regularly to practice safe work habits but 0.5% say no and 16% state that they are not sure about it.

12. Is there a precautionary maintenance plan for machines to prevent accidents?

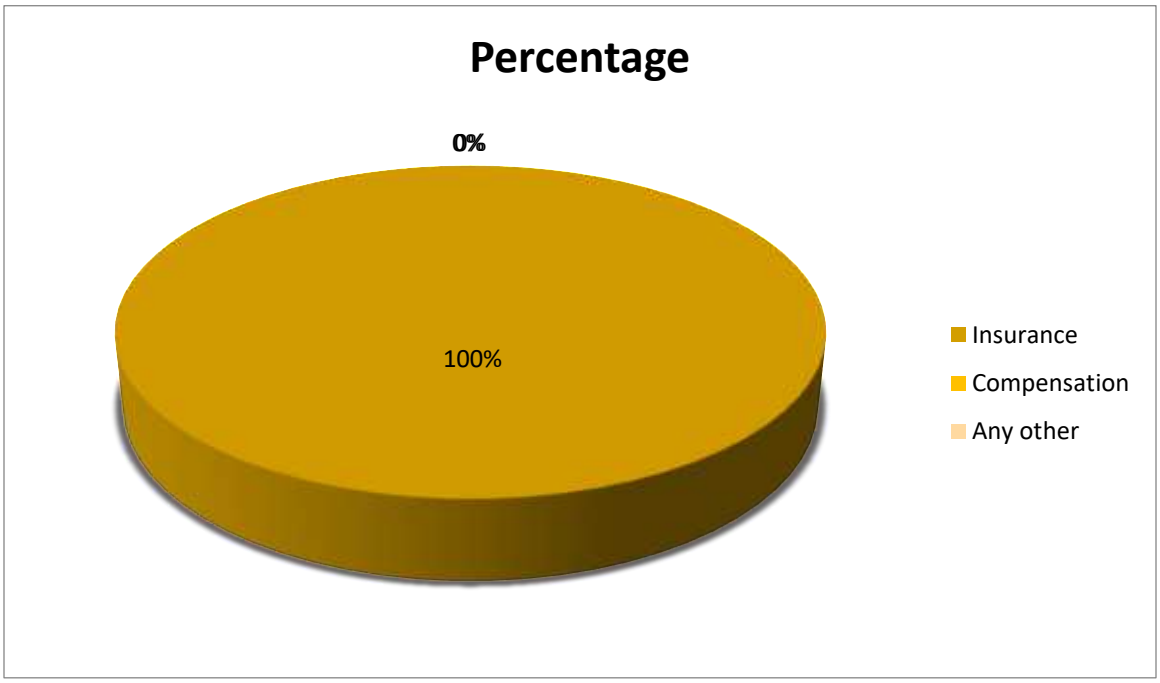
Particulars	No of Respondents	Percentage
Yes	200	100
No	00	00
Not sure	00	00
Total	200	100%



Interpretation: All the respondents state that there is a precautionary maintenance plan for machines to prevent accidents.

13. In case of accidents how does the company reimburse?

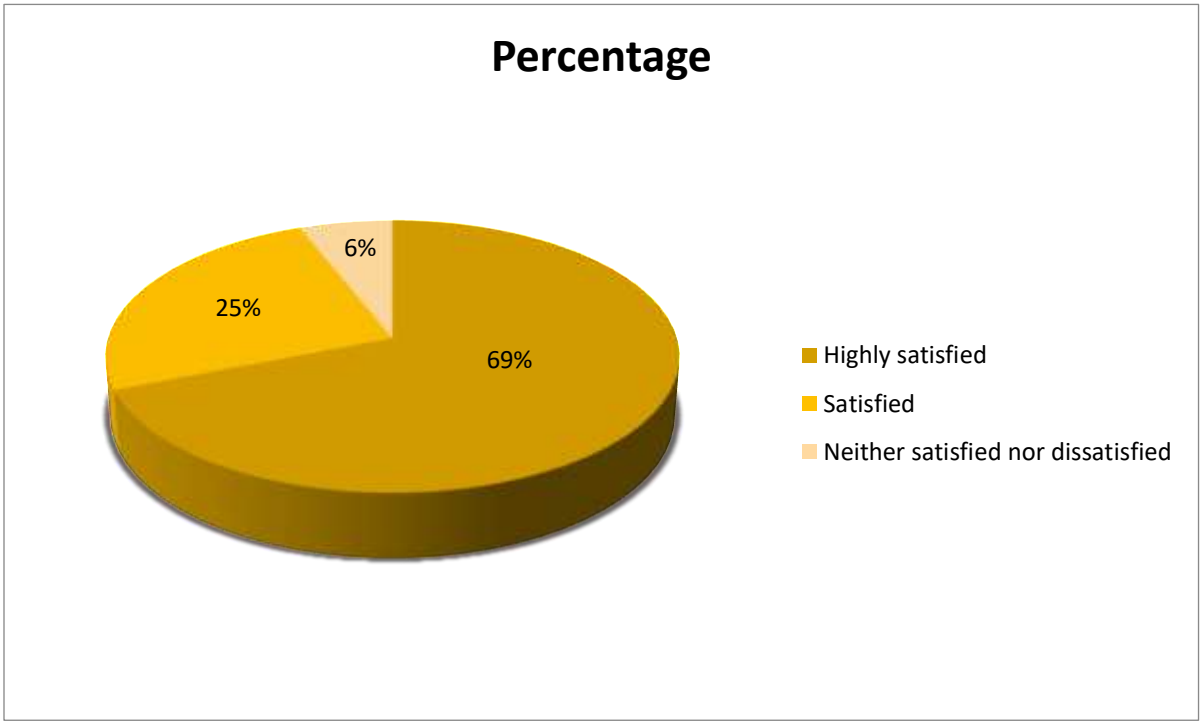
Particulars	No of Respondents	Percentage
Insurance	200	100
Compensation	00	00
Any other	00	00
Total	200	100%



Interpretation: The graph shows that all the respondents state that in case of accidents the company reimburse through insurance.

14. Are you happy with overall management safety policies?

Particulars	No of Respondents	Percentage
Highly satisfied	138	69
Satisfied	50	25
Neither satisfied nor dissatisfied	12	6
Total	200	100%



Interpretation: 69% of the respondents are highly satisfied with the overall management safety policies whereas 25% of the employees are satisfied and 6% of the employees are neither satisfied nor dissatisfied.

CHAPTER – 5

FINDINGS, CONCLUSION AND SUGGESTIONS

FINDINGS

- It is been noticed that 83.5% of the employees are conscious about the well the policies created for an individual.
- It is observed that 84% of the respondents state that the organization keeps trying to reduce accidents.
- All most all the respondents says that the safety training programs are held in the company and it is held once in a year.
- It is observed that in case of accidents the company reimburses with insurance.
- The company provide almost all the safety equipments to each and every employee as it is the opinion of almost all the respondents.

SUGGESTIONS

- The company should conduct training programmes more and more often so that each and every employee is aware about the safety policies.
- Exact training must be given to the workers to evade regular accidents.
- Provide more protection equipments.
- Communicate safety instructions clearly.

CONCLUSION

The study carried out on “Prevention of industrial accidents” is done at Abhishek Alloys Pvt Ltd, Belagavi. This is an individual study carried out by me.

The area of this study is to be familiar about the prevention of industrial accidents at its work place. In this study 200 workers have answered the survey which is from four different departments of Abhishek Alloys Pvt Ltd. This survey was used as a medium for gathering data. From the obtained result it can be said that safety measures is one of the factor to reduce accidents and also safety policies must be educated to each and every employee. It can be accomplished that supervisor’s anxiety for safety can also be the feature towards accidents at workplace.

BIBILIOGRAPHY

- HUMAN RESOURCE MANAGEMENT
  AUTHOR: V S P Rao
  EDITION: Second Edition

- Website: www.abhishekalloys.com

QUESTIONNAIRE

Dear Respondent,

The present survey is purely for research purpose. Respondent's frank and free answers shall help in making this project more effective. All information given by you will be kept confidential and will be used for research. Your cooperation will be highly appreciated. Please tick the appropriate answer.

Researcher Name: Vijayalaxmi C Dindi

Topic: Prevention of Industrial Accidents

Name of Respondent: _____

Gender: Male Female

Department: _____

1. For how long have you been working here?

a) Less than 5 years b) 5years – 10 years c) More than 10 years

2. Are you aware about the safety measure policies?

a) Yes b) No

3. Does your employer clearly communicate safety policy to you?

a) Yes b) No c) Not sure

4. What type of safety Equipments Company has provided to you?

a) Shoes c) Eye glasses

b) Hand gloves d) All of the above

5. Do you feel that manager holds responsibility for your safety?

a) Yes b) No c) Not sure

6. Do you take steps to make your work place as safe as possible?

a) Yes b) No c) Not sure

7. Do you feel that management keeps trying to minimize accidents?

a) Yes b) No c) Not sure

8. Does your manager respond when informed about the work place hazard?

a) Yes b) No c) Not sure

9. Are the safety training programmes held in your company?

a) Yes b) No

10. If yes, then how often?

a) For every 3 months c) Once in a year

b) For every month d) Twice a year

11. Does the company remind regularly to practice safe work habits?

a) Yes b) No c) Not sure

12. Is there a preventive maintenance plan for machines to prevent accidents?

a) Yes b) No c) Not sure

13. In case of accidents how does the company compensate?

a) Insurance

b) Compensation

c) Any other

14. Are the measures put in to place to prevent accident or injury happening again?

a) Yes b) No c) Not sure

15. Are you satisfied with overall management safety policies

a) Highly satisfied

b) Satisfied

c) Neither satisfied nor dissatisfied

S.K.E. Society's
RANI PARVATI DEVI COLLEGE OF ARTS AND

COMMERCEDEPARTMENT OF BBA

BELAGAVI.
(Affiliated to Rani Channamma University, Belagavi)

A project report on

"**EFFECTIVENESS OFTRAINING AND DEVELOPMENT PROGRAM**"

AT

"**HATSUN AGRO CO. LTD, BELAGAVI**"

KARNATAKA.

Submitted by
Mr. VINAYAK P.PALKAR

Reg. No. B1811251
Submitted to
RANI CHANNAMMA UNIVERSITY, BELAGAVI
In the partial fulfillment of the award of

BACHELORE"S DEGREE OF BUSINESS ADMINISTRATION

2020-2021

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPARTMENT OF BBA

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RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPARTMENT OF BBA

BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)

Certificate of Approval of Project Report

Certificate

This is to certify that **Mr. VINAYAK PALKAR** has satisfactorily completed the project at **HATSUN AGRO CO, LTD, BELAGAVI**. In partial fulfillment of award of Bachelor's Degree by **Rani Channamma university**Belagavi for the year 2020-2021

Director

Prof. S.S.SHIMANGOUDAR
KALBURGI

Institution guide

Prof. SONAL

ACKNOWLEDGEMENT

This project report is the outcome of my study in "**HATSUN AGRO CO, LTD, BELAGAVI**" I am thankful to **HATSUN AGRO CO, LTD, BELAGAVI** for providing me an opportunity to do this project work. I am also thankful for their co-operation and help in assistance extended to me by various personality in completion of this project report.

I am grateful to **MR.VINAYAK P TORGAL** sir for giving me permission to do my project report on "**EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAM**" procedure. I sincerely thank other department managers, staff for their kind co-operation and support for providing me with necessary information

I express my sense of gratitude to our Director **Prof. S.S SHIMANGOUDAR** for their able guidance and support through the course of project.

I also thank my parents, friends and relatives for supporting in completion of the project.

DECLARATION

I**, Mr. VINAYAK PALKAR** of 6th semester BBA, studying in R.P.D. college of business administration Belgaum, hereby declare that the project entitled A study of "**EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAM**" in partial fulfillment of the requirement for the degree of "**BACHELOR OF BUSINESS ADMINISTRATION**". Affiliated to any other degree, diploma, fellowship or other similar title prizes. It is based on the data and information collected by me.

Mr. VINAYAK PALKAR

EXECUTIVE SUMMARY

The project was undertaken in**HATSUN AGRO CO, LTD, BELAGAVI**. As a part of BBA program with the objective to study "**EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAM**" in the company.

The study was conducted systematically. The primary data required for the study was obtained from Customer with the help of structured questioner which was given to customer randomly. The secondary data was collected through company handbook and old project. The study was limited to 30 days. The study is intended to evaluate **EFFECTIVENESS OF TRAINING AND DEVELOPMENT PROGRAM** in the organization. A good attendance is essential to achieve the goal of organization.

Mr. VINAYAK PALKAR

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CHAPTER-1

INDUSTRY PROFILE

INDUSTRY PROFILE OF HATSUN

Milk has been an integral of Indian food over centuries. The per capita availability of milk in India has grown from 172-gram per person per day in 1972 to 182-gram in 1992 and 203-gram in 1998-99 and was expected to increase to 212-gram in 1999-00, however, it did increase more than that. It is also seen that large part of the population cannot afford milk.

At this per capita consumption it is below the world average gram and even less than 220-gram recommended by the Nutrition Advisory committee of the Indian Council of Medical Research. There are regional disparities in production and consumption also. The per capita availability in the northern region is 278-gram, western region is 174-gram, in southern region is 148-gram and in eastern region it just 93-gram per person per day. The disparity is due to concentration of milk production in few pockets and high cost of transportation. Also, the output of milk in cereal growing area is much higher than elsewhere which can be attributed to abundant availability of fodder, crop residues, etc which have a higher food value for milch animals.

India about 46 percent of the total milk produced in the country is consumed in liquid form and 47 percent is converted into traditional products like Ghee, Paneer, Khoya, Curd MALAIN etc. And only 7 percent of the milk is converted into the production of western products like milk powders, processed butter and processed cheese. Among the milk products manufactured by the organized sectors some of the prominent ones are ghee, butter, cheese, ice creams, milk powders, malted milk food, condensed milk infants' foods etc., of these ghee alone accounts of 85 percent. It is estimated that 20 percent of the total milk produced in the country is consumed in the producer-household level and the remaining is marketed through various cooperatives, private dairies and vendors. Also, of the total produces more than 50 percent is produced by cooperatives and other private dairies. (VDFPL)'s Hatsun milk and milk products. While for co-operatives of the total milk procured 60 percent is consumed in auld form and rest is used for manufacturing processed value-added dairy products, for private dairies only 45 percent is marketed in fluid form and rest is processed into value added products like ghee, makhan etc., still several consumers in urban areas prefer to buy loose milk from vendors due to the strong perception that loose milk is fresh. Also, the current level of packaging and processing capacity, withholds or limits the availability of packaged milk.

CHAPTER-2
COMPANY PROFILE

INTRODUCTION

Dairy farming is an important way for farmers to increase their earnings and also for others in order to access more nutritious food in their day-to-day life for their families. While subsistence dairy farming not only provides fresh milk and a source of basic income but also provides value-added products, such as yogurt and cheese which in turn provides a higher source of revenue. Dairy farming is an important source of subsidiary income to small or marginal farmers and agricultural labourers.

The manure from animals provides a good source of organic matter for improving crop yields and soil fertility. Dairy farming is now taking up as a main occupation around big urban centres where the demand for milk is high.

A dairy is a business enterprise established for the harvesting of animal milk - mostly from cows, goats, buffalos and sheep for human consumption. A dairy is typically located on a section of a multi-purpose farm that is concerned with the harvesting of milk or on a dedicated dairy farm.

The dairy industries mainly run on the factors such as availability of service frequency, affordability, taste and marketing availability. These factors play a vital role because purchasing power is depending upon availability of that product. In cases distributors and retailer's services matter a lot, retailing includes all the activities in selling goods and services directly to the customers or any non-business use. A retailer or retail store is any business enterprises whose sales volume comes primarily from retailing of goods or services. In 1920, major steps were taken by Mr. William smith, an expert in dairy farming to improve the milk production. Indians were discriminated, hence this led to rise of the first Milk Union in India. In Lucknow, in 1937 called "The Lucknow Milk Producers".

Co-operative Union Ltd. "Dairy activities have been integral traditionally to India's rural economy. India is the world's largest producer of dairy products and also the largest consumer of the dairy products. Maximum of dairy products produced are consumed in the domestic market and the country is neither an its entire produce importer nor an exporter, except in a marginal sense. Despite of being the world's largest producer of dairy products, the dairy sector is by and large in the primitive stage of development and modernization. Though India may boost of a 200 million cattle population, the average output of an Indian cow is only one seventh of its American counterpart. Indian breeds of cows are considered as inferior in the productivity. Moreover, the sector is plagued with various other impediments like its developed cold chain infrastructure and shortage of fodder. As a result, the supply side lacks in elasticity that is expected from it or quality, dismal transportation facilities and a poorly on the demand side, the situation is buoyant. With the sustained growth of the Indian economy and a consequent rise in the purchasing power of customers during the last two decades, more and more

people today are able to afford milk and various other dairy products. This trend was expected to continue with the sector experiencing a robust growth in demand in the short and medium run. If the impediments in the way of development and growth are left unaddressed and unnoticed, India is likely to face a loud supply-demand and it may gradually turn into a substantial importer of milk and milk products.

Most of the dairy products in India is consumed domestically, with the majority of it being sold as fluid milk. On account of this, Indian dairy industry holds tremendous potential for overall development and value-addition. According to the latest report by EMR Group, titled Dairy Industry in India 2021 Edition: Market Size, Growth, Prices,

Segments, Cooperatives, Private Dairies, Procurement and Distribution, the dairy market in India reached a value of INR 11,360 Billion in 2020.

According to a new report by EMR titled, 'Indian Dairy Market Report and Forecast 2021-2026', the Indian dairy market stood at a value of around USD 144.55 billion in 2020. Further, the market is expected to grow at a CAGR of 6% over the forecast period of 2021-2026.

Products in dairy sector

Milk, Flavoured Milk, UHT Milk, Goat Milk, Camel Milk, A2 Milk, Organic Milk, Curd, Probiotic Products, Flavoured & Frozen Yoghurt, Buttermilk, Lassi, Ghee, Butter, Cheese, Paneer, Cream, Khoya, Dairy Whiteners, Skimmed Milk Powder, Ice Cream, Sweet Condensed Milk, Dairy Sweets and Whey are the different products in the dairy sector.

COMPANYPROFILE

Type	Public Company
Traded as	BSE: 531531 NSE: HATSUN
ISIN	INE473B01035
Founder	R.G. Chandramogan (1970)
Headquaters	Chennai, India
Area served	India
Key people	Sathyan (managing director) P.Vaidyanathan (deputy-managing director)
Prpducts	Dairy Products
Brands	A. ArunIcecreams B. Arokya milk C. Hatsun D. Hatsun Daily E. Ibaco F. Oyalo G. Dairy Ingredients H. Aniva I. Santosa
Revenue	Rs.5569.74 crore (2020-21)

HATSUN

Board of directors and key executive people

Independent Director	B Thenamuthan
Independent Director	Balaji Tammineedi
Executive Director	C Sathyan
Independent Director	ChaliniMadhivanan
Non-Executive Director	D Sathyanarayan
Co. Secretary and Compl. Officer	G Somasundaram
Secretary	G Somasundaram
Chief Financial Officer	H Ramachandran
Chairman and Non-Executive Director	K S Thanarajan
Non-Executive Director	P Vaidyanathan
CEO	R G Chandramogan
Managing Durector	R G Chandramogan
Independent Director	S Subramanian

VISION AND MISSON

•**Vision**

Hatsun's visions is to be the Nationally admired OSHE Leader in the Agroindustry space.

•**Mission**

Hatsun's missionis todevelop and implement a world class OSHE framework by leveraging leadership commitment and stakeholder engagement and create a safe and productive non-polluting workplace.

•**Quality policy**

We the motivated and devoted work force of Hatsun are committed to produce whole some and safe foods of excellent quality to remain market leaders through deployment of quality management system, state of art technology innovation and ecofriendly delightment of customer and betterment of milk producer.

1.6 PRODUCT/SERVICE PROFILE

- Arun Ice creams
- Milk Products
- Hatsun Daily
- Ibaco
- Oyalo
- Santosa

INFRASTRUCTURE FACILITIES

Milk Procurement

Hatsun Agro Product procures fresh milk directly from the farmers. To facilitate it in this process Hatsun has around 10,000 plus Hatsun Milk Banks (HMBs) covering over 13,000 villages. Every day 3.2 lakh plus farmers pour their milk at these HMBs. At the HMBs, every farmer's milk is tested for its quality. Based on the quality, per-litre price of milk is determined with the help of a two-way price chart. The two parameters tested for determining quality are Fat and SNF (solids not fat).

Based on the quality and the number of litres poured by the farmer, their total amount is calculated. This process is done for each and every farmer who pours milk at the HMB.

1.7.2 Processing

After procurement, the milk is taken for the all-important quality testing and weight checks. HAP is the world's first dairy company to develop and use thermal battery-based technology in its BMCs, for chilling milk immediately after procurement. It has worked extensively with a Boston-based US company in this regard. The bulk milk coolers run on thermal batteries which store electricity whenever available from the grid. This helps in chilling the milk right at source, even in rural areas with irregular power supply.

HAP sources over 80% of its entire industrial power requirement from renewable sources like solar power and windmills. The Eko milk analysers, electronic weighing scales, display, stirrer, scanner, tablet and printers in all HMBs operate entirely on solar powered batteries.
None of the company's HMBs has or requires any diesel generator backup for collecting milk, thereby avoiding environmental and sound pollution. Every HMB building has a rooftop solar panel and battery that can store 900 watts of power.

COMPETITORS INFORMATION

Gowardhan

Gowardhan has been consistent in delivering International quality of dairy products. Owing to the colossal output capacity of 10,00,000 litres of milk per day, Gowardhan is one of the biggest private dairies of India. An addition to this, Gowardhan also takes pride in the fact that it has India's largest cow plant and1Asia's largest cheese plant. The plant has been consistently delivering top quality products to retail brands like Baskin Robins, Café Coffee Day, Barista and Domino's.

Dodla Dairy

Dodla Dairy Limited is a public limited company having its registered and corporate office at Hyderabad City of Telangana State in India. The company was incorporated in the year 1995 and production commenced in1997. Currently, our procurement is centred in 5 states and our products are available for purchase in 11 states. We have 90 milk chilling centres. Some of our plants are ISO 22000:2005 Certified while two are ISO 50001:2011 (EnMS) Certified.

Prabhat Dairy

Prabhat dairy are an integrated milk and dairy products company in India, catering to institutional as well as retail customers. For the past 15 years, we have established ourselves as one of the most trusted dairy brands in its category. With the state-of-the-art plant, cutting edge technology and stringent quality standards, our products deliver unmatched quality.

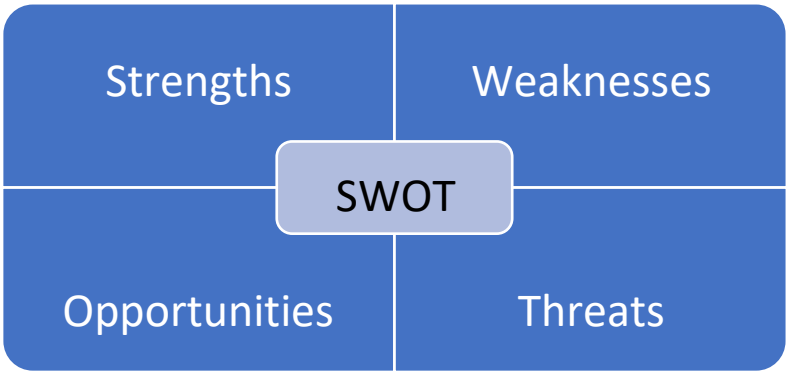
Kamal Farms

Kamal Farms India Private Limited is a Private incorporated on 18 August 1998. It is classified as Non-govt company and is registered at Registrar of Companies, Bangalore. Its authorized share capital is Rs. 1,000,000 and its paid-up capital is Rs. 300,000. It is involved in Production, processing and preservation of meat, fish, fruit vegetables, oils and fats.

Adityaa milk

Adityaa milk is a brand rolled out of Vijaykant Dairy & Food Products Ltd., situated in Belagavi, Karnataka, besides river Malaprabha. Vijaykant Dairy is into Manufacturing & Marketing of premium quality dairy products. All the Machinery in the factory is imported from Sweden & Italy which are one of the best in their kind.

SWOT ANALYSIS



STRENGTH

- **Hatsun's original own innovations ideas**

One of the Hatsun innovative invention is Active Bulk Cooling. This helps them to improve the freshness as the milk gets chilled initial stage starting from then village.

- **Can handle huge quantity of milk**

Hatsun's processing unit handles 2 million litres of milk per day. Its units have modern laboratories equipped for intense quality control.

- **Efficient supply chain management**

They have an efficient and large cold-chain network to ensure that our consumers get fresh milk every day. Their puff-insulated trucks around 2,00,000 kms on a day-to-day basis, carrying milk Tamil Nadu, Karnataka, Goa and parts of Andhra Pradesh. For milk and curd 1400 distribution centres and 650 dealers.

- **Effective milk procurement system**

Hatsun's procures fresh milk directly from farmers. To facilitate it in this process Hatsun has around 10000 'Hatsun milk' (HMBs) covering over 13000 villages.

Everyday 3.2 lakhs plus farmers pour they're at these HMBs.

WEAKNESS

- **Rising cost of fodder**

The fodder that cost Rs.50 for 100kg in 2005, but in 2015 it is hardly available even Rs.800 a quintal. Because of rising fodder cost, farmer demands more value of raw milk.

- **Price sensitive market and intense competition means limited market share**

Procuring the milk at high cost made them to increase the cost of processed milk and products. The risk in increasing in the cost is that consumer market may shift to another brand which have less value.

OPPORTUNITY

Demand for milk is likely to rise continuously and there is substantial growth potential According to NDDB the milk production in India was 165.4 million tonnes in 2016-

17. It is estimated that milk demand in India will reach 240 million tonnes by 2025.

Increases in population and rise in income levels will see shift in the consumption pattern in favour of value-added products.

Consumers, these days prefer traditional beverages like butter milk, lassi, etc as compared to carbonated beverages.

THREATS

- **Gloomy global economic environment**

The export of Indian dairy products is limited to only south Asian countries like Bangladesh, Pakistan, Nepal, Bhutan etc.

- **Lack of awareness among farmers**

A gross lack of awareness among farmers about the quality parameters, including microbiological and chemical contaminants as well as residual antibiotics.

- **Increase in price of petroleum and increasing cost of power**

Transportation is very important part of any dairy industry. Due to increase in petroleum price, the cost of transaction is also increasing. Similarly, the increases in price of power are causing increases in cost of production.

FUTURE GROWTH AND PROSPECTS

- Hatsun has opted for a gradual pace of expansion in new markets before competing aggressively with established rival brands according to its Managing Director, RG Chandramogan.

- The Arun Ice cream makers long term performance remains impressive but frequent changes in milk prices and regulatory policies such as subsidies have made high volatility in yearly returns unavoidable for co-operatives like Arun.

- The company's board approved setting up of an ice cream plant in Telangana which is expected to be commissioned by the third quarter of next financial year.

Chapter-3

THEORETICAL BACKGROUND

The word theoretical framework consists of two words “Theory” and “Framework”. Hence, we will first look into the definition of theory and framework. Theory is a rational type of abstract thinking about a phenomenon, or the results of such thinking. Depending on the context, the results might, for example, include generalised explanation of how nature works. The word has its roots in ancient Greek, but in modern use it has taken on several related meaning. Framework is a particular set of rules, ideas, or beliefs which you use in order to deal with problems or to decide what to do.

This chapter presents the theoretical background for the thesis. This theory deals with the evaluation of training and development activities success within organization. Whether the money and time invested in the training and development activities are being used to the full potential and if the employees have actually gained satisfaction with the implemented training programs in the company. Thus, a proper study is undertaken to analyse and evaluate the impact of training and development program in Hatsun agro products ltd company.

Hatsun agro products ltd company is one of the leading dairy products in our country, delivering various dairy products all over the country. The company’s growth from past few years has been tremendous and they have been adopting strategies to increase its quality and quantity. Thus, the company concentrates in providing excellent training programs for its employees to adopt to the changing environment in the company. Hatsun agro products ltd, has been committed to inspiring the lives of customers through high range of quality dairy products. HAP manufacture the market products that cater to both cooking and consumption, like milk, curd, ice-cream, dairy whitener, skimmed milk powder, ghee, pannier and lots more. The company has diversified its activities and entered into production and sale of toordhall and uraddhall under the brand name ‘Apurva’. HAP provides the much-needed platform for the farmers to earn revenues from the curd milk by buying from the price range decided by farmers.

2.2 LITERATURE REVIEW

1) Boydell and Leary (1996): Training is systematic development of the skills, attitudes and knowledge required by an individual to perform the given task or job adequately in an organization. Training is an act of increasing skills and knowledge of an employee for doing a specified job.

2) Reid and Barrington (1999): The term 'TRAINING' indicates the process involved in improving the aptitudes, skills and abilities of an individual to perform specified or particular jobs. Training helps in updating old talents and also developing new ones.

3) 3) Anderson (1994): Successful candidate placed on the job need training to perform their duty more effectively and efficiently.

4) Holton (2000): The principal objective of training is to make sure that a skilled and willing workforce to the organization is available.

5) Buckley and Caple (1995):

Individual objective:

These objectives help individual employee to achieve their personal goals, and in return helps the organizational to fulfil their objectives.

Organizational objective:

It helps organization by bringing their individual effectiveness, which is a primary objective of an organization.

Functional objective:

Its objective is to maintain the suitable level of the department contribution to the organization need.

Social objective:

This objective ensures that the organization is socially and ethically responsible to fulfil the needs and challenges of the society.

6. **Bartram and Gibson (1997):**

Training and development Stages

In order to derive the expected benefits from training and development, training should be conducted in a systematic order. The training process involves four stages:

A] Assessing the needs of training and development programs.

B] Designing of training and development programs.

C] Implementing the training program.

D] Evaluating the training program.

7) Wills (1998): Training and development programs in every organization plays a vital role. These programs improve Employees Performances at workplace, it enhances Employee personal Skills and updates Employee Knowledge and it also helps to avoid Managerial Obsolescence.

8) Herbert and Doverspike (1990): With the help of these programs, it becomes easier for the management to analyse and evaluate the job performance and take decisions accordingly, like employee promotion, rewards, compensations, welfare facilities, etc.

9) McGehee and Thayer (1961): These training programs help the managers in succession planning, employee retention and motivation. It brings Efficient and create Effective employees in the organization.

10) Zemke (1994): Training and development program reveals the purpose of learning from the employee perspective are basically to acquire skills and knowledge to do the job and to gain promotion and advance career.

11) McClelland (1993): Training and development also cater for the personal and professional developments of the employees, in the facilitating career changes. Learning can be defined as knowledge obtained by self-directed study and experience or both.

12) Leat and Lovell (1997): The art of acquiring knowledge, skills, competencies, attitudes and ideas is retained and used, or a change of behaviour through experience.

13) Dr.T.V.Ambuli and S.V.Praveen (2020): To meet specific objectives, which contribute to employee and organizational effectiveness the process called Employee Development program is designed.

14) PallaviPahuja and Parinita Malhotra (2017): In the process of management development there are several steps. That includes evaluation of organization's current management resources, reviewing of organizational objectives, designing of development programs and implementing of same, determining the individual needs, evaluation of effectiveness of these programs and measuring the impact of training on participants quality of work life.

15) Emir Cickusic and SerkanBayraktargolu (2017): It can be denoted as per the following formula.

Employee Development = Employee Education + Employee Skills + Training Effectiveness + Employee Quality of work life

16) AidahNassazi (2013): The importance of training and development in the corporate world has been highlighted in the previous literature. Thus, it is essential to examine any issues related to training and development in any business sector.

CHAPTER-4

REASERCH DESIGN

PROBLEM STATEMENT

"The intention of this study is to analyse and evaluate the impact of Training and Development program in Hatsun Agro Product pvt ltd, Belagavi"

This study was conducted to understand the motive behind the Training and Development program.

The Training and Development cannot be measured directly but the result of change that occurs after training in the individual's behaviour and attitude.

We can make scientific conclusions, by studying, evaluating and analysing the response of employees regarding training, which is the core idea of this study.

3.2 NEED FOR STUDY

The organizations development depends upon employees. Training and Development assumes great significance for organizational productivity. Organizations often view Training and Development program as the part their development. A better knowledge about Training and Development can facilitate the trainer as well as trainee in conducting and benefiting from0training. Training and Development is bit difficult and very complex process, so studying and analysing the feedback of employees as well as managers is the best way to achieve it.

- The training &development study is the highlight trend in field of HR.

- The training and development are enrichment the employee good quality which can directly influence the organizational development.

3.3 OBJECTIVES OF THE STUDY

- To study whether various training methods implemented in the organisation are effective.

- To scrutinize whether employees in sufficient time are given the right training to develop their skills.
- To analyse the satisfaction level and motivation level of employees which will help maintain retention rate of the organisation.
- To analyse whether the satisfaction of respondents and quality of training are related.
- To examine whether proper job-related attitudes and relations are developed.
- To analyse if training and development facilitate employees with organisational changes.
- To study the training program on the bases of relevance, implementation and outcome.
- To analyse if the organisation is able to create a pool of well trained, capable and loyal employees through their training.
- To examine the impact of training on employee.

3.4 SCOPE OF THE STUDY

This study/research provides me with the opportunity to Explore in the field of human resources. This Research also provides the response or feedback of people who were involved in the process of Training and Development program. Apart from that it would provide me a great deal of Exposure to interact with the high-profile managers of the organization.

3.5 RESEARCH METHODOLOGY

Research Methodology is way in which a problem can be solved in a systematic manner. It can be understood as a science of studying how research are done scientifically. In this, we study the various steps that are generally adopted by the researcher in studying their research problem along with the logic behind them. It gives us the blueprint of activities, in order to carry out the study in systematic manner and to make study successful.

Primary data

Primary data is a data or information gathered by researcher through personal interaction or through questionnaire. In this study the data is collected through questionnaire.

Secondary data

Secondary data is a data or information that is collected by the researcher from the old data, that has been studied by someone or gather the information from websites, journals, some books, etc.

Sample plan

- **Number of employees:** The total number of employees working in Hatsun Agro Products ltd are 233.
- **Sample taken for the study:** This study was conducted on the sample size of 120 employees.
- **Sampling method:** The method adopted for the study is convenience sampling method.

LIMITATIONS OF THE STUDY

The present study is limited in many aspects. Various variables are the outcome of providing information about training and development. It is not possible to take into the consideration of each and every criterion in this study. Some of the data or feedback given by the respondents may be bias.

- The employees of Hatsun Agro Products ltd, found it difficult to answer questions properly due to their heavy and busy workload.

- The questions that are asked being personal, some of them hesitated to answer it as it might affect their job negatively.

- As the employees were busy, the primary data collection was time consuming.

- Analysis is done on the assumption that individual has given correct information through the questionnaires.

- Due to time constraints, the study was limited to 120 respondents.

CHAPTER-5

ANALYSIS AND INTERPRETATION

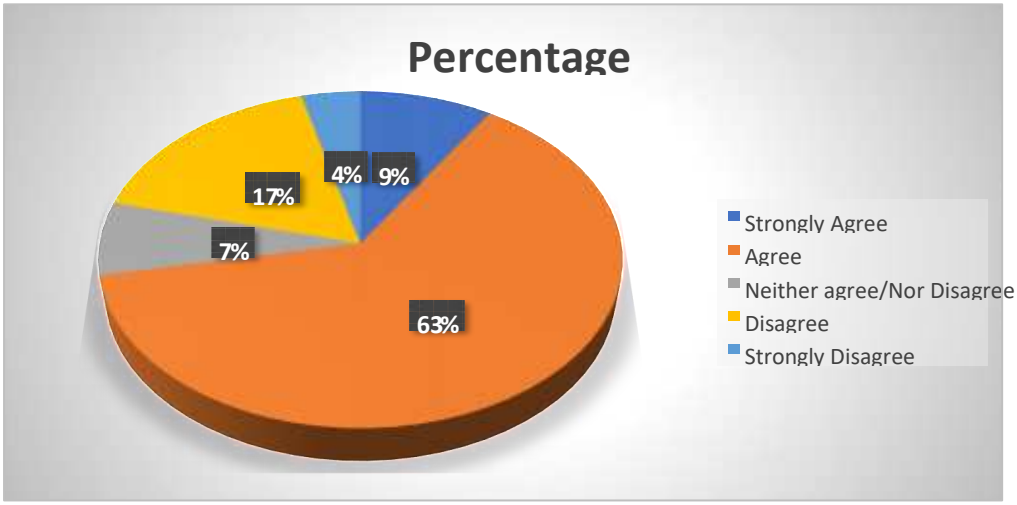
1. Your Organization considers Training as a part of organizational strategy.

1: Representation of respondents on training as a part of organization strategy.

	Respondents	Percentage
Strongly Agree	11	09

Agree	74	63
Neither Agree/Nor Disagree	09	07
Disagree	21	17
Strongly Disagree	05	04

1: Graphical representation of respondents on training as a part of organization strategy.



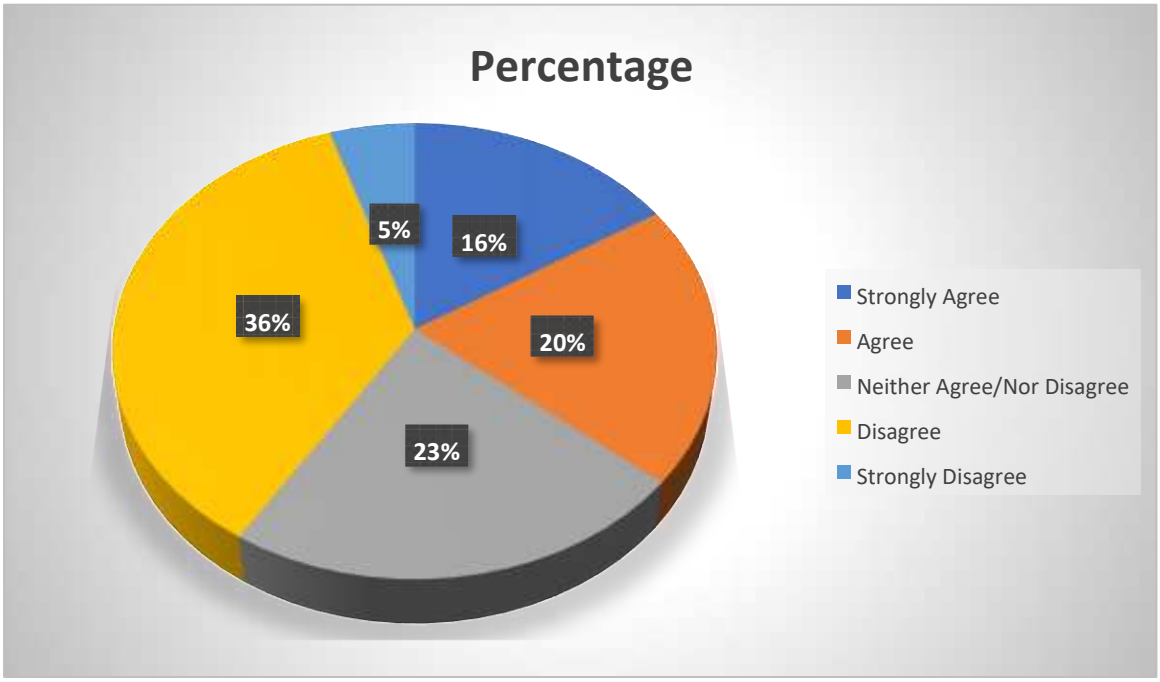
Interpretation: As the above graph states that most of the employees working in Hatsun company consider that the training goes simultaneously with the company adopted strategies. Thus, making it easier for the company employees to reach company goals as they learn new skills or update themselves based on the company's requirements.

2: Representation of respondents on training improve employer-employee relation.

	Respondents	Percentage
Strongly Agree	19	16

Agree	24	20
Neither Agree/Nor Disagree	27	23
Disagree	43	36
Strongly Disagree	07	05

2: Graphical representation of respondents on training improve employer-employee relation.



Interpretation: The above graph shows a negative response where employees disagree that training improves employer-employee relation. This throws light on the fact that employer– employee have no solid communication channels. Thus, an employee can't voice their concerns and suggestions which will lead to dysfunctional relations.

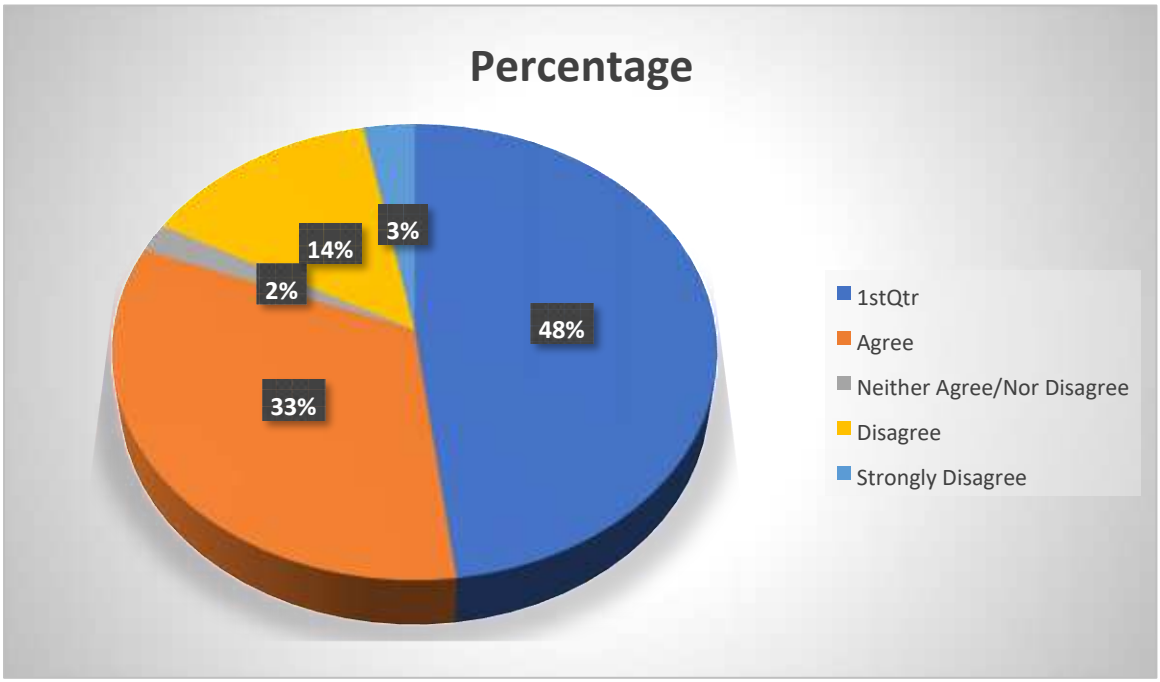
3. Training program helped to increase the productivity of both quality and quantity.

3: Representation of respondents on training help to increase productivity.

	Respondents	Percentage

Strongly Agree	58	48
Agree	39	33
Neither Agree/Nor Disagree	02	02
Disagree	17	14
Strongly Disagree	04	03

3: Graphical representation of respondents on training help to increase productivity.



Interpretation: The above graph shows most of the employees strongly believe, implementation of training gives high productivity in terms of quality and quantity. As employees get skilled in what they do or become better in what work they do by rectifying their small mistakes through training.

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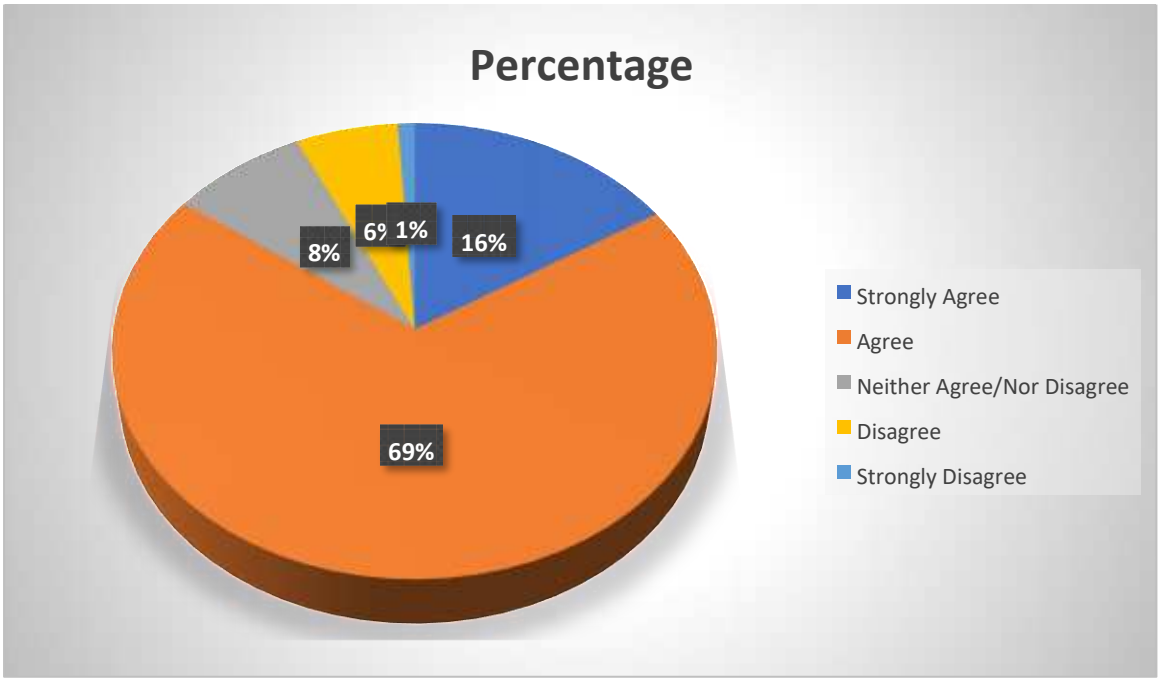
Training help to increase motivation level of employee.

4: Representation of respondents on training helps to motivate employees.

	Respondents	Percentage

Strongly Agree	19	16
Agree	83	69
Neither Agree/Nor Disagree	10	08
Disagree	07	06
Strongly Disagree	01	01

4: Graphical representation of respondents on training helps to motivate employees.



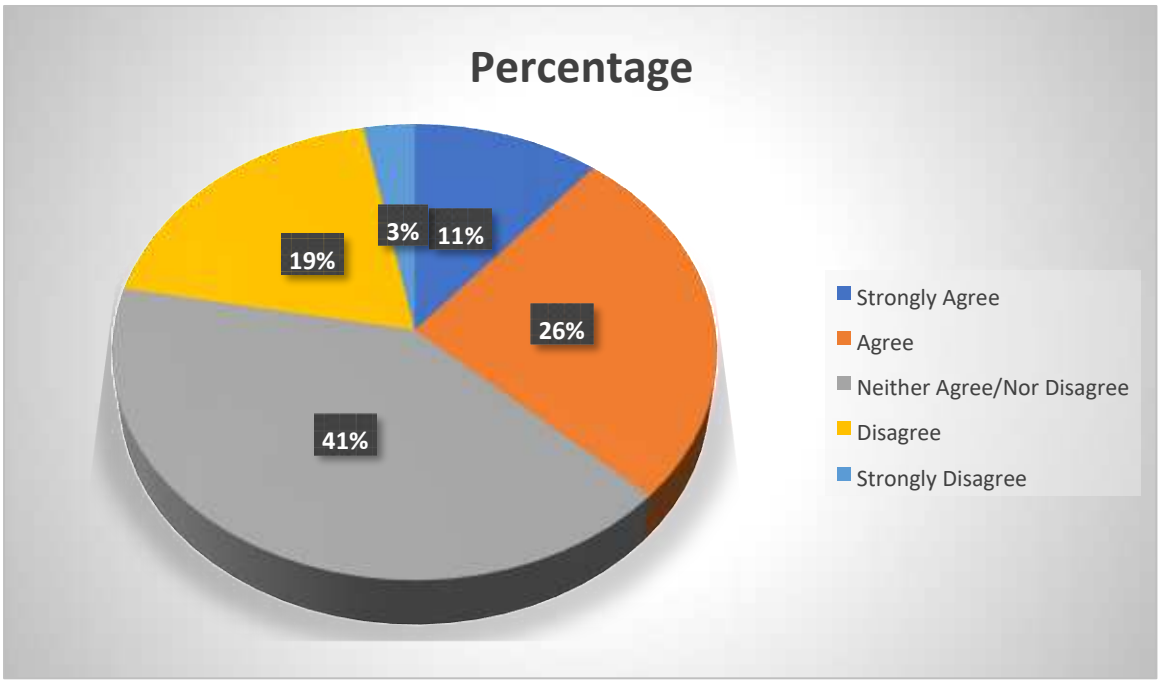
Interpretation: The above graph shows a positive response of employees where employees get motivated through their ongoing training and development because they feel the company doesn't hesitate in funding money on making their skills better and feel a part of the company. This will in turn lead to high retention rate and loyalty with the company.

Training course ease to deal with the ongoing competition in the market.

5: Representation of respondents on whether training helps to deal **with** ongoing competition in the market.

	Respondents	Percentage
Strongly Agree	13	11
Agree	31	26
Neither Agree/Nor Disagree	49	41
Disagree	23	19
Strongly Disagree	04	03

5: Graphical representation of respondents on whether training helps to deal with ongoing competition in the market.



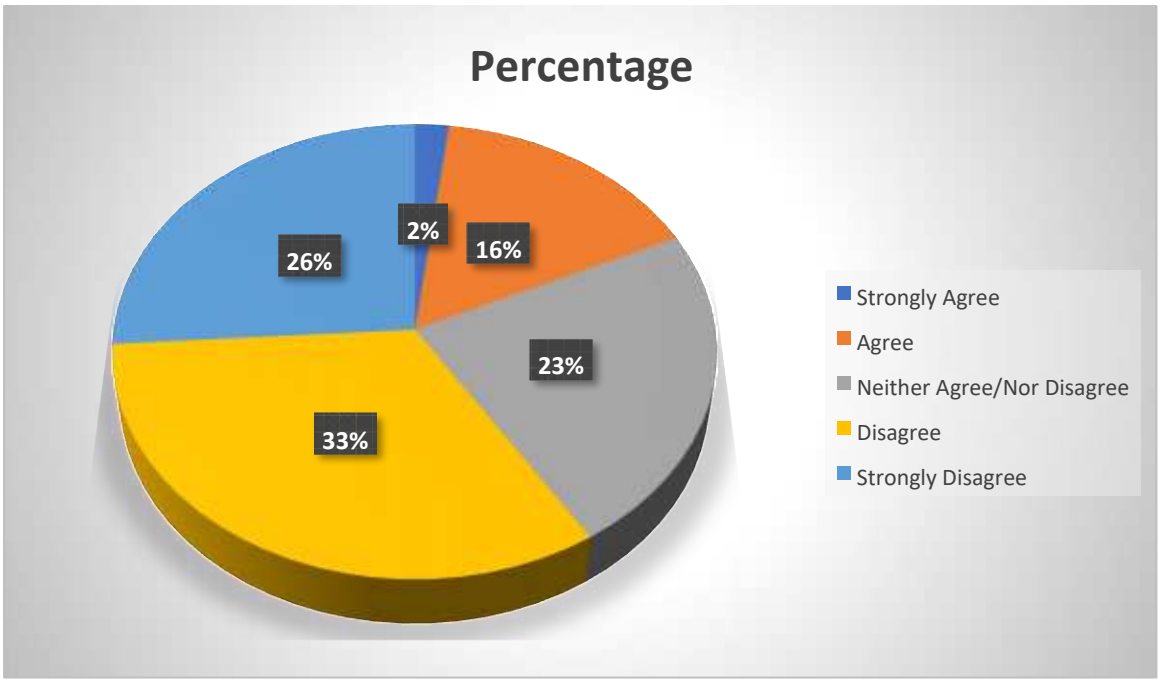
Interpretation: As the above graph shows that employees are not so sure whether company's training will help them deal with ongoing market competition. This might be due to lack of research about the current market resulting in lack of knowledge for employees and managers to keep themselves up in the competition.

Training program enable the employees to be accountable and authoritative in making decisions.

6: Representation of respondents on enabling the employee to be accountable in making decisions.

	Respondents	Percentage
Strongly Agree	03	02
Agree	19	16
Neither Agree/Nor Disagree	27	23
Disagree	39	33
Strongly Disagree	32	26

6: Graphical representation of respondents on enabling the employee to be accountable in making decisions.

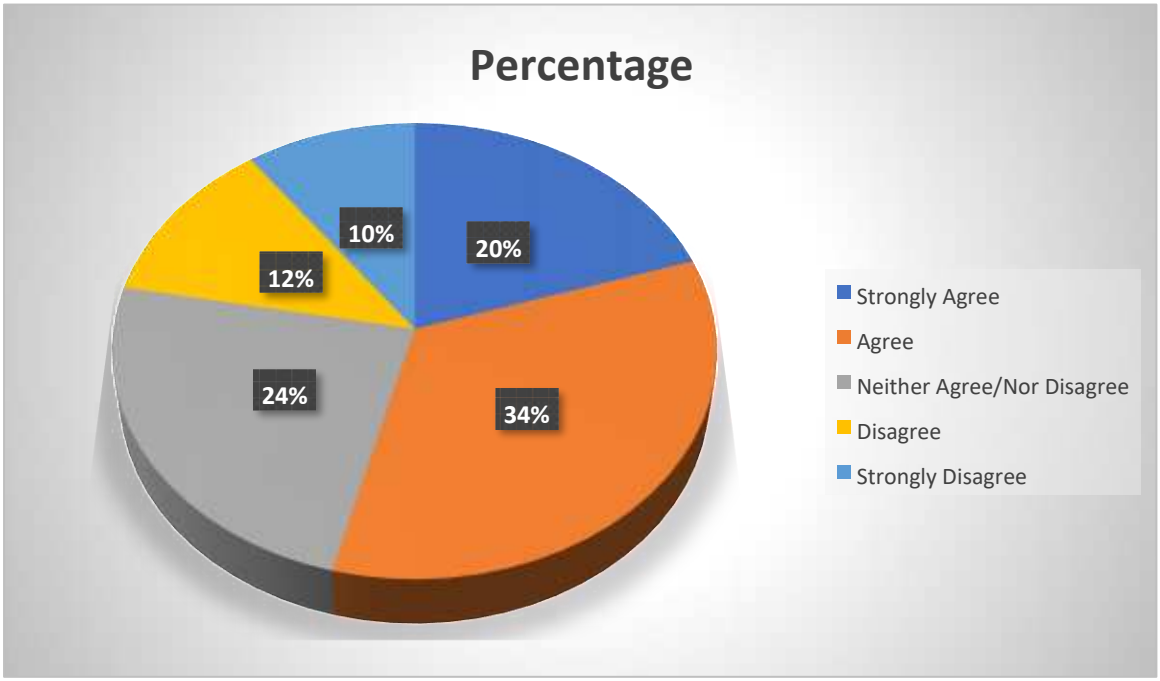


Interpretation: The above graph shows a negative response. Supervisors or managers have trust issues or doubt whether their employees are capable to complete a given task effectively or whether the employees will come up with new ideas. This might even bring down the morale of employees.

7: Representation of respondents on training developing team work and leadership skills.

	Respondents	Percentage
Strongly Agree	24	20
Agree	41	34
Neither Agree/Nor Disagree	29	24
Disagree	14	12
Strongly Disagree	12	10

7: Graphical representation of respondents on training developing team work and leadership skills.



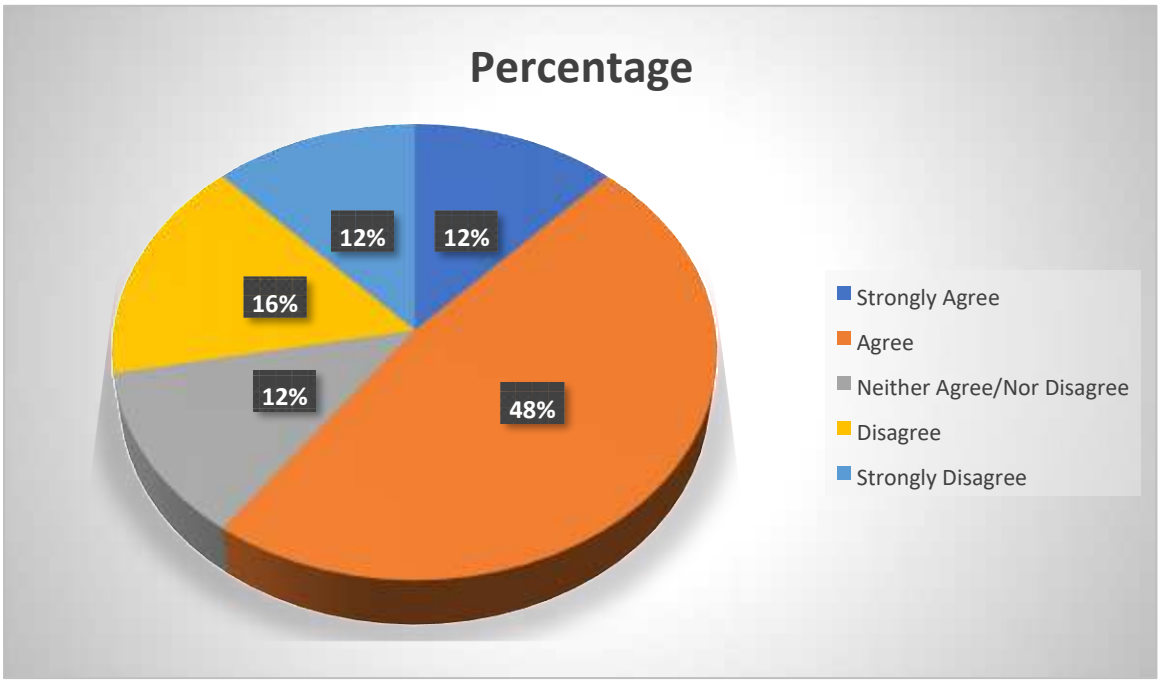
Interpretation: The above graph shows a high percentage of agreement among the employees that team spirit and leadership increases. This enlightens us with the fact that employees in Hatsun company have good communication and relation among the teams and can get the work done effectively and efficiently in a team. And employees are willing to take full responsibility.

The development activity helps the management in identifying, analysing, forecasting and planning changes needed in company's HR area.

8: Representation of respondents whether development activities help the management in identifying changes that are needed in HR areas.

	Respondents	Percentage
Strongly Agree	14	12
Agree	58	48
Neither Agree/Nor Disagree	14	12
Disagree	19	16
Strongly Disagree	15	12

8): Graphical representation of respondents whether development activities help the management in identifying changes that are needed in HR areas.



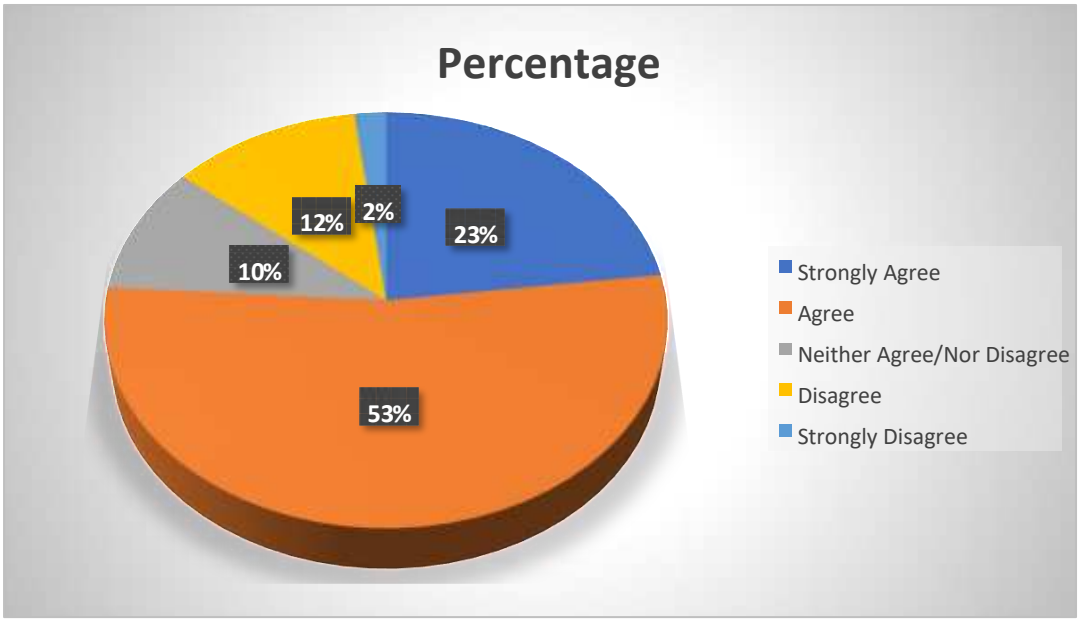
Interpretation: The above graph shows that yes, training and development aids in identifying and analyzing where all employees require training. It also helps for planning and forecasting of the implementation of training and the outcomes of the training.

Training results in adaption of new working method.

9: Representation of respondents whether training results in adaption of new working model.

	Respondents	Percentage
Strongly Agree	27	23
Agree	63	53
Neither Agree/Nor Disagree	12	10
Disagree	15	12
Strongly Disagree	03	02

9:Graphical representation of respondents whether training results in adaption of new working model.



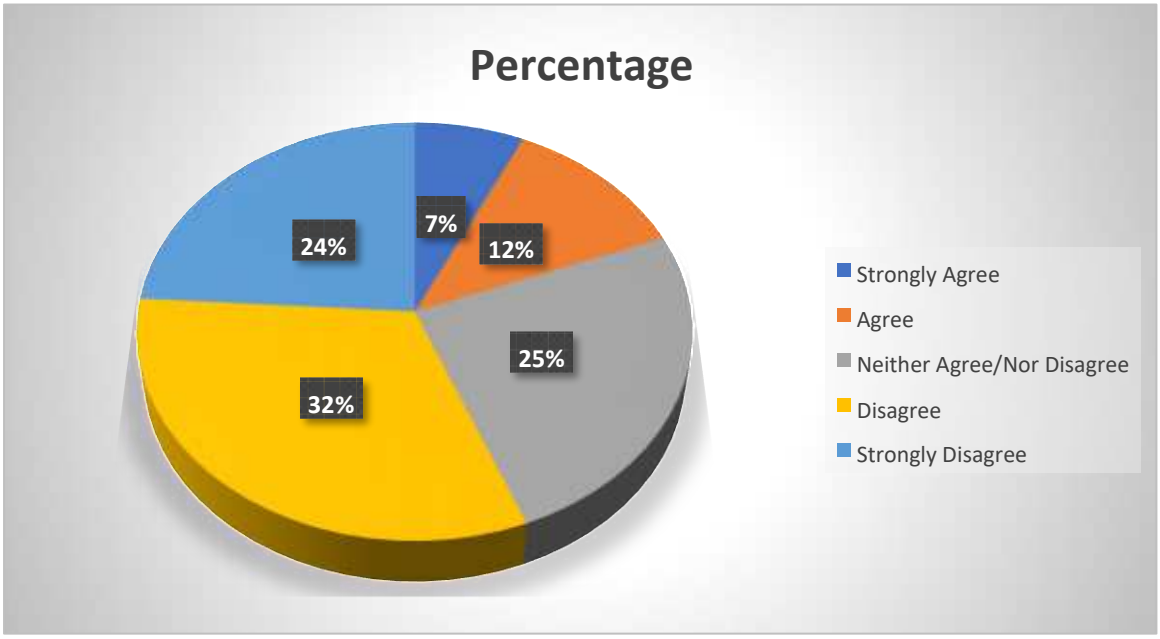
Interpretation: The above graph states that, training aids employees to easily adapt to implementation of new working model or new technologies. As training gives better understanding of how to get the work done. This also encourages employees that organization wants to keep itself up in the market and can give the desired job opportunity for employees.

Training and Development activities helps the organization to maintain employee retention rate.

10: Representation of respondents on employee retention rate based on training.

	Respondents	Percentage
Strongly Agree	09	07
Agree	15	12
Neither Agree/Nor Disagree	29	25
Disagree	38	32
Strongly Disagree	29	24

10: Graphical representation of respondents on employee retention rate based on training.



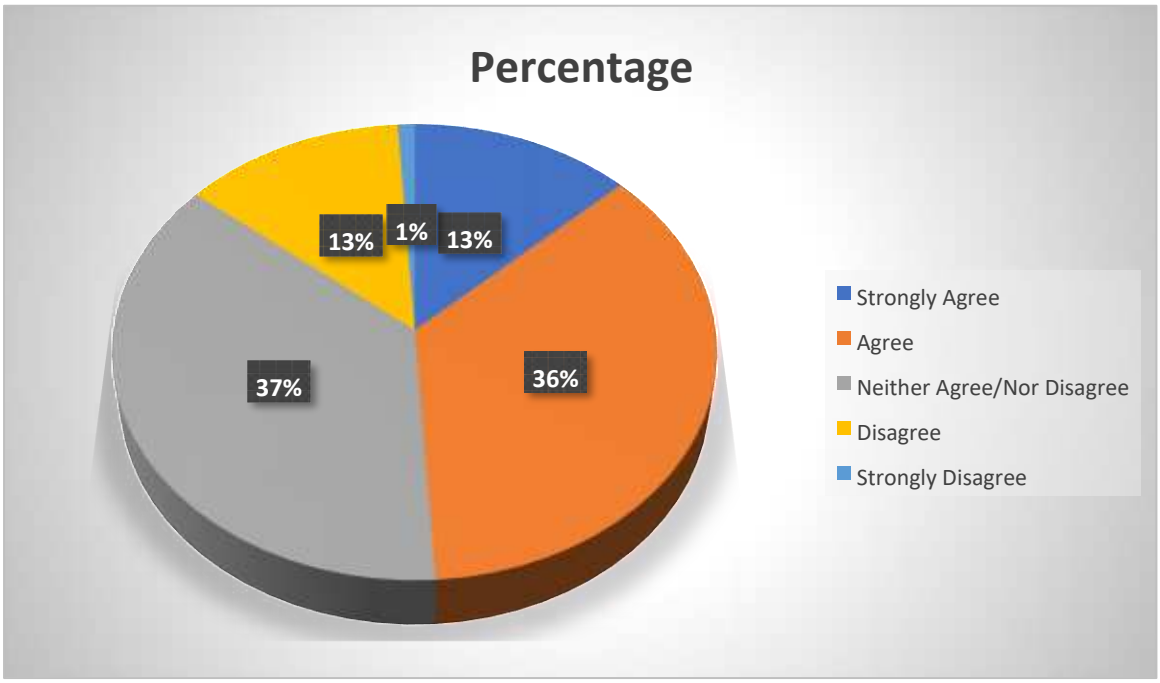
Interpretation: There is a differing response given by employees as the above graph points more towards negative response of employees where they believe training is one aspect which doesn't lead to increase in retention rate. This signifies that organization needs to work more on their employee retention strategies, as talented and highly skilled employees are the need of every organization.

Training helps employees for getting new opportunities.

1**1:** Representation of respondents for getting new opportunities after training.

	Respondents	Percentage
Strongly Agree	16	13
Agree	43	36
Neither Agree/Nor Disagree	44	37
Disagree	16	13
Strongly Disagree	01	01

11: Graphical representation of respondents for getting new opportunities after training.



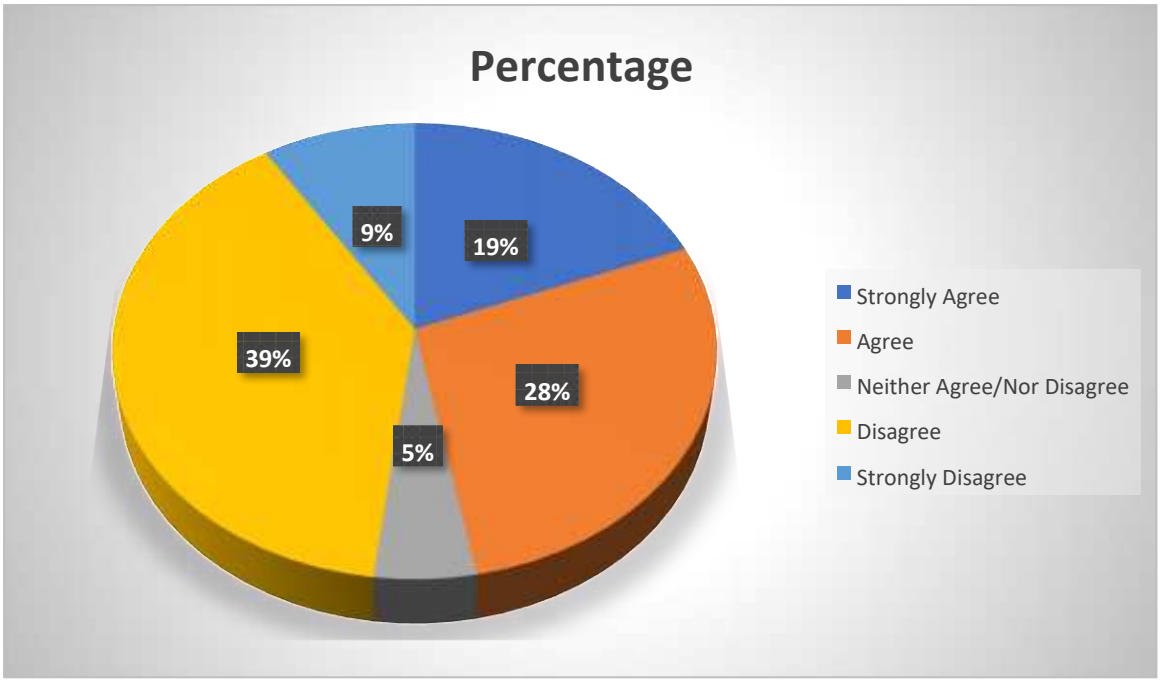
Interpretation: The above graph shows that most of employees have no idea about the new opportunities after training. This happens due to the lack of communication between employees and higher managements, and thus employees will not see many opportunities for growth in the organization. This can lead employees to not work effectively and efficiently. Thus, managers should have proper chain of communication in the organization.

Manager helps me to select training program required for me.

1**2:** Representation of respondents on selection process of training program.

	Respondents	Percentage
Strongly Agree	23	19
Agree	34	28
Neither Agree/Nor Disagree	06	05
Disagree	46	39
Strongly Disagree	11	09

12: Graphical representation of respondents on selection process of training program.



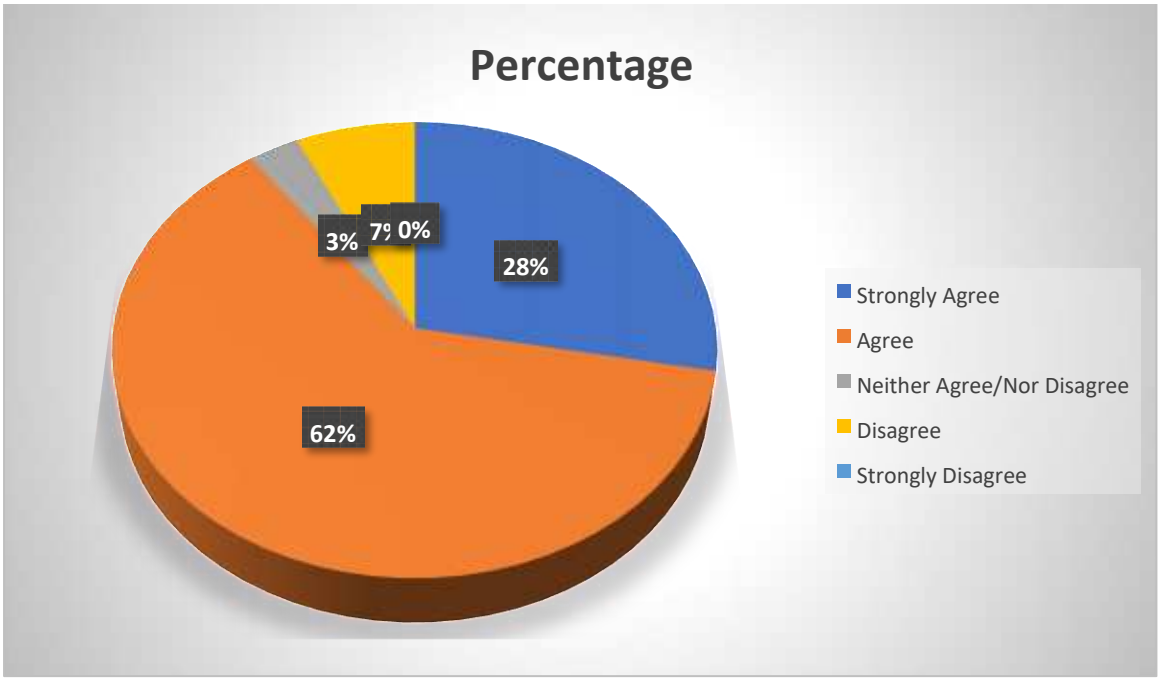
Interpretation: As the above graph shows less difference between disagree and agree, it can be assumed that some managers interpret few employee's weakness and strength correctly and of some they aren't able to.

The period of training session was sufficient for the learning.

13: Representation of respondents on time for training sessions.

	Respondents	Percentage
Strongly Agree	33	28
Agree	74	62
Neither Agree/Nor Disagree	04	03
Disagree	09	07
Strongly Disagree	00	00

13: Graphical representation of respondents on time for training sessions.



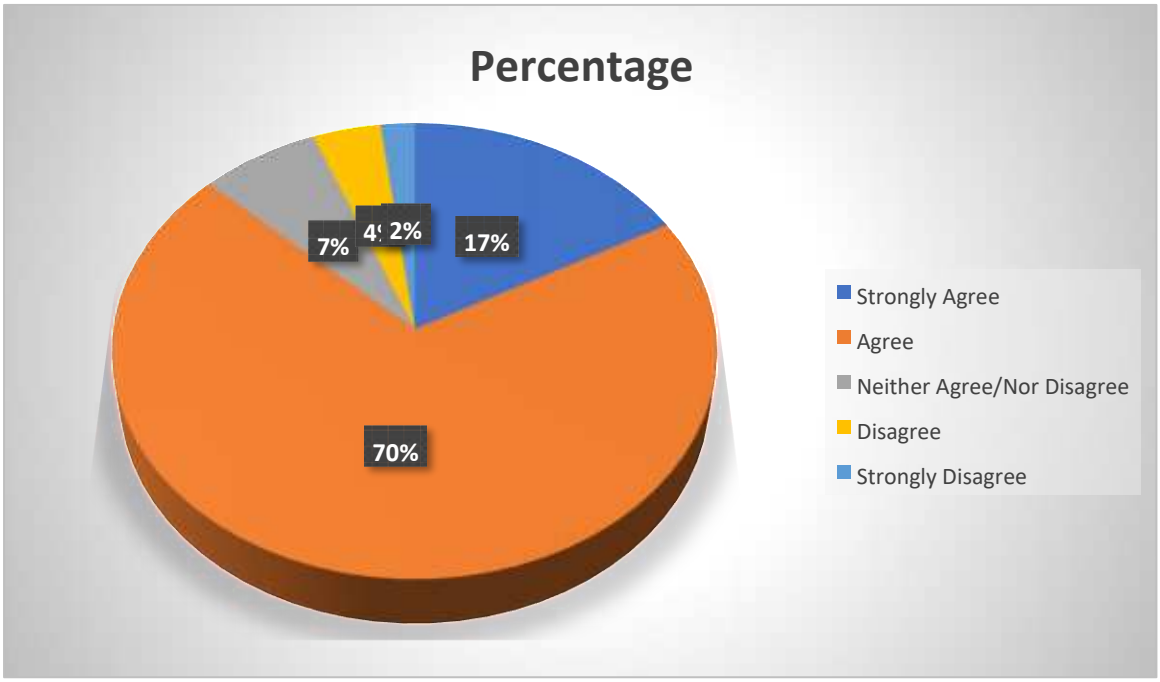
Interpretation: The above graph shows that supervisors or managers apart from their ongoing day to day work remove good amount of time for training of their employees which shows managers give importance to training sessions.

I feel that training will help me in rectifying day-to-day errors.

1**4:** Representation of respondents on training will help them in rectifying day- to-day errors.

	Respondents	Percentage
Strongly Agree	20	17
Agree	84	70
Neither Agree/Nor Disagree	09	07
Disagree	05	04
Strongly Disagree	02	02

14:Graphical representation of respondents on training will help them in rectifying day-to-day errors.



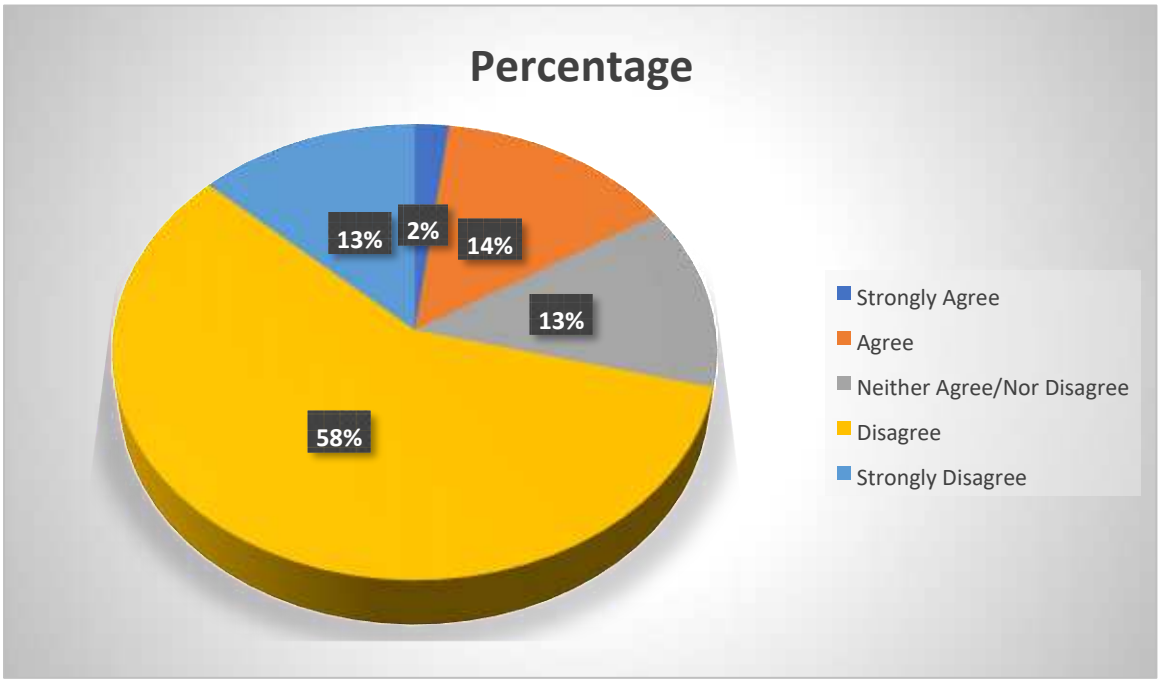
Interpretation: The above graph shows high percentage of that employees agree training assist them in rectifying small errors in their day-to-day work and get it done efficiently and effectively. Those organization that helps employees improve themselves represents how important employees are for that organization.

Your improvement in the training program has been noticed by your colleagues and manager.

15: Representation of respondents on their improvements getting highlighted or noticed by colleagues and managers.

	Respondents	Percentage
Strongly Agree	02	02
Agree	17	14
Neither Agree/Nor Disagree	16	13
Disagree	69	58
Strongly Disagree	16	13

15: Graphical representation of respondents on their improvements getting highlighted or noticed by colleagues and managers.



Interpretation: Majority of the employees stated that their improvements were not noticed by managers and colleagues, whereas few employees stated their improvements were noticed. Managers should notice the improvements in the employees and also appreciate them, as this boosts the morale of the employees and encourages other employees.

CHAPTER 5

FINDING, SUGGESTION

& CONCLUTION

FINDINGS

The training practices are very well introduced and effectively implemented at HATSUN AGRO PRODUCT PVT LTD.

Employees have a positive attitude towards the training practices of the organization.

Employees are very much satisfied with the current training and development practices.

There is dependence between the experience of employee's and nature of the job of the organization.

These training and development practices have a positive impact on the productivity, quality of work and reduction of errors in the selected organization.

Training and development practices helped to attain multi skill activities of employees in an organization.

SUGGESTIONS

On the basis of data analyses, it has been observed that the level of trust among the employees is very less in the organization and management should organize some training practices to increase the level of trust among employees.

Company should provide effective training programs to increase the employee's performance and skills.

Performance based incentives can be a good source of motivation for the employees to increase their confidence.

A good atmosphere and working conditions must be provided to the employees so that they work happily and are satisfied with their performance.

Some other methods of training and development of employees should be initiated or introduced which have not yet been practiced by an organization.

CONCLUSION

Hatsun one of the fastest growing industry of India. Their brands have become household names in over one millionIndian houses.

Arun Ice-creams, Arokya milk, Hatsun Curd, HatsunPaneer, Hatsun Ghee, Hatsun Dairy Whitener, Ibaco and have become popular choices across the country Hatsun has the opportunity to capture the more evolved young adults and children who are open to new products provided they meet their expectations.

96.23% of sales from consumers alone which goes to show the level of trust they place in the company and they also have a heathy global presence with dairy ingredients exported to 38 countries around the world, primarily in America, the Middle east and south Asian markets.

Their key focus is on delivering quality and to that end they have a technically advanced system that works in accordance it a time across 20 plants.

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- YouTube
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CHAPTER-6

QUESTIONNAIRE

1. Your Organization3considers Training as a part of organizational strategy.

a) Strongly agree
b) Agree
c) Neither Agree/Nor Disagree
d) Strongly Disagree

2: Representation of respondents on training improve employer-employee relation.

a) Strongly Agree
b) Agree
c) Neither Agree/Nor Disagree
d) Disagree
e) Strongly Disagree

3. Training program helped to increase the productivity of both quality and quantity.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

4. Representation of respondents on training helps to motivate employees.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

5: Representation of respondents on whether training helps to deal **with** ongoing competition in the market

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

6) Training program enable the employees to be accountable and authoritative in making decisions

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

7: Representation of respondents on training developing team work and leadership skills.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

8. The development activity helps the management in identifying, analysing, forecasting and planning changes needed in company's HR area.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

9) Training results in adaption of new working method.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

10) Training and Development activities helps the organization to maintain employee retention rate.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

11) Training helps employees for getting new opportunities.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

1**2:** Manager helps me to select training program required for me.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

13. The period of training session was sufficient for the learning

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

14. I feel that training will help me in rectifying day-to-day errors.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly Disagree

15. Your improvement in the training program has been noticed by your colleagues and manager.

a) Strongly Agree

b) Agree

c) Neither Agree/Nor Disagree

d) Disagree

e) Strongly 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

"EMPLOYEE SATISFACTION"

AT

SHAKUNTALA ENGINEERINGS.

KARNATAKA.

Submitted by

Mr. Siddanna Kholkar

Reg. No. B1812837

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

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPT. OF BUSINESS ADMINISTRATION

BELAGAVI.

(Affiliated to Rani ChannammaUniversity, Belagavi)

Certificate of Approval of Project Report

CERTIFICATE

This is to certify that Mr. **Siddanna Kholkar** has satisfactorily completed the project at **Shakuntala Engineering's**, Belgaum, in partial fulfilment of award of Bachelor's Degree by Rani Channamma university Belagavi for the year 2020-2021

Director

Prof. S.S. Shinmangoudar

Institution Guide

Prof. Sonal Kalburgi

ACKNOWLEDGEMENT

I got opportunity to express my deep sense of obligation in the ª **SHAKUNTALA ENGINEERING** for their kind permission to undertake this project in their organization.

I am grateful to HR Manager **Mr. PAVAN PYATI.** for giving me the permission to do my project on

"A STUDY ON EMPLOYEES SATISFACTION" 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 Kalburg i & for guidance & correction of my project.

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

Siddanna Kholkar

DECLARATION

I here.by, declare that the project report entitled **"Employees Satisfaction"** at **SHAKUNTALA ENGINEERING** Belgaum 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

Siddanna Kholkar

EXECUTIVE SUMMARY

The project was undertaken in SHAKUNTALA ENGINEERINGS , Belgaum, 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 SATISFACTION IN THE ORGANIZATION.

Siddanna Kholkar

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ABOUT COMPANY

Introduction

Shakuntala Engineering is involved for the manufacturing and supplying of castings of Cast and S. G.Iron to automobile and allied industries The Company was incorporated in the year 1998 by Mr MB PATIL.

The company is situated Belgaum in Karnataka Introduces as one of the leading manufacturer of CI casting, flywheel casting, flame proof Moto covers etc. The super brands product is well known for its quality and reasonable filed of castings. The company's significance is towards development and improvement of its product and qualities entire satisfaction puffs the customer.

Super brands castings and complaints are intended for the assembly of connection of machinery. The product range includes supplying and trading of CI casting, flywheel casting, flame proof Moto covers, MI casting, sugar machinery etc.

Today the company is engaged in the manufacturing of all grades of Grey Iron Casting & S.G. Iron Casting to the entire satisfaction of their valued customers. The company is equipped with all the latest equipment's and such highly qualified technical personnel whose performance are backed by their

Years of rich experience.

HISTORY OF COMPANY

Shakuntala Engineeringwas established in the year 1998. The company specialized in the manufacturing of components, which are fully machined and ready to use in the flow control industries such as C.I. Casting & S.G.I casting etc.

The company has wide range of customer's base valves tube manufacture and users of such products who are operating nationally. The company has established long term relationships with the customer's. Some of them are with company since the inception.

The company exists for 22 years and has full infrastructure to manufacture Graded C.I. Casting & S.G (Internationally known as Ductile Iron) Iron Casting along with satisfactory machining setup and have latest testing facilities in laboratory.

Shakuntala Engineering is serving a broad industrial base with their casting products, which are the part of a wide range of most of the well-established engineering brands. We manufacture components for Hydraulic mechanism for tractors; Water pump and oil pump body for trucks, Cylinder head piston and valve plate for compressors; Castings components for weighing scales, etc. Castings are produced to IS, BS, DIN, AFNOR, EN, and other standards.

The castings is offered in a weight range of 50 grams to 90 kilograms per piece and is supplied in machined, semi machined and as cast condition with surface treatment as per customer's need.

COMPANY PROFILE

Name of the company	: SHAKUNTALA ENGINEERING
Address	: Shakuntala Engineering Sy.No.698, Plot No. B-35,DesurkarCompound,Udyambag, Belgaum- 590008.
Year Of Establishment	: 1998
Capital Invested	: 20 lakhs.
Nature Of Business	: C.I Casting , M.I Casting , S.G.I Casting.
Size Of The Company	: Small Scales Indusrty
Total Area	: 4000 sq.ft
Total Work Force	: 60
Annual Turnover	: 10 Lack P.A
Banker	: STATE BANK OF INDIA
Office Hours	: 9.00 AM TO 5.00 PM (09 Hrs)
Phone No	: 0831-2441353
E-mail	: Shakuntalaeng@gmail.com
Website	: www.Shakuntalaengineering.com

Nature of Business

"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 & analyzing these processes, is done
- Clearly defining the controls in the various procedures.
- Setting objectives to achieve for all the processes.

Company's Vision, Mission, and Objective

- **VISION**

The vision was to become a leading supplier of components in assembled condition which is a win-win situation for both the customer SHAKUNTALA ENGINEERING in terms of quality, cost & delivery.

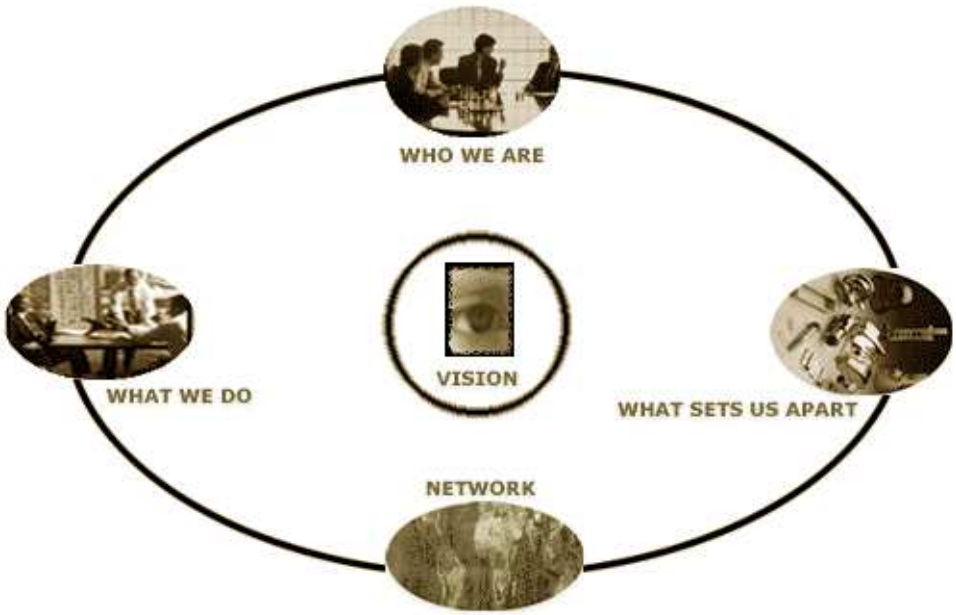
- **MISSION**

Due to the focused effort of the Management of SHAKUNTALA ENGINEERING on work commitment & infrastructure leading to high quality, adequate cost & on time delivery to the customer, SHAKUNTALA ENGINEERING has grown into a full fledged manufacturing unit supplying a major share of roller & related accessories.

- **OBJECTIVE**

In the future SHAKUNTALA ENGINEERING wants to continuously expand & cater ot the other assembly need of customers & create a name for itself in the field of quality, delivery & good management systems.

QUALITY POLICY



- All of us, at SHAKUNTALA ENGINEERING 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.

Products

1. HOUSINGBRACKET

2. TUBE FITTING

3. ADAPTORS

4. S.V.I C.I CASTING 51 KILOGRAM

5.M.I CASTING FOR WATER PUMPS

6. GAUGE ISOLATOR VALVE

Services

SHAKUNTALA ENGINEERING 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 requirement

Achievement / Awards

- 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.

Being a unit devoted to subcontract services the Top management of SHAKUNTALA ENGINEERING does not see any statutory requirements. In case any requirements do come up the same will be taken acre of documents amended suitably.

List of the Clients

SL. NO.	NAME OF THE CUSTOMERS
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,

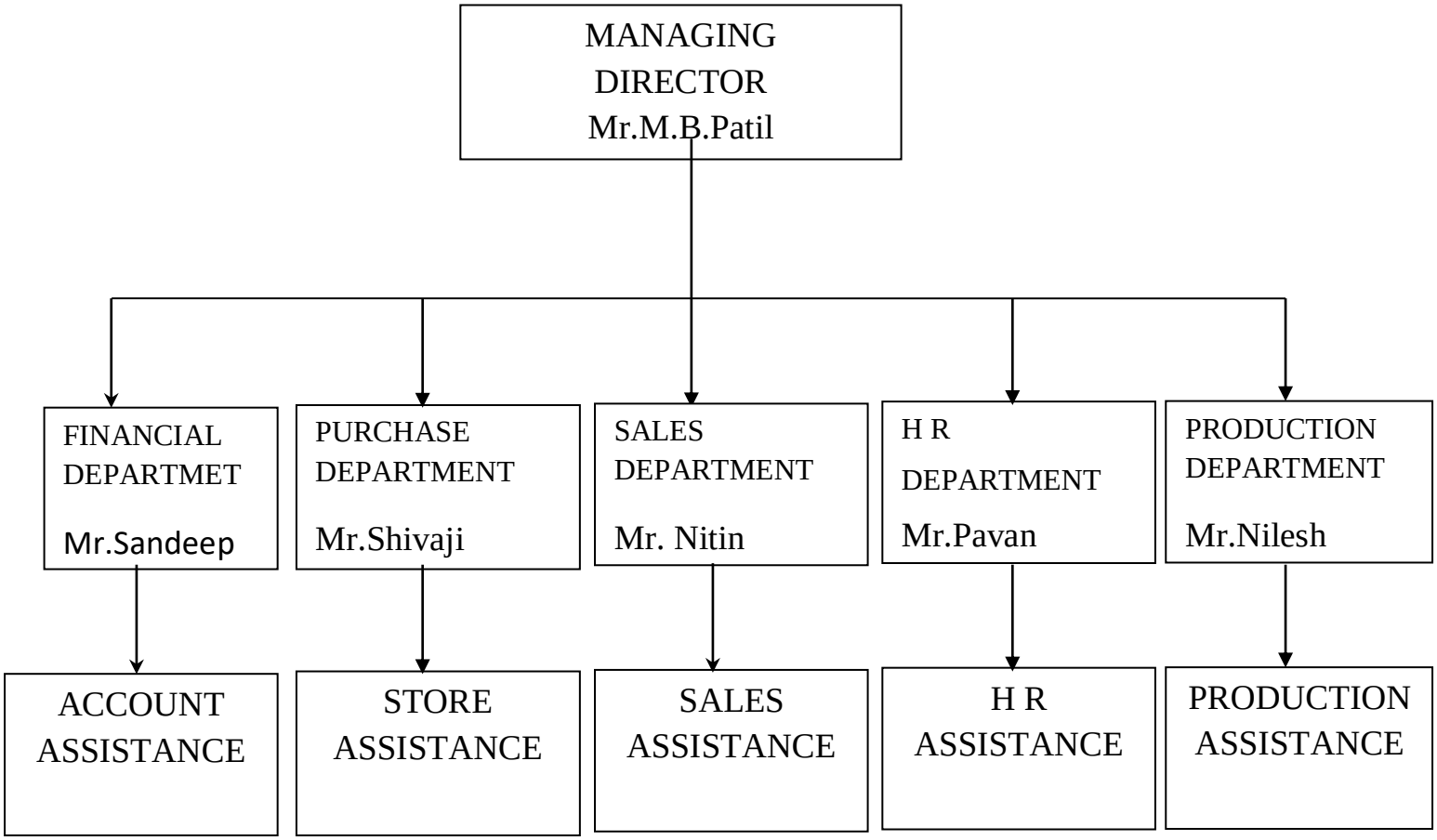
List of the Suppliers

SL.NO	NAME OF THE SUPPLIERS
1.	ISMT LTD
2.	Nagardas Kanji Shah
3.	Jindal Saw Ltd
4.	MTS LTD
5.	Vikrant Sales Corpn.

List of the Competitors

SL.NO	NAME OF THE COMPETITORS
1.	Belgaum Foundry Service
2.	Sujay Enterprise
3.	Vinayak Founders
4.	Shree Founders

ORGANIZATION CHART



ORGANIZATION STRUCTURE OF THE COMPANY

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 Manugraph India ltd.
- To achieve maximum production by maintaining cordial relation with the workers.
- To gain orders for new designs.

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 :

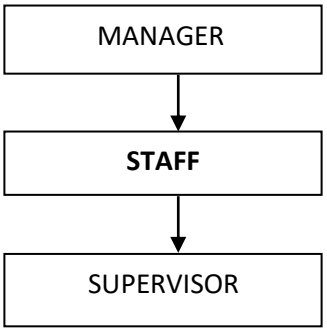
- Inspect all items at incoming stage as per quality plans.
- Inspect all items at in process stage.
- Separate NC items.
- Co-ordinate with production incharge& managing partner for resolution of customer complaints.
- Ensure calibration of instruments.
- Discuss NCR related to product with managing 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.

DEPARTMENTS

H. R. DEPARTMENT

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

Normally the H.R. dept .has the function like recruitment, screening, selection &training.It looks for skilled personnel 7 places them on suitable positions. In addition it works for improving job levels, role analysis, and counseling , giving warning , termination the employees who do not improve their behavior'



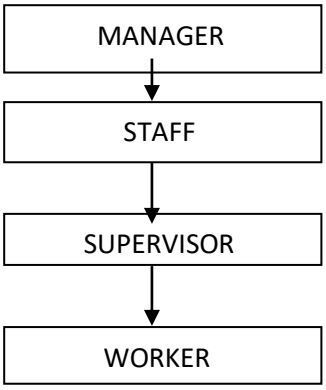
To ensure that the resources are identified, provided & managed adequately so as to meet customer specified requirements as well as organization goals are met & continuously improved

Recruitment

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

PRODUCTION DEPARTMENT

The Production Department is responsible for taking the drawings and information and breaking them down in manageable packets. They pull out all the drawings and information that do not get run through our manufacturing facility and pass that information along to the purchasing department to be processed. Through factor the Production Department will nest the linear foot items into stock and purchasable materials. Cut lists will be generated so the material handlers know what needs to be pulled for your project and the machine operators know exactly what needs to be cut and at what length. The cut lists are matched up with part drawings, along with assembly drawings, which are then ready to be scheduled for production.



PURCHASING DEPARTMENT

The purchase department plays a very important role in an organization because purchasing has its effect on every vital factor concerning the manufacture, quality, cost, efficiency and prompt delivery of goods to customers. Its function is to procure materials, supplies, services, machines and tools at the most favorable terms consistent with maintaining the desired standard of quality. Purchasing is the most important function of materials management as the moment an order is placed for the purchase of materials, a substantial part of the company's finance is committed which affects cash flow position of the company. Thus, if the size of a business concern permits, there should be a separate purchasing department and the responsibility for purchasing all types of materials should be entrusted to this department. The head of this department is usually known as the Purchase manager or the supply manager or the chief buyer.

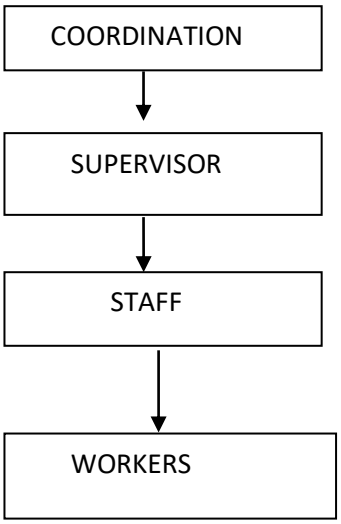
To ensure that right quality material is available at right time & at right price for the production purpose.

MARKETING& SALES DEPARTMENT

The marketing department act as a guide and lead the company's other departments in developing, producing, fulfilling, and servicing products or services for their customers. Communication is vital. The marketing department typically has a better understanding of the market and customer needs, but should not act independently of product development or customer service. Marketing should be involved, and there should be a meeting of the minds, whenever discussions are held regarding new product development or any customer-related function of the company.

QUALITY ASSURANCE DEPARTMENT

In developing products and services, quality assurance is any systematic process of checking to see whether a product or service being developed is meeting specified requirements. Many companies have a separate department devoted to quality assurance. A quality assurance system is said to increase customer confidence and a company's credibility, to improve work processes and efficiency, and to enable a company to better compete with others. Quality assurance was initially introduced in World War II when munitions were inspected and tested for defects after they were made. Today's quality assurance systems emphasize catching defects before they get into the final product.



To ensure that all incoming material, in process & final stage material is inspected as per specified process requirements so as to meet customer’s specified requirements as well company objectives.

SWOT ANALYSIS

1.STRENGTHS

- Qualitative products
- Competitive price
- Good reputation in National market
- Loyal customers
- Disciplined and skilled work force
- Continuous growth

2.WEAKNESSES

- Less utilization of production capacity because of power cut
- Non availability of raw material
- Lack of transportation facilities
- Storage of raw materials

3.OPPORTUNITIES

- Expansion of business
- Entering into new market

4.THREATS

- Fluctuation in market
- Tough competition.

EMPLOYEE SATISFACTION

Definition

Employee satisfaction is the term used to describe a situation when employees are satisfied and contented with their 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 importance only for the employee then 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 achieving 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 light of the employee

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 senses 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 other 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 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 wages 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 desired to treat employees in a good manner.

Benefits of employee satisfaction

1.It can increases 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 to be worried about. By following some steps, the organization 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.

Factors affecting employee satisfaction

1.Environment: Is the workplace pleasant, efficient ,and healthy ? Are there spaces to work suitably for the tasks and to take breaks comfortably? Is the lighting good, with some natural elements to ease the eyes? Are there reasonable temperature controls and amenities such as water, bathrooms, and parking ? Is there flexibility for individual needs?

2.Support: Are there competent supervisors, who give good and constructive feedback ? Is there an there incentive program ? DO the employees feel as though they have a voice in policies ? Regular staff meetings for evaluation and updates of projects and policies ? Are the employee well-informed ?

3.Benefits:

Do the employees have good options about health-care , retirement plans, leaves of absence, vacation –time ,and ongoing education ? Has the employer made an effort to hear what the needs of the employees are ?

4.Mission:

Is there an overall mission that the employees can identify with? The team –spirit of a workplace can carry the day when times are stressed or deadlines loom. Arether some social ties and celebrations for the employees to bond with? Encouragement and extra-curricular activities, such as sports teams or even just Casual Fridays can bring a personal touch to the job and increase camaraderie. A sense of belonging and purpose will bring good results for any company's bottom line.

5.Upkeep Image:

Is the workplace kept well ? Are the premises clean and tended< the infrastructure intact? Working technology and smooth communications are essential for employee satisfaction.The greater image of a company, as contemporary and vital, is important, also. Employees want to feel as though they are part of a well –respected institution. Community involvement and a sharp image help employees maintain pride in their employer.

6.Worth:

The employees must feel as though they are getting a fair, competitive wage and that they are appreciated. The resulting self-worth will bring far more productivity than any feudal system-based factory atmosphere. Open communications and a sensitive human resources mediatory or corporate liaison can facilitate this. The CEO who can talk , and listen to the employees on a regular basis will find many rewards in loyalty and output . Creative thinking and suggestions can flow both ways with good communication.

RESEARCH METHODLOGY

This report is based on the study performed in SHAKUNTALA ENGINEERING. For a period of one month. The information provided in the report is taken from certain sources .The sampling was taken of 40 workers .

DATA COLLECTION SOURCES:

Sources of data : To produce a reliable questionnaire both primary and secondary informationwas used. Beside the demographic profile items the questionnaire comprised 10-20 questions which over 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 and Interaction and carried on with official of different department.

Following are some of the sources of primary data.

- Experiment
- 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 respect is collected from the following sources :

- SHAKUNTALA ENGINEERING .com
- Quotation & brochures provided by the company.
- Shakuntalaeng@gmail.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 lights upon the vision ,mission, and quality policy of the
- Company.
- The study also gives information on the processes of various department.

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 in a selecting item of sample i.e. the size of sample . Sample design is determined before data are collected.

Sample design

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

Population

The aggregate of all the elements , sharing some common set of characteristics, which Comprises the universe fort the purpose of the research problem.

Sample size

The number of the sample units selected from the population is called the size of the Sample . Sample of 40 respondents were obtained from the population .

RESEARCH ANALYSIS

RESEARCH FINDINGS

SUGGESTIONS

RESEARCH ANALYSIS

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

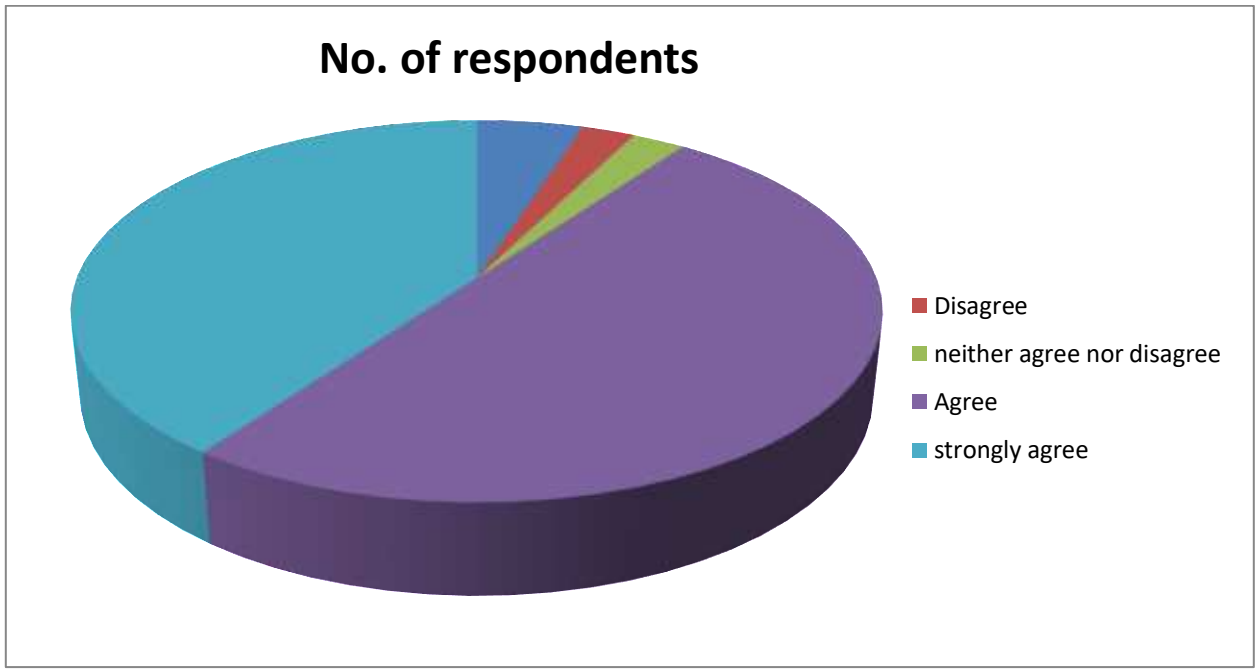
Research helps in generating information by analyzing data after its collection. Data Analysis usually involves reducing accumulated data to a manageable size, developing Summaries , looking for a patterns and applying statistical techniques . Scaled responses on Questionnaires and experimental instruments often require the analyst to drive 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 some direction such as both are increasing or 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 the job work assignees .

RESEARCH ANALYSIS

- **Are you satisfied with training provided for your current job ?**

SI .No.	Response	No. of respondents
1.	Strongly disagree	2
2.	Disagree	1
3.	Neither agree nor disagree	1
4.	Agree	20
5.	Strongly agree	16



Interpretation:

Out of 40 respondents 16 respondents strongly agree that they are satisfied with the

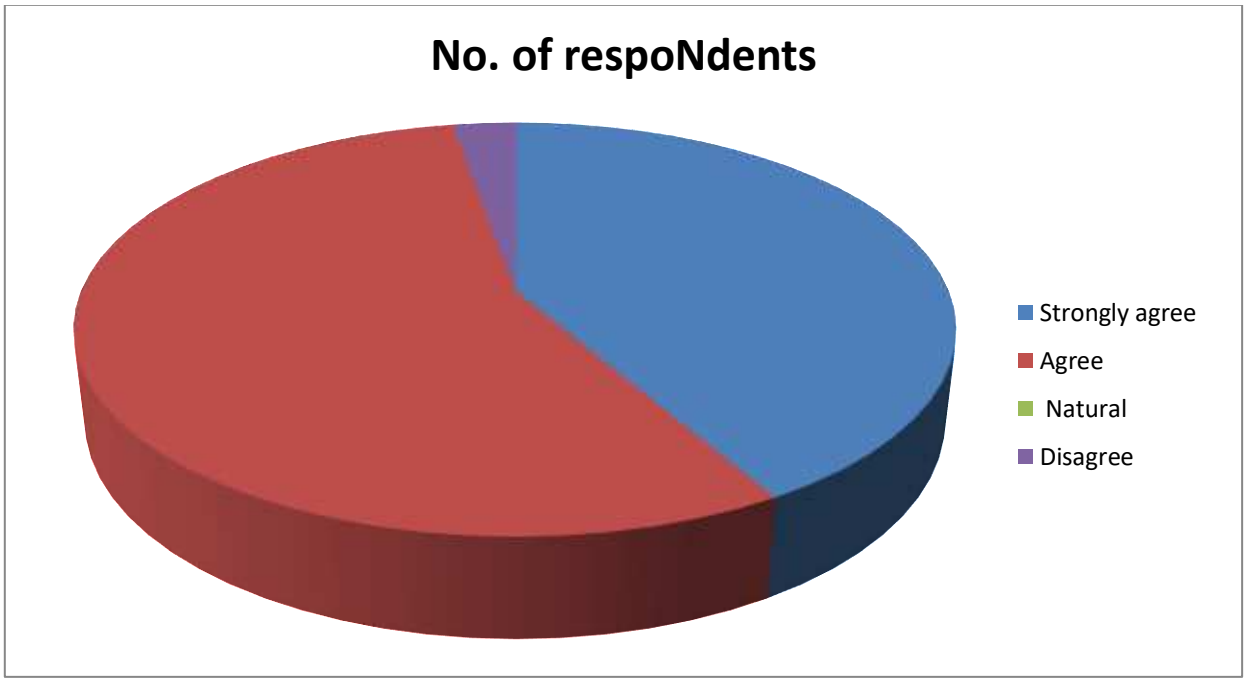
Training provided to them for their current job, 20 respondents simply agree for this fact

Whereas 1 respondent neither agree nor disagree, strongly disagree 2,disagree 1

This shows that most of employees are satisfied with training given.

- **Your work is according to your qualification and skills?**

SI .No.	Response	No. of respondents
1.	Strongly agree	15
2.	Agree	20
3.	Neutral	0
4.	Disagree	1
5.	Strongly Disagree	0



Interpretation:

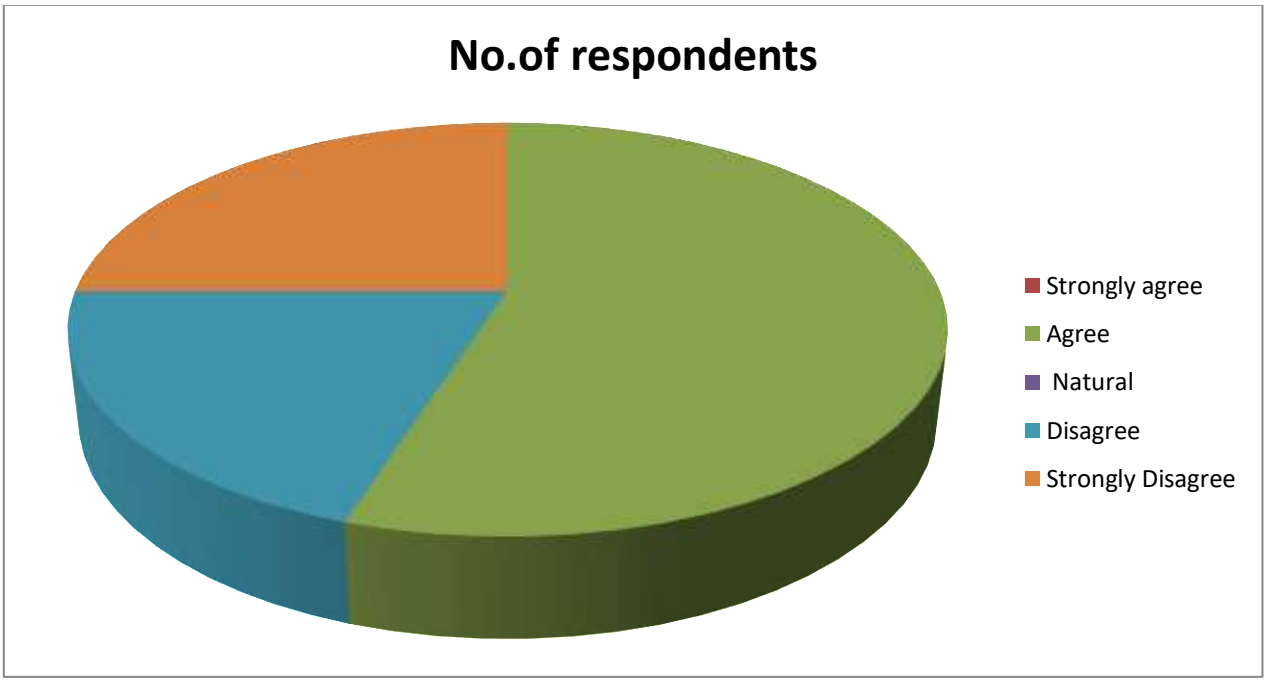
Out of 40 respondents , 15 respondents strongly agree that are satisfied according

to their qualification and skill of work, 20 respondents simply agree with this fact and only 1 is Disagree.

This shows that SHAKUNTALA ENGINEERING has given importance to qualification and skills of the work.

- **Employees are satisfied with the top management ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	0
2.	Agree	22
3.	Neutral	0
4.	Disagree	8
5.	Strongly Disagree	10



Interpretation:

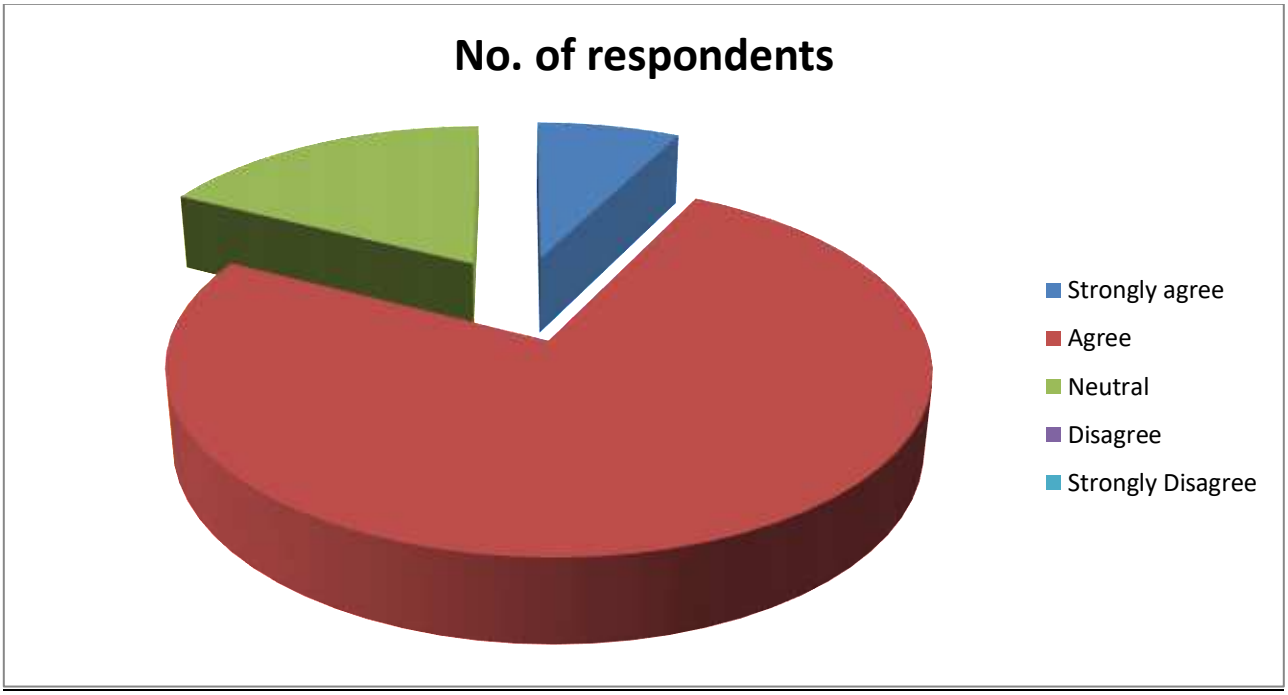
- Out of 40 respondents, 22 respondents agree that they are satisfied with the top

Management, 8 respondent disagree with the top management and 10 respondents strongly disagree with the top management.

This shows that majority of employees are satisfied with top management.

- **Working hours at SHAKUNTALA ENGINEERING company is satisfactory ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	3
2.	Agree	30
3.	Neutral	7
4.	Disagree	0
5.	Strongly Disagree	0



Interpretation:

Out of 40 respondents,3 respondent strongly agree with working hours of the company,

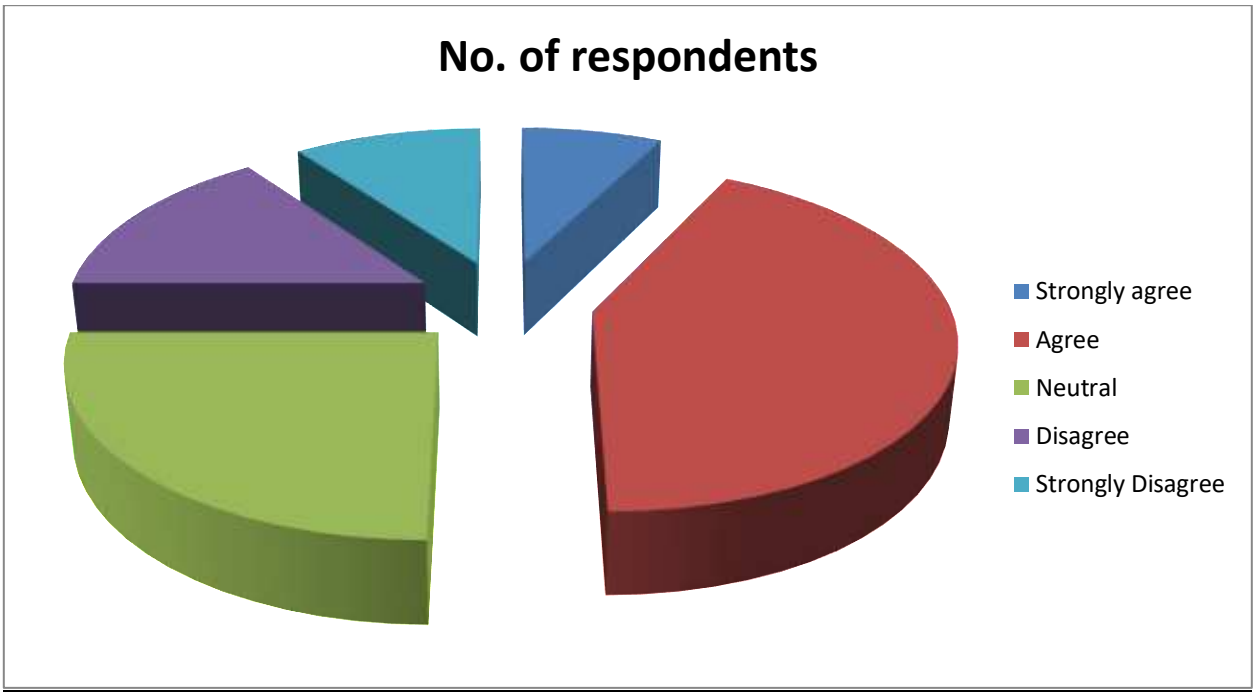
30 respondents agree and 7 respondent neutral with hours of the company**.**

This shows all the employee are overall satisfied with their working hours of the

Company.

- **Employees in the organization have necessary authority to perform their duties Effectively ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	3
2.	Agree	17
3.	Neutral	10
4.	Disagree	6
5.	Strongly Disagree	4



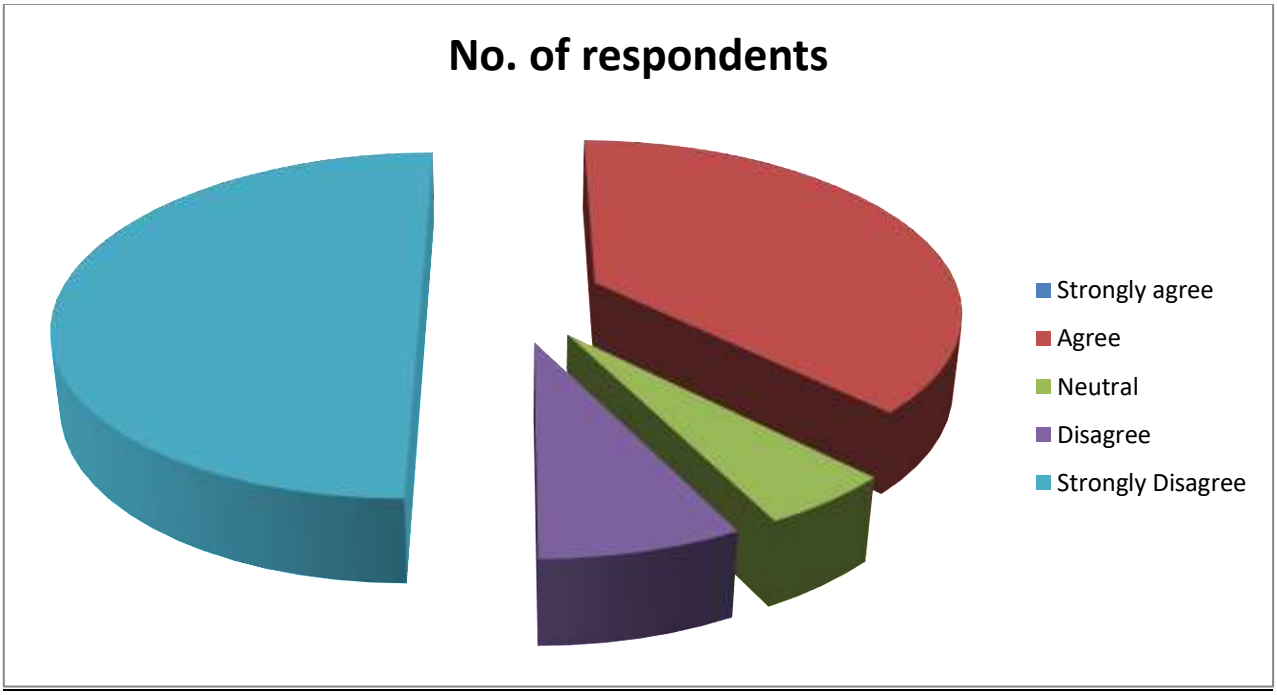
Interpretation:

Out of 40 respondents, 3 strongly agree, 17 agree, 10 natural, 6 disagree and 4 strongly Disagree with the employees they have necessary authority to perform their duties Effectively.

This shows that the organization have to improve a bit for their necessary authority to Perform their duties effectively.

- **Organization organizes counseling programs for the employees regularly ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	0
2.	Agree	15
3.	Neutral	2
4.	Disagree	3
5.	Strongly Disagree	20



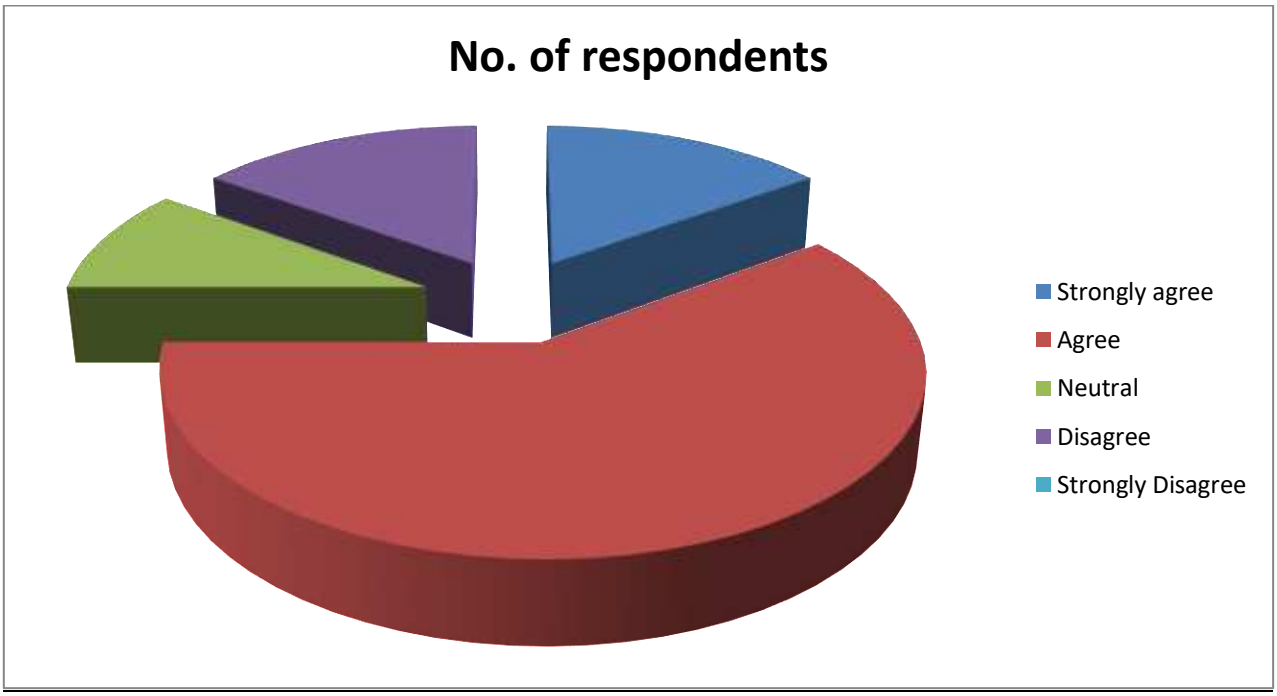
Interpretation :

Out of 40 respondents, 15 respondents agree, 2respondents neutral, 3 respondents disagree and 20 respondents strongly disagree with the organization for the employees conducting regularly counseling programs.

This shows organization should conduct more counseling programs for the employees.

- **Employees in SHAKUNTALA ENGINEERING Company share experience to help each other ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	6
2.	Agree	24
3.	Neutral	4
4.	Disagree	6
5.	Strongly Disagree	0



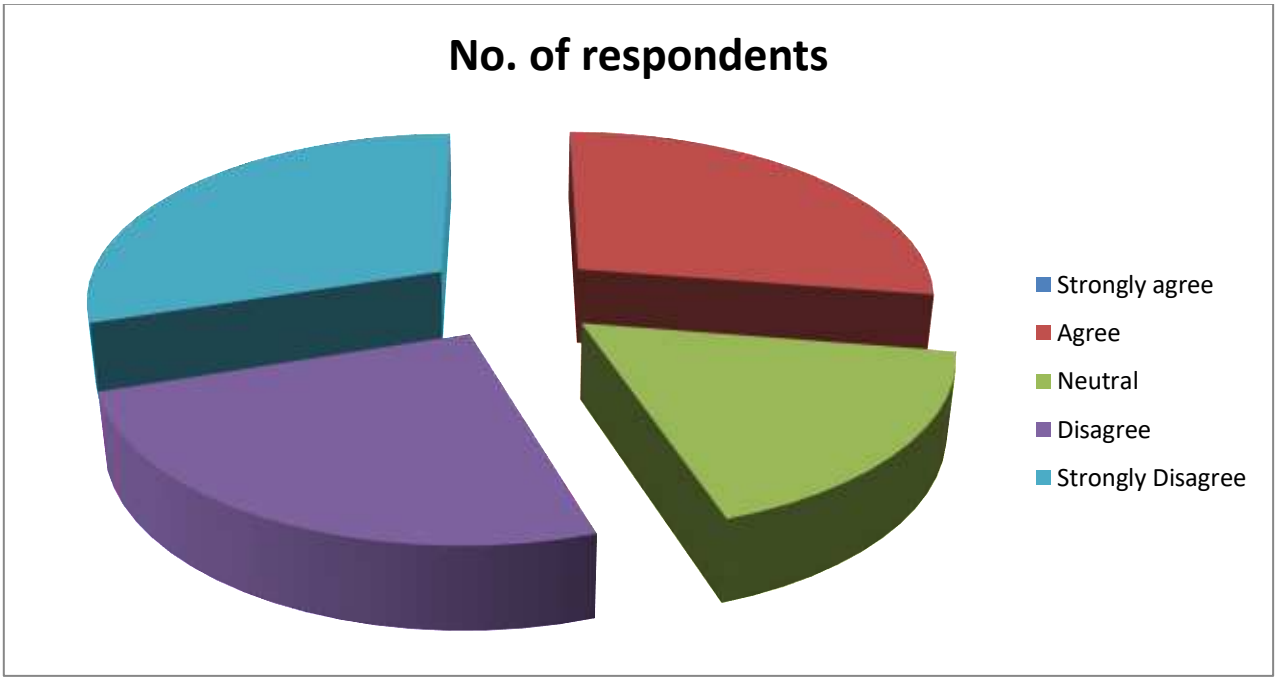
Interpretation :

Out of 40 respondents, 6 respondents strongly agree, 24 respondents agree, 4 respondents neutral and 6 respondents disagree with the SHAKUNTALA ENGINEERING Company for their share of experience to help each other.

This shows SHAKUNTALA ENGINEERING company encourages sharing of experience to help employees each other .

- **Employees get appreciation and rewards if desired work , target are accomplished ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	0
2.	Agree	11
3.	Neutral	7
4.	Disagree	10
5.	Strongly Disagree	12



Interpretation:

Out of 40 respondents, 11 respondents agree with the employees get appreciated with

Their desired work, target and accomplished, 7 respondents neutral with the organization,

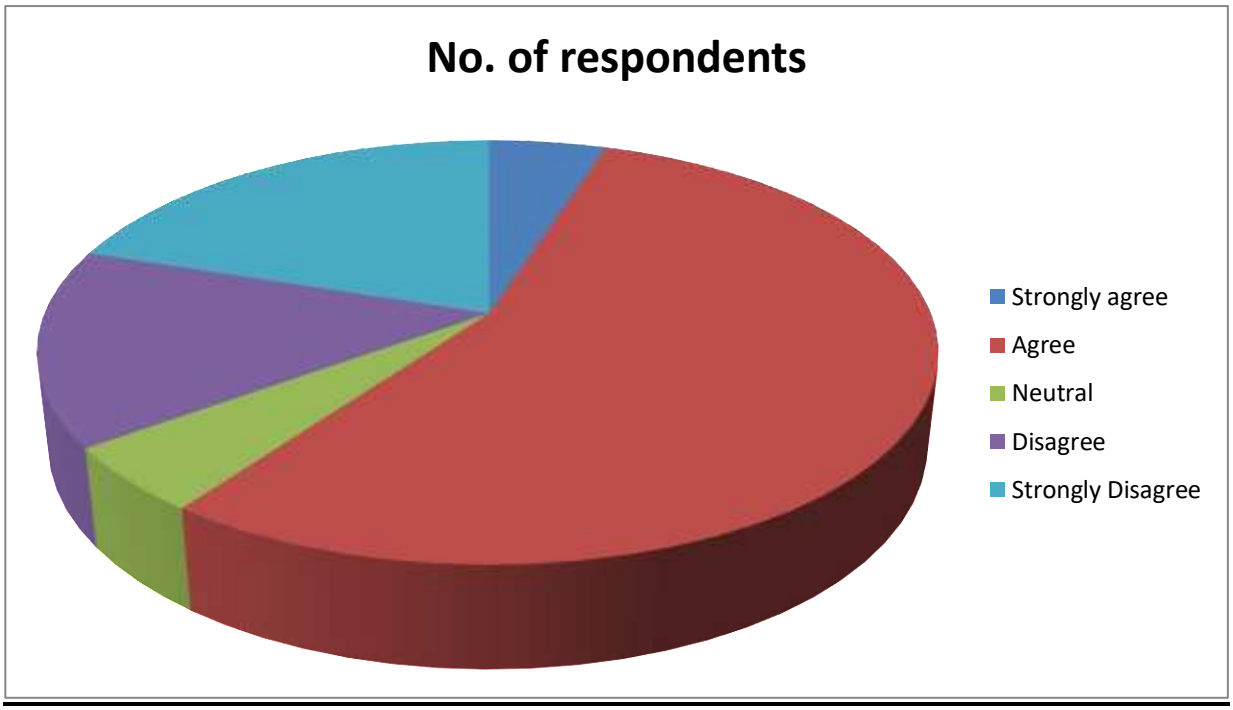
10 respondents disagree and 12 respondent strongly disagree with the appreciating and rewards

Getting fromthe organization.

Majority employees feel that there is lack of appreciation and rewards on completing targets or desired work.

- **Company has good career prospect for its employees ?**

SI .No.		No. of respondents
1.	Strongly agree	3
2.	Agree	26
3.	Neutral	3
4.	Disagree	2
5.	Strongly Disagree	6



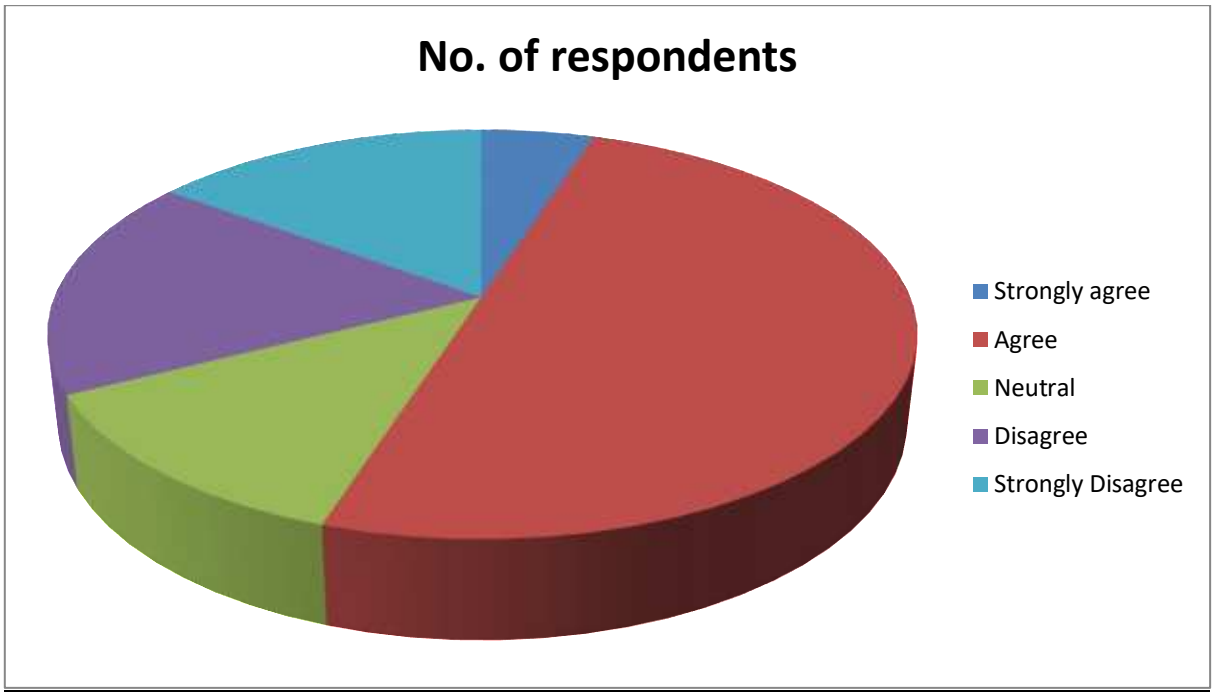
Interpretation :

Out of 40 respondents, 3respondent strongly agree, 22 respondents agree with the SHAKUNTALA ENGINEERING company because they have career prospect for the employee And 2 respondents disagreeand 6 respondents strongly disagree.

This shows employee are satisfied that the company has good career prospect.

- **Physical working condition in the company is satisfactorily ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	2
2.	Agree	20
3.	Neutral	5
4.	Disagree	7
5.	Strongly Disagree	6



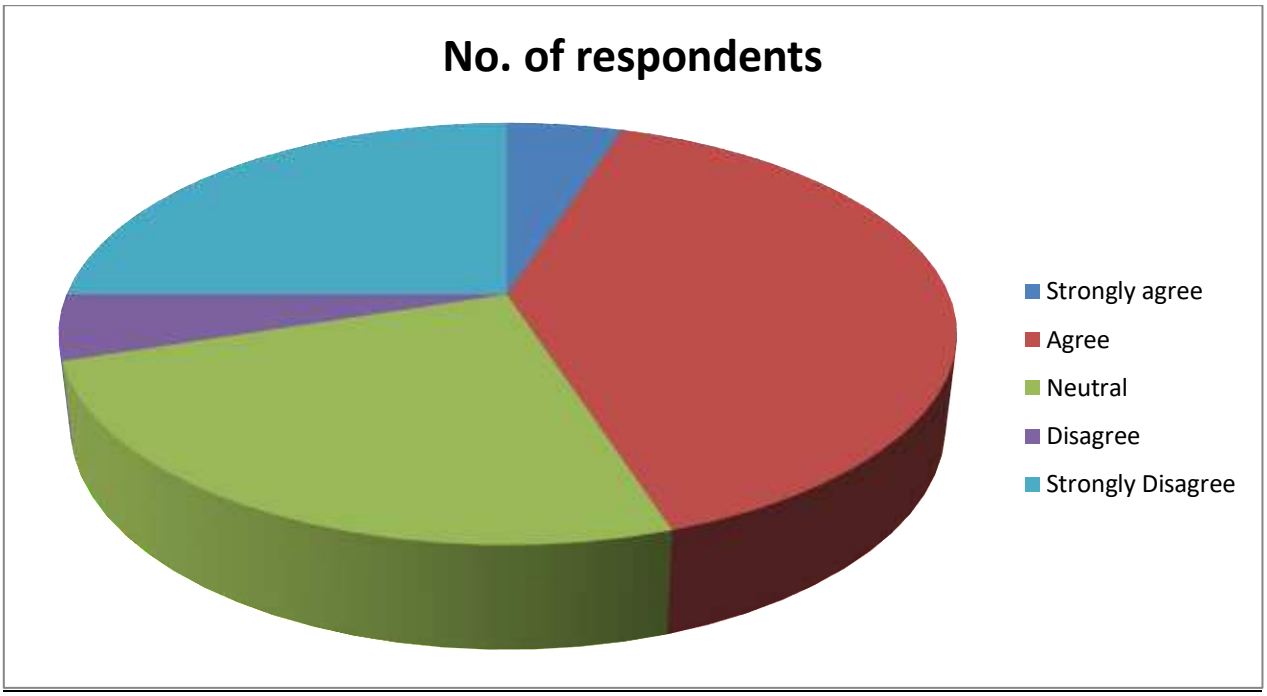
Interpretation :

Out of 40 respondents, 2 respondents strongly agree, 20 respondents agree, 5 respondents Neutral for their physical working condition in the company and 7 respondents disagree, 6respondents strongly disagree with the physical working condition of the company.

This shows employees are satisfied with the their physical working condition in the company.

- **Top management involves employee in the management decision ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	2
2.	Agree	16
3.	Neutral	10
4.	Disagree	2
5.	Strongly Disagree	10



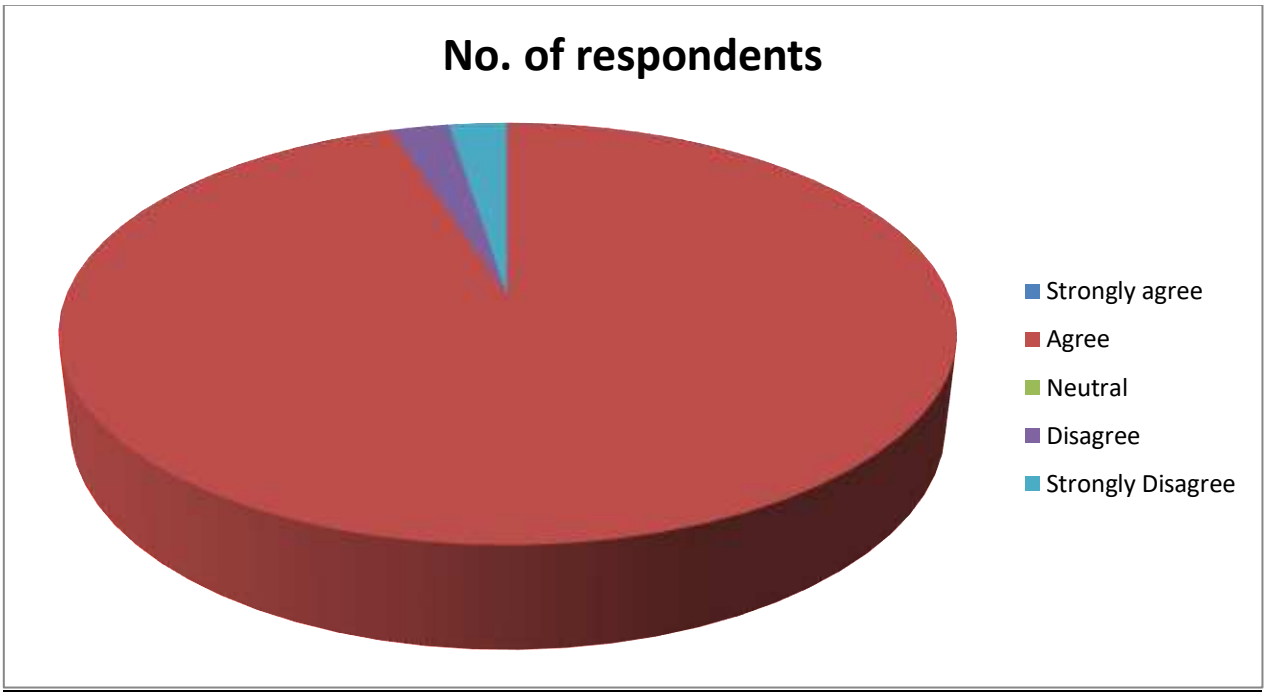
Interpretation:

Out of 40respondents, 2 respondent strongly agree, 16 respondents agree and 10 respondents neutral with the top management because they involve employee in the management decision ,and 2 respondent disagree,10 respondent strongly disagree that top management do not involve employees for their management decision.

This shows that majority are of the opinion their they are involved in management decision.

- **Welfare facilities provided to the employee by the organization are satisfactory?**

SI .No.	Response	No. of respondents
1.	Strongly agree	0
2.	Agree	35
3.	Neutral	0
4.	Disagree	0
5.	Strongly Disagree	5



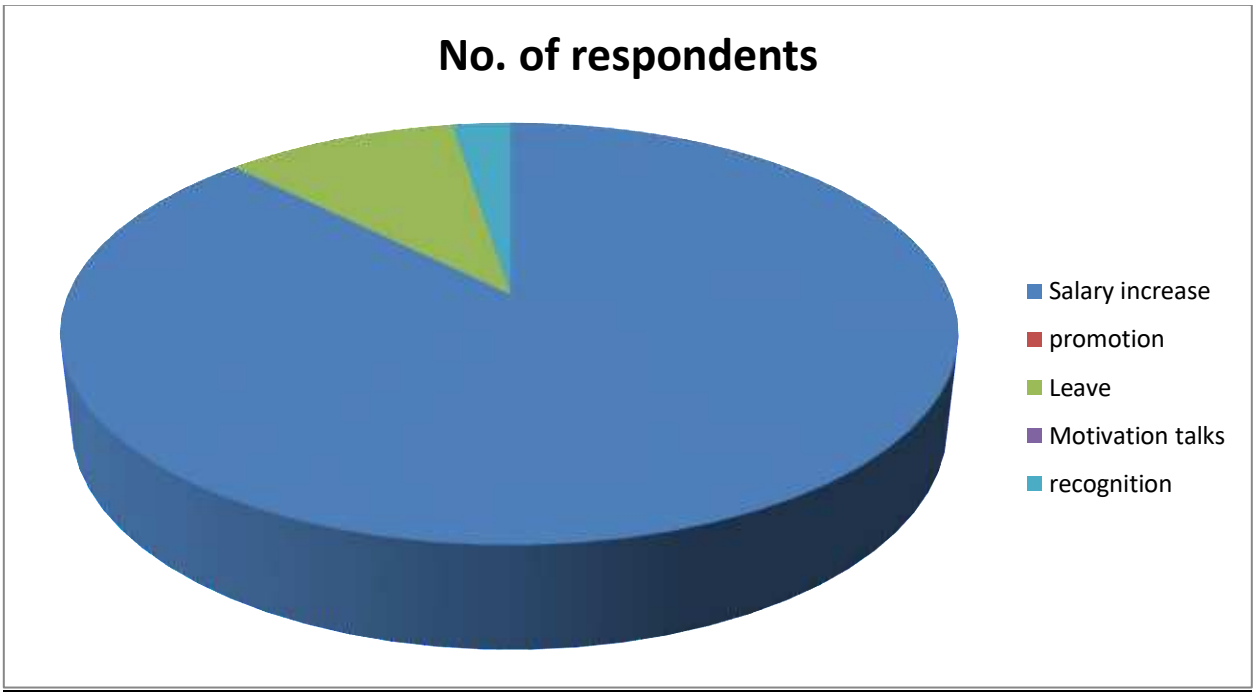
Interpretation :

Out of 40 respondents, 38 respondents agree with the welfare facilities provided by the Organization, 1 respondent disagree and 1 respondent strongly disagree with the organization.

This shows employee of the organization are satisfied with the welfare facilities provided to them .

- **Which of the following factors that motivate you most ?**

SI .No.	Response	No. of respondents
1.	Salary increase	35
2.	Promotion	0
3.	Leave	4
4.	Motivation talks	0
5.	Recognition	5



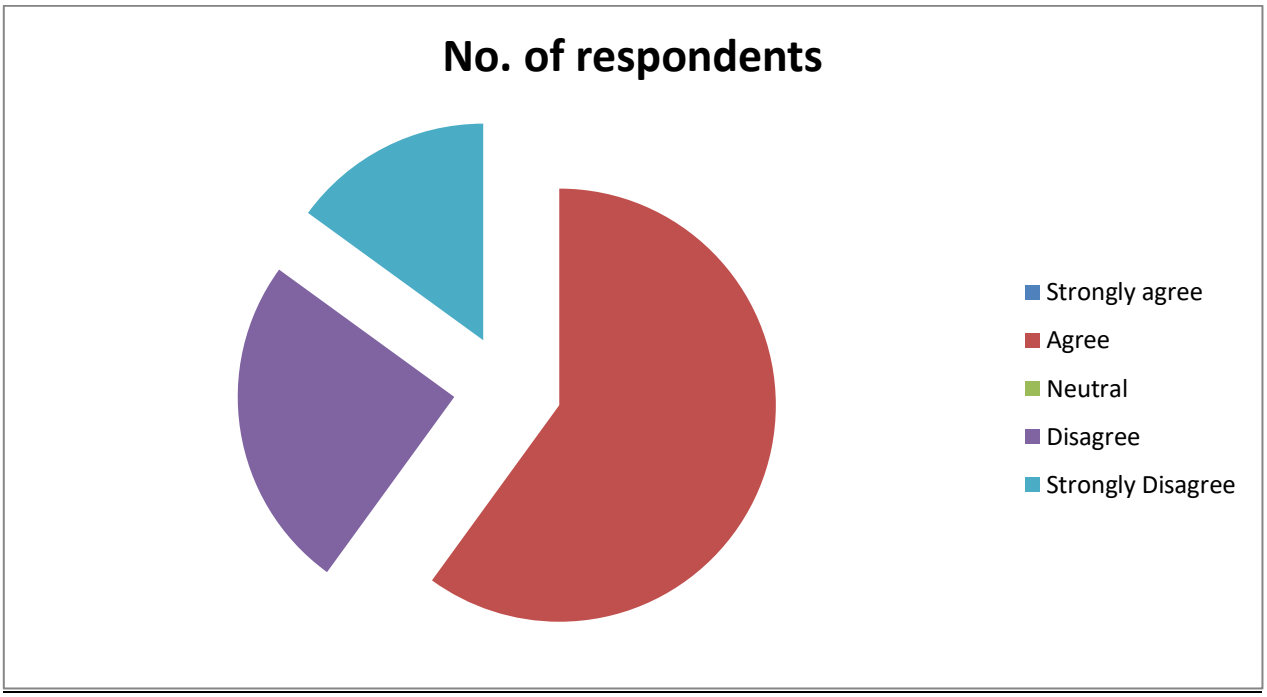
Interpretation:

Out of 40 respondents, 35 respondents are satisfied with the salary increase factor of the Company , 4 respondents are satisfied e factor Of the company with leave and 5 respondents Is satisfied with the recognition of the company.

Salary increase motivates most of the employees.

- **SHAKUNTALA ENGINEERING company recognizes and acknowledges your work ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	0
2.	Agree	24
3.	Neutral	0
4.	Disagree	6
5.	Strongly Disagree	10



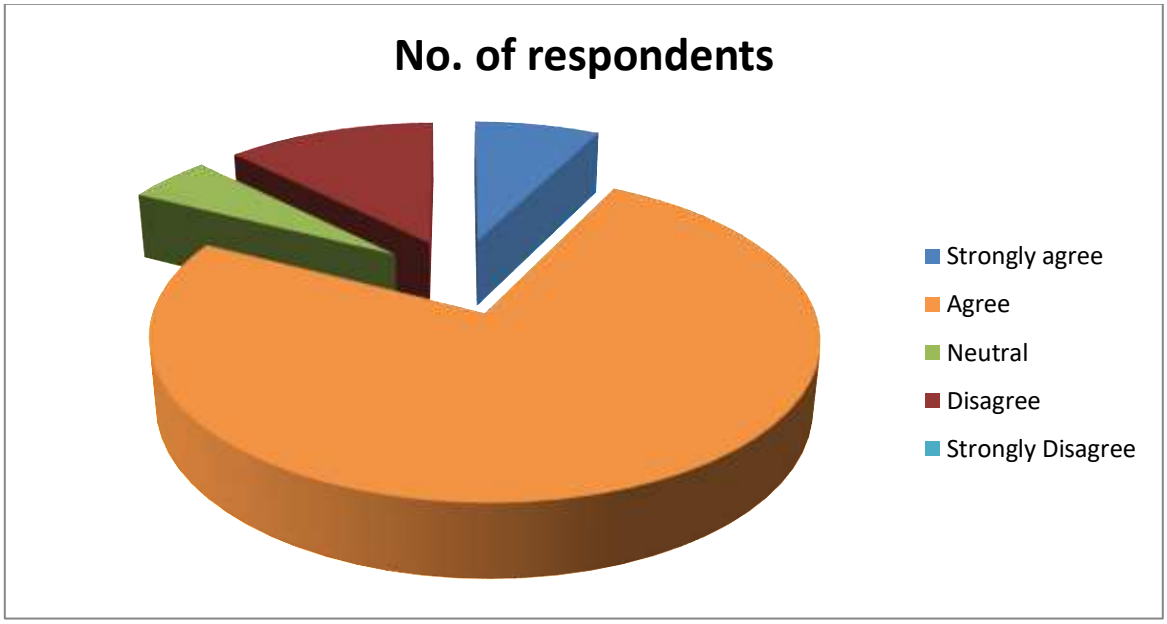
Interpretation :

Out of 40 respondents, 24 respondents agree with the SHAKUNTALA ENGINEERING Company for employee recognizes and acknowledges towards the work, 10 respondents disagree and 6 respondents strongly disagree with their work.

Majority employees feel that their work is recognised and acknowledged by company.

- **Are you satisfied with the shift allowance given by the company ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	3
2.	Agree	30
3.	Neutral	2
4.	Disagree	5
5.	Strongly Disagree	0



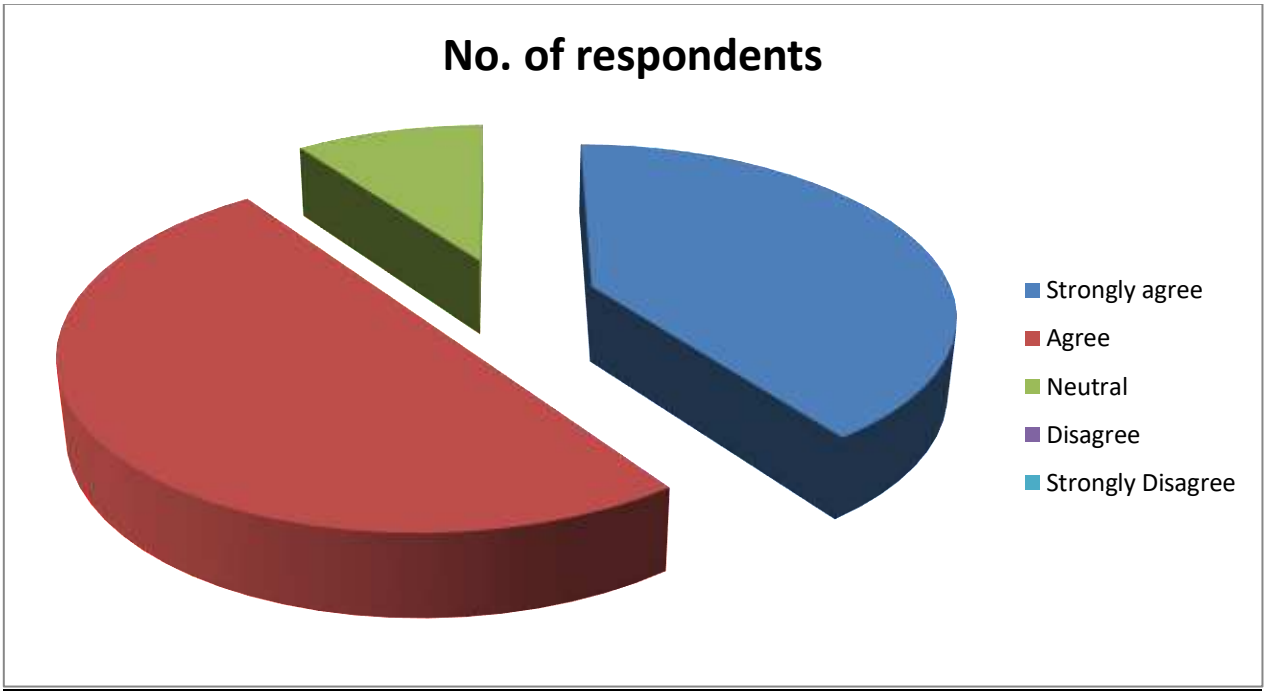
Interpretation :

,Out of 40 respondents, 3 respondents strongly agree, 30 respondents agree.2 respondent neutral Are satisfied with the shift allowance given by the company to the employee, and 5 respondents disagree with the facts.

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

- **Do you receive co-operation from all other departments ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	16
2.	Agree	20
3.	Neutral	4
4.	Disagree	0
5.	Strongly Disagree	0



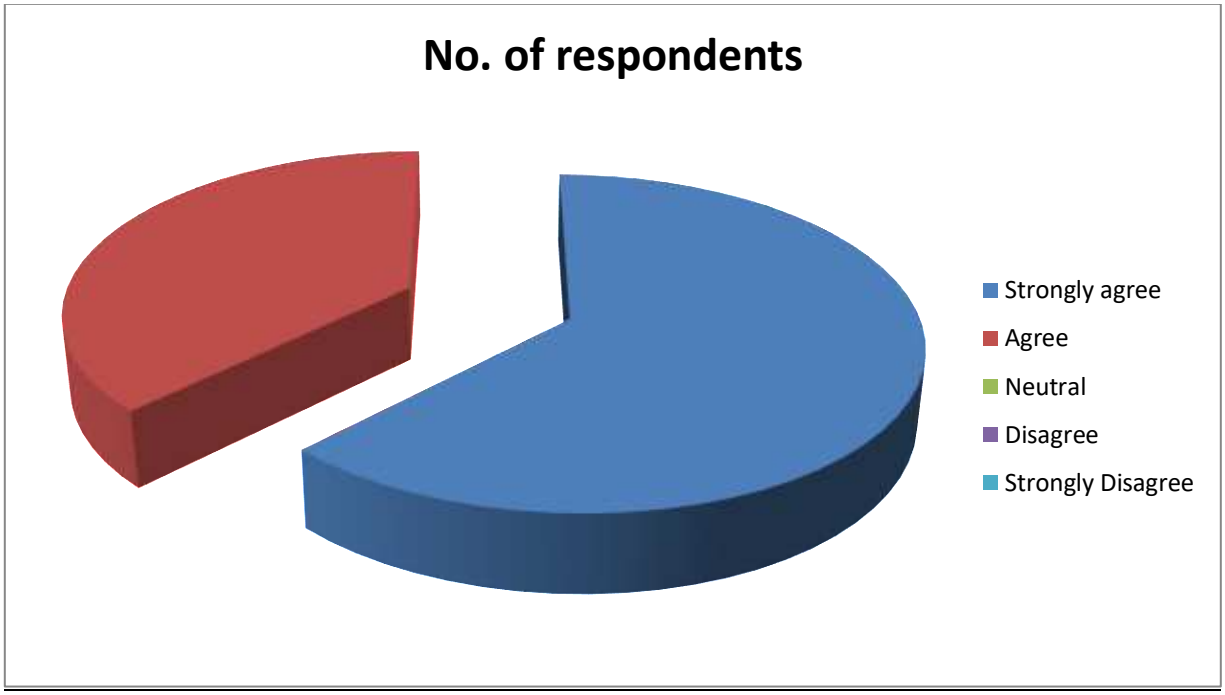
Interpretation :

Out of 40 respondents, 16 respondents strongly agree, 20 respondents agree and 4 respondents neutral with co-operation from all other departments.

This shows employee are satisfied with the company for co-operation from other departments.

- **Do you receive job performance feedback regularly ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	25
2.	Agree	15
3.	Neutral	0
4.	Disagree	0
5.	Strongly Disagree	0



Interpretation :

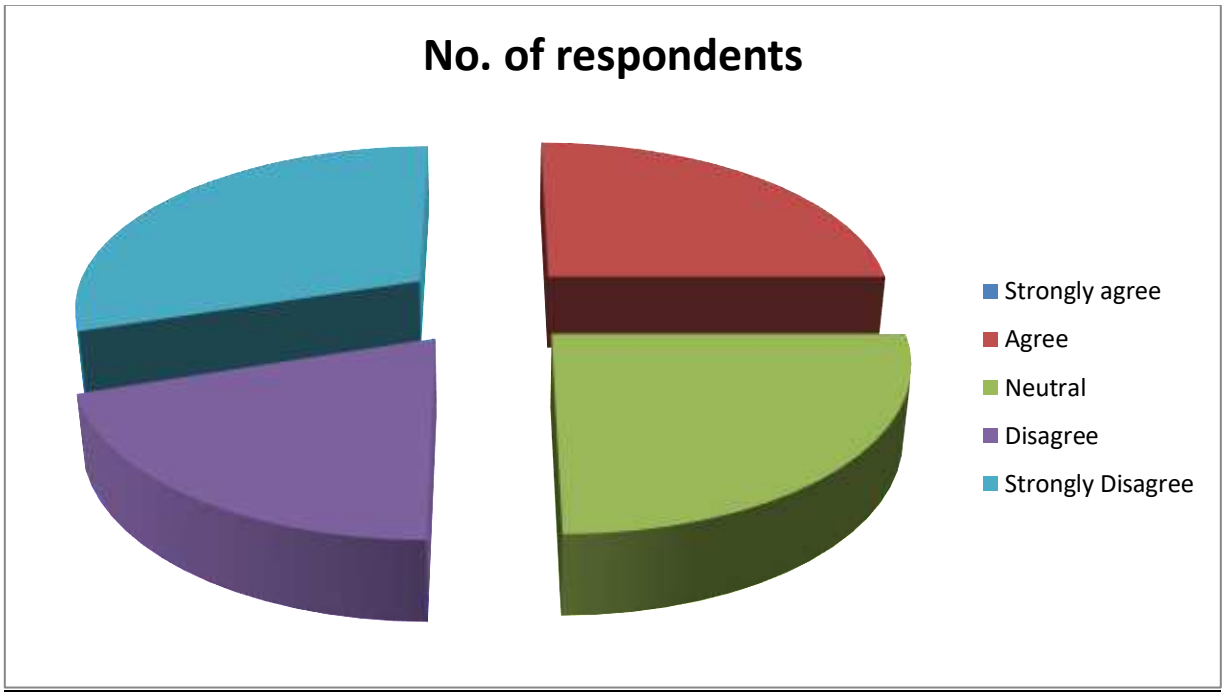
Out of 40 respondents, 25 respondents strongly agree and 15 respondents agree with

Company for getting their regular feedback from company for their job performance.

This shows all the employee are satisfied with the regular feedback for their job performance.

- **Does your company provide satisfactorily salaryaccording to work ?**

SI .No.	Response	No. of respondents
1.	Strongly agree	0
2.	Agree	10
3.	Neutral	10
4.	Disagree	8
5.	Strongly Disagree	12



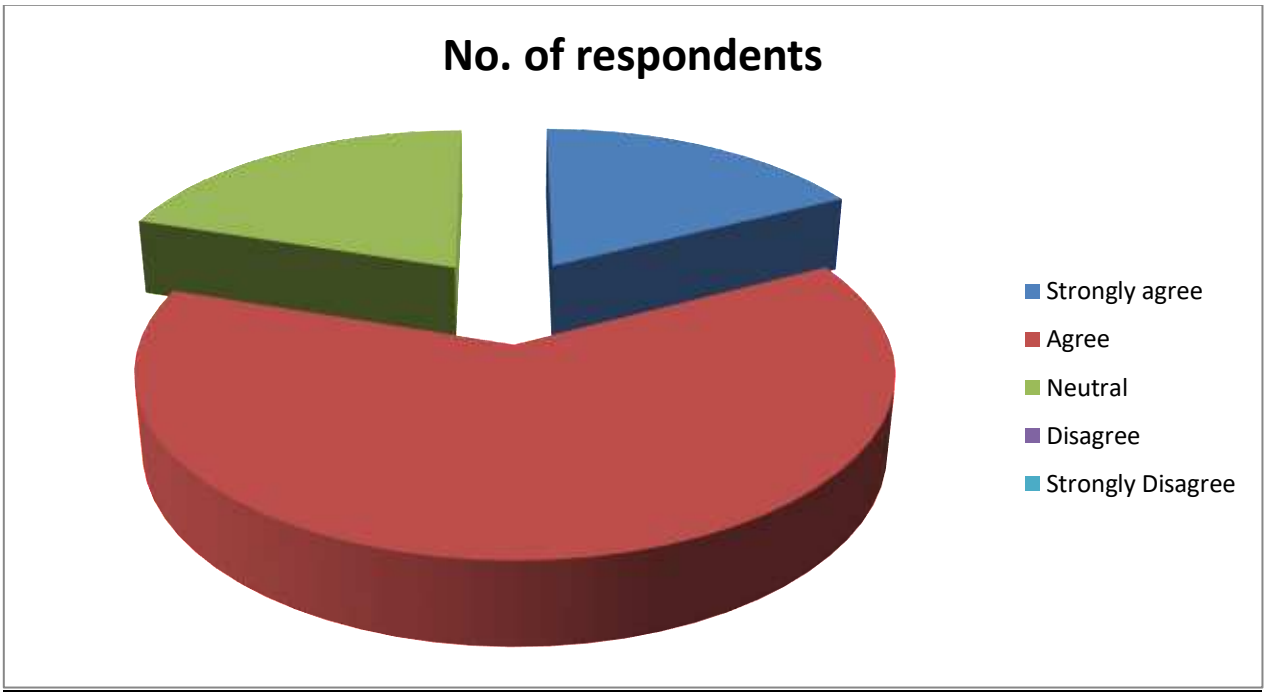
Interpretation :

Out of 40 respondents, 10 respondents agree , 10 respondents neutral with the salary provided By the company , and 8 respondents disagree, 12 respondents strongly disagree with salary Provided by the company for their work.

This shows company should improve the salary given to the employees for their work.

- **Does your immediate superior deals with employees' problem fairly?**

SI .No.	Response	No. of respondents
1.	Strongly agree	7
2.	Agree	25
3.	Neutral	8
4.	Disagree	0
5.	Strongly Disagree	0



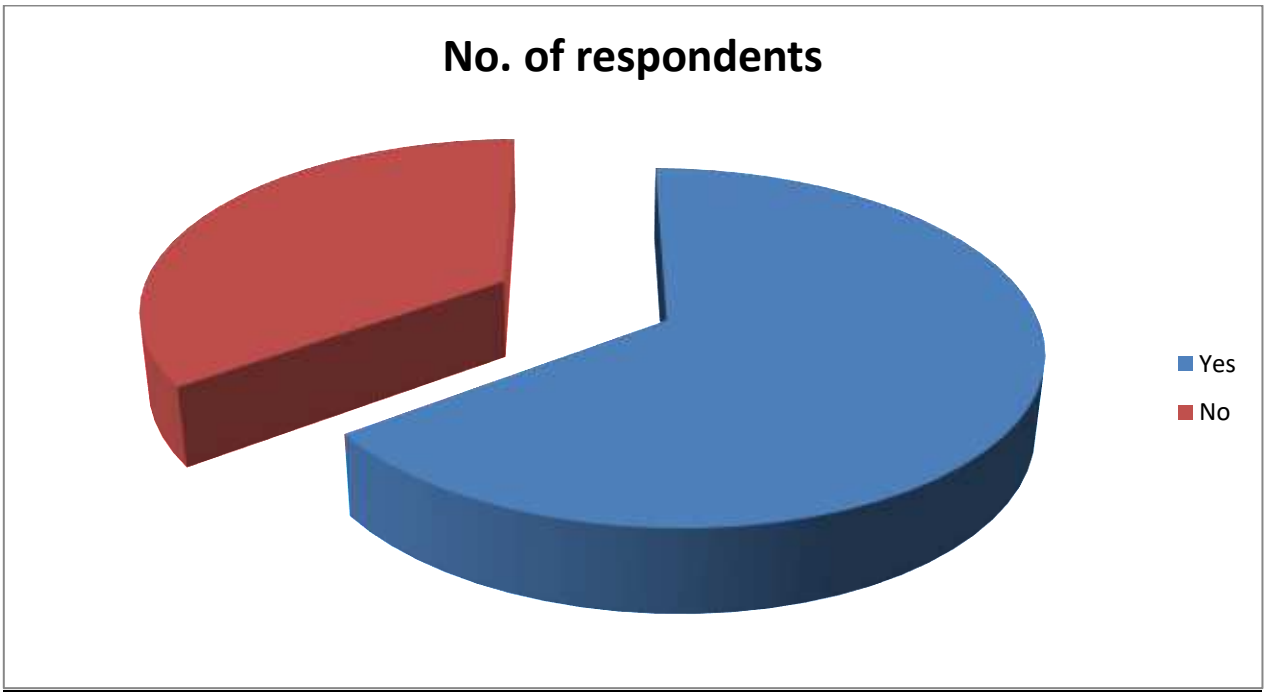
Interpretation :

Out of 40 respondents, 7 respondents strongly agree 25 respondents agree and 8 respondents neutral with immediate superior for their problems fairly.

This shows employee are satisfied with the immediate superiorfor their support in resolving work problems.

- **Does the company provide the best attendance awards once in a year ?**

SI .No.	Response	No. of respondents
1.	Yes	26
2.	No	14



Interpretation :

Out of 40 respondents,26 respondents are YES saying that company provide the best attendance award once in a year and 14 respondents says NO that company do not provide the best attendance award.

This shows that company is providing best attendance award.

RESEARCH FINDINGS

- It is been analyzed that many employees are satisfied with their working hours and rewards from the company.
- Some of the employee are not happy with their physical working condition in the organization.
- Almost all the employee are satisfied with their salary increase factor.
- It is analyzed that there is lack of counseling programmes for the employees.
- Some of the employees do not get proper recognition and acknowledged their work by the organization.

SUGGESTIONS:

- The company should provide salary to the employee according to their job performance
- The orgainisation should appreciate and reward employee on completing targets.
- In the organization all the employee must be treated equally and also recognize their work in all manner
- Organisationshould provide more authority to workers for better performance.
- Organisation should conduct more counselling programmes for employees .
- The shift allowance may be improved.

CONCLUSION

Findings and suggestion are based on the survey conducted and these points are to be looked into and steps are taken to satisfy the emplyoees.

From the analysis i conclude job provides the oppurtunity to employees to exercise his or her skill at work place. number of employees accepted that at time there is a considerable flexibility in coordinating with work and they are satisfied with the existing. interpersonal communication. From analysis it was also observed that there is a scope for improvement of working conditions in shakuntala engineerings.

Finally i would like to conclude that employees of shakuntala engineering are satisfied to a certain extent with their work and organisation.

BIBLIOGRAPHY

QUESTIONNAIRE

BIBLIOGRAPHY

Books:

Human resources management by K. Ashwathappa.

Websites:

Official websites-www.shakuntalaengineering.com

www.foundryinfo.india.org.

QUESTIONNAIRE

Employee satisfaction questionnaire for finding out opinions of employee about Organization.

In this part , employee satisfaction questionnaire include questions to identify employees Opinions about programs, policies, organization behavior itself etc.

You use rating scales as1. Strongly agree, 2. Agree, 3. Neutral, 4. Disagree,5. Strongly disagree.

1. Are you satisfied with training provided for your current job . ☐
2. Your work is according to your qualification and skills.. ☐
3. Employees are satisfied with the top management ☐
4. Working hours at SHAKUNTALA ENGINEERING Company is satisfactory. ☐
5. Employees in the organization have necessary authority to perform their duties effectively . ☐
6. Organization organizes counseling programs for the employees regularly ☐
7. Employees in SHAKUNTALA ENGINEERING Company share experience to help each other. ☐

8. Employees get appreciation and rewards if desired work , target are accomplished.

9. Company has good career prospect for its employees.

10. Physical working condition in the company is satisfactorily.

11.Top management involves employee in the management decision .

12.Welfare facilities provided to the employee by the organization are satisfactory.

13.SHAKUNTALA ENGINEERING company recognizes and acknowledges your work .

14. Are you satisfied with the shift allowance given by the company.

15. Do you receive co-operation from all other departments .

16 .Do you receive co-operation from all other departments .

17.Do you regular receive job performance feedback .

18. Does your company provide satisfactorily salary according to work

19. Does your immediate superior deals with employees' problem fairly.

20.Does the company provide the best attendance awards once in a year.

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPARTMENT OF BBA

BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)

A project report on

"CUSTOMER SATISFACTION"

AT

"**SAVSON MOTORS BELAGAVI**"

KARNATAKA.

Submitted by

Mr. SHRIDHAR S. RAIKAR

Reg. No. B1811240

Submitted to

RANI CHANNAMMA UNIVERSITY, BELAGAVI

In the partial fulfillment of the award of

BACHELORE"S DEGREE OF BUSINESS ADMINISTRATION

2020-2021

S.K.E. Society's

RANI PARVATI DEVI COLLEGE OF ARTS AND COMMERCE

DEPARTMENT OF BBA

BELAGAVI.

(Affiliated to Rani Channamma University, Belagavi)

Certificate of Approval of Project Report

Certificate

This is to certify that Mr. **SHRIDHAR S. RAIKAR** has satisfactorily completed the project at **SAVSON MOTORS** Belagavi. In partial fulfillment of award of Bachelor's Degree by **Rani Channamma university** Belagavi for the year 2020-2021

Director

Prof. S.S.SHIMANGOUDAR

Institution guide

Prof. N. V. HIREMATH (MBA)

ACKNOWLEDGEMENT

This project report is the outcome of my study in "**SAVSON MOTORS BELAGAVI**" I am thankful to **SAVSON MOTORS** for providing me an opportunity to do this project work. I am also thankful for their co-operation and help in assistance extended to me by various personality in completion of this project report.

I am grateful to **Mr.Moin Makandar** sir for giving me permission to do my project report on "**CUSTOMER SATISFACTION**" procedure. I sincerely thank other department managers, staff for their kind co-operation and support for providing me with necessary information

I express my sense of gratitude to our Director **Prof. S.S SHIMANGOUDAR** for their able guidance and support through the course of project.

I also thank my parents, friends and relatives for supporting in completion of the project.

DECLARATION

I**, Mr.SHRIDHAR S. RAIKAR** of 6th semester BBA, studying in R.P.D. college of business administration Belgaum, hereby declare that the project entitled A study of "**CUSTOMER SATISFACTION**" in partial fulfillment of the requirement for the degree of "**BACHELOR OF BUSINESS ADMINISTRATION**". Affiliated to any other degree, diploma, fellowship or other similar title prizes. It is based on the data and information collected by me.

SHRIDHAR S. RAIKAR

EXECUTIVE SUMMARY

The project was undertaken in **SAVSON MOTORS** Belagavi. As a part of BBA program with the objective to study "**CUSTOMER SATISFACTION**" in the company.

The study was conducted systematically. The primary data required for the study was obtained from Customer with the help of structured questioner which was given to customer randomly. The secondary data was collected through company handbook and old project. The study was limited to 30 days. The study is intended to evaluate **CUSTOMER SATISFACTION** in the organization. A good attendance is essential to achieve the goal of organization.

SHRIDHAR S. RAIKAR

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CHAPTER-1

INDUSTRY PROFILE

AUTOMOTIVE INDUSTRY

The automotive industry is a wide range of companies and organizations involved in the design, development. Manufacturing, marketing, and selling of motor vehicle. Some of them are called automakers. It is one the world's most important economic sectors by revenue. The automotive industry does not include industries 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 autos self), and Latin motives (of motion) to represent any form of self-powered vehicle. This term was proposed by Elmer Sperry.

The automotive industry began the 18903 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 automobile in use, and the US automobile industry reduced over 90% of them. At that time the US had one car per 4.87 persons. After World War 1], 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 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) over 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 -my risk or danger coming from the motor vehicle or its spare parts. Safety for the themselves, implies that there is no risk of damage.

Safety in the automotive industry important and therefore highly regulated. Automobiles and other motor vehicles have to comply with a certain of norms and regulations, whether local or international, in order to be accepted on the market. The standard .180 26262, is considered as one of the best practice framework 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 15“ 1955 with the investment of capital of RSS 149 cores.

Yamaha Motors made its initial foray into in 1985 as a joint-venture. In august 2001. Itbecame a 100% subsidiary of Yamaha motors co, Ltd Japan (IYM). [N 2008. Mitsui & -*x lid. Entered into an agreement with IYM to become a joint-investor in Yamaha Motors Private Limited (IYM). Indian Yahama Motors manufacturing facilities comprise of 3 state-of-the-art plants at Surajpur (Uttar Pradesh), Fan dab ad (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-ri15s (149 cc); blue-core technology enabled models such as fz-s 1': (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-RIM (998 cc).

MANUFACTURING PROCESS

Indian Yamaha Motors' 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 oversees market. At the core are the 5-8 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 energy 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.

CHAPTER-2

COMPANY PROFILE

Yamaha motor company

Motor Yamaha company Limited,	
Industry	Automotive
Founded	July 1st 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-l, 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 YAMAHA MOTORS PVT LTD.,

NO. 325, OLD P.B. ROAD, BELAGAVI

PH :(0831) 4206363 CELL: +919071378605

E-MAIL: savson.moters@gmail.com

DEALER PROFILE:-

Name	: Savason motors
Type	: Partnership firm
Managing directors	: shivakumarsavadi&shashikantsavadi
Establishment	: 28th January 2017
Sales manager	: Vijayakumar
Address	: No. 325, Old P.B. Road Belagavi
Area sales head	: Nagaraj G.
Business	: Authorized motorcycle & scooter dealers of Yamaha motor.
Employees	: 55
Email ID	: **savson.moters@gmail.com**

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".

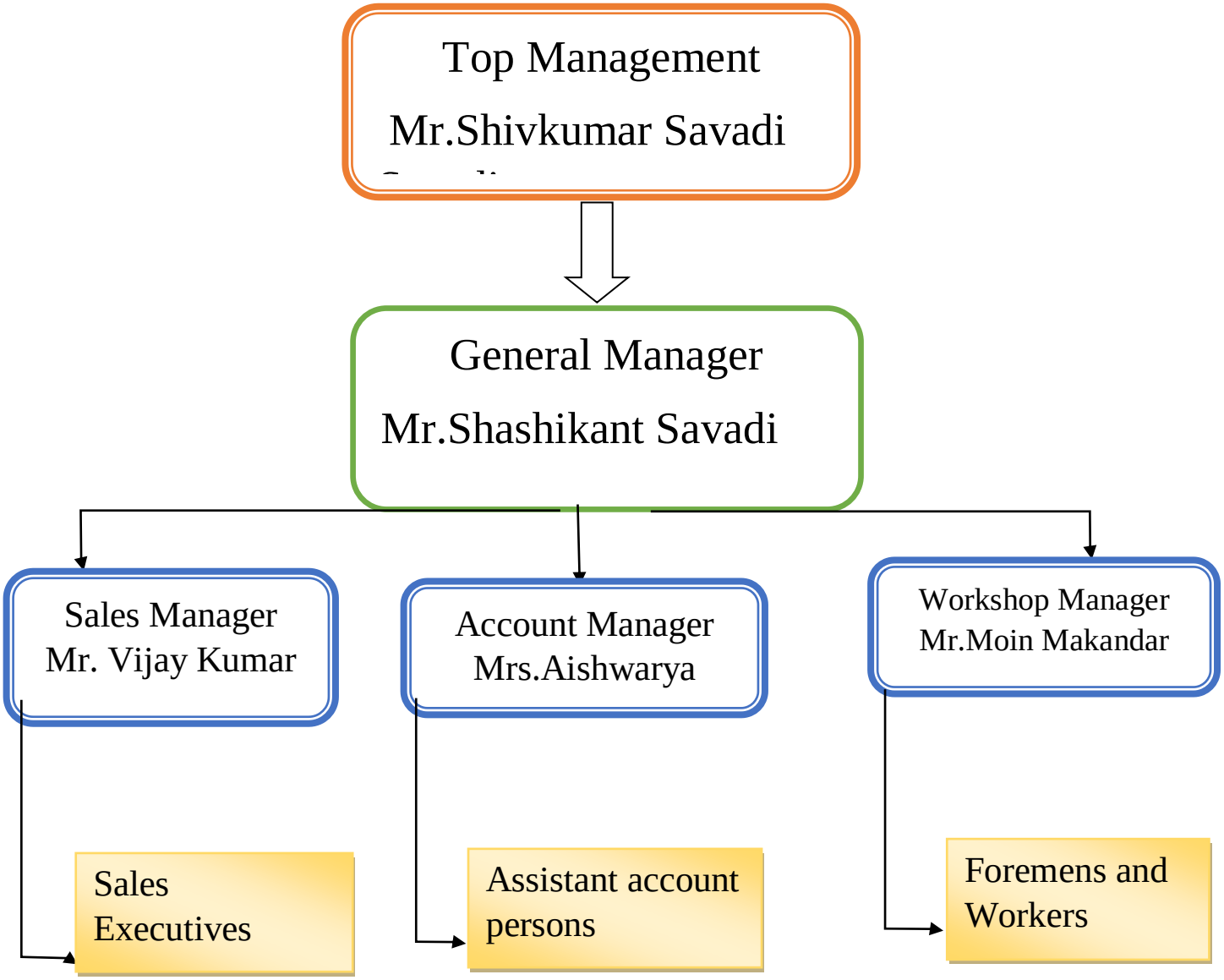
MISSION

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 will 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.

ORGANISATION CHART

Below is the organization chart of SAVSON motors pvt.ltd



DEPARTMENTS

SALES DEPARTMENT:

SL. No	NAME	DESINATAYION	QULIFICATION
1	Aishwarya	CRM	B.com.
2	Vijay Kumar	Sales manager	B.com.
3	PoojaPatel	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	ShoibMan	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 S	Accounts manager	CA
3	Swati	Cashier	B.Com.

SPARE DEPARTMENT

SL. No	NAME	DESINATAYION	QULIFICATION
1	Milind	Spare manager	MBA
2	Nandini	Parts in charge	BA

RECEPTION DEPARTMENT

SL. No	NAME	DESINATAYION	QULIFICATION
1	ArchanaJadhav	Caller	BA

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

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

ADVERTISMENT 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 18 understood, implemented and maintained at all the levels of organization
- Ensures focuses on the customer requirement through the organization

2. Customer focuses at sales

- welcome
- power talk understand the need of customer
- power demo -concentrating sales massage 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

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.

WEEAKNESSES:

- 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.

DEPARMENTAL ANALYSIS:

- Sales department
- Service department
- Back office department
- Financial department
- Spare department

CHAPTER 3

INTRODUCTION TO TOPIC

CUSTOMER SATISFACTION

INTRODUCTION:

Customers usually face a board array of products arid services that might satisfy a given need. How do they choose many products and services, make buying choice based on their preparation of the value that various products and services deliver

CUSTOMER SATISFACTION:

Customer satisfaction depends on products perceived performance is delivery value to relative to buyer expectation. If the product performance matches the expectations, then the buyer is said to be satisfied. If the performance exceeds the expectation, the buyer is delighted outstanding marketing companies go out of their way to keep their customer satisfied. Satisfied customers, make repeated purchase and they tell others about their good experience with the product and services. The keys too much customers by promising only what they can deliver, then delivering more than promise.

Customer satisfaction is closely related to quality in recent year many companies have adopted quality management program designed to constantly improve their products, service and marketing process quality as direct impact on product performance and hence on customer satisfaction.

If the performance short of expectation of the customer, then it is called as customer dissatisfaction, if the performance match the expectation of customer, then it is called as "customer satisfaction" and if the performance exceed the expectation then it is called as "customer is highly satisfied and delighted".

MEANING OF CUSTOMER SATISFATION:

“Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have been met”

"Customers satisfaction is a term frequently used in marketing. It is a measure of how product and services supplied by a company meet or surpass customer expectation"

DEFINITION OF CUSTOMER SATISFACTION:

According to Fillip Kotler the satisfaction as "it is the person's feelings of pleasure and disappointment resulting from comparing products perceived performance or an outcome in relation to his or her expectation".

Customer loyalty is one of the greatest of good customer services this is because of the business or repetitive in nature. A firms can depend on the continuing flow of new customer sooner or letter they must build loyal base. A loyal customer is an asset to an organization as he is vital for firm's long term success. It is financial benefit to organization to get the repeat business from the existing customer. Most of the firms have realized the important of retaining the old customer rather than spending attracting new customer, they highly satisfied customer.

- Stay loyal longer to the particular firm.
- The positive word of the mouth.
- Bring more customer to firm and convenience them to purchase.
- Buys more as the firm introduces new product and service.
- Does not switch to other firm. Thus fundamental aim of today's quality movement has become total customer satisfaction. Quality begins with customer need and ends with customer satisfaction.

WHY CUSTOMER SATISFACTION IS IMPORTANT:

Customer satisfaction is important because it provides market and business owners with a metric that can use to manage and improve their business.

Here are the main reasons why customer satisfaction is important:

- Its leading indicator of customer repurchase intention and loyalty.
- It's point of differentiation.
- Its reduces customer churn.
- It increases customer life time value.
- It reduces negative word of mouth.
- It's cheaper to retain customer than acquire new ones.

CUSTOMER SATISFACTION PROCESS:

The paramount goal of marketing is to understand the consumer and to influence buying behavior. One of the main perspective of the consumer behavior research analyses buying behavior from the so called "information processing perspective" the process can be depicted in the following steps.

- **NEED RECOGNITION:**

Realization of the difference between desired situation and the current situation that services as trigger for the entire consumption process.

- **SEARCH FOR INFORMATION:**

Search for data relevant for the purchasing decision both from internal source or external source.

- **PRE PURCHASE ALTERNATIVE EVALUATION:**

Assessment of available choices that can film] the realized need by evaluating benefits they may deliver and reduction of the number of option to the one preferred.

- **PURCHASE:**

Acquirement of the chosen option of product or services.

- **CONSUMPTION:**

Utilization of the procured option.

- **POST PURCHASE ALTERATION REVALUATION:**

Assessment of were or not and to what degree the consumption of the alternative procured satisfaction.

ADVANTAGES OF CUSTOMER SATISFACTION:

1) UP TO DATE FEEDBACK

Gather current customer feedback on various aspects of your company. You can stay on top of customer trends through regularly scheduled online surveys or email surveys instant customer feedback.

2) BENCHMARK RESULTS

You can administer the same every so often to customer to gin continued insight into your customers. Surveys can have questions, which will allow you to compare data overtime and benchmark survey data across previous years to determine of any change need to be made.

3) SHOW THAT YOU CARE

Customer likes to be asked for their feedback. It gives the customer the perception that

Your company values them is committed to keeping them as a long term customer and bases business decision on their feedback.

DISADVANTAGES OF CUSTOMER SATISFACTION

1) TO MANY SURVEYS, so LITTLE TIME:

Your customers are bombarded with online surveys. Survey may be simple to complete, however some people simply don't like to complete them.

2) PRIVACY ISSUES:

We like high tech environment filled with doses of unwanted junk email, email solicitation and sales calls, when talking an online survey or a phone survey. It is hard for your customers to believe that are not being tracked

METHODS OF MEASURMENT CUSTOMER SATISFACTION

Managing customer's satisfaction efficiently is one 'of the biggest challenge an organization face, the tools or methods to measure customer satisfaction needs to be defined sophisticated to fulfil the desired norms. There are following methods to measure customer satisfaction.

1) DIRECT METHOD

Directly contacting customers and their valuable feedback is very important .following are some of the ways by ways by which customers could be directly tabbed.

- Getting customer feedback through third party agencies.
- Directly marketing in house call centres complaint handling department. Could be treated as first point of for getting customer feedback.
- Getting customers feedback through face face conservation meeting.
- Feedback through complaint or appreciation letter.
- Directly consumer feedback through surveys and questionnaire.

2) INDIRECT METHOD

The major drawback of direct method is turns out to very casual and requires a lot of pre complaints preparation to implement.

- **CUSTOMER COMPLAINT**

Customer's complaints are issued and problems reported by consumer to supplier with regards to any specific product or related service.

- **CUSTOMER LOYALTY**

It is necessary required an organization to interact and communicate with customers on a regular basis to increase customer loyalty.

STEPS TO REDUCE CUSTOMER DISSATISFACTION:

If the performance short of expectation of the customer then it is called customer dissatisfaction it can be also described in a positive sense as a report from a consumer providing documentation about the problem with product or service fortunately there is a range of helpful tips that can implemented t reduce dissatisfaction or complaints.

1. Used advanced technology to keep on top of safety.
2. Provide exceptional customer service.
3. Be sure to deliver on promised standards.
4. Ask for feedback.
5. Find the root of the problem.

CHAPTER-4

RESEARCH AND METHODOLOGY

Research methodology is way to systematically solve the research problem. In methodology we study not only methods or techniques in studying research problem but also logic behind them. The method applied in this project study is field experiment or exploratory research. Research study conducted a real organization setting where they actually occur is called field studies.

In field studies information is collected from individuals or available records in the organization on the variable of interest to the researcher. The researchers first identify and select the important variable relevant to his or her investigation had then study them very closely.

DATA COLLECTIONS

For the purpose of research study data from two sources has been collected namely

1. Primary Data.

2. Secondary Data.

1) PRIMARY DATA

The primary data are those which are collected afresh and for the first time and thus happen to be original in chapter. In this study information is collected directly from the responded by personal interview and questionnaire.

2) SECONDARY DATA

The secondary data on other hand are those which have already been collected by someone else and which have already been passed through the satisfaction process.

The information is collected from the organization annual report, manual and official documents.

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.

OBJECTIVES OF STUDY

- To find the impact of services on customer satisfaction at savson Yamaha.
- To study the sales method of organization.
- To study market potential of the savson Yamaha.
- To suggest and recommend the best alternatives to the management to improve their sales and service

SCOPE OF STUDY

This study will help us to understand customer's preference and their needs expected from the business owners. This study will not only help me as a student but it also assists to know the satisfaction level of the organization.

The customer satisfaction has gained more important into market environment. This is most important because of there are not many new customer entering most categories competition is increasing and the cost of attracting new customers are raising in those market is might cost five times as much to attract a new customer as keep a current customer happy.

NEED OF STUDY

This analytical study of the' project helps to customer satisfaction to take a strategic decision and it evaluates the objectives of the project in prospective way it identifies constraints on sources and application of project.

This is an ideal of automobile company a need was felt to analyse the customer satisfaction and performance of the company. Hence the study is conducted ions and the reality falls short, they will be disappointed and will likely rate their experience as less than satisfying.

STATEMENT OF THE PROBLEM

The study undertakes automobile industry "INDIA YAMAHA MOTORS PVT LTD" and restricted to only Belagavi. Customers are the most crucial asset of the today's organization. Customer gets everything what their needs and desire than ultimately the production increases so that customer satisfaction is extremely import to any organization.

CHAPTER-5

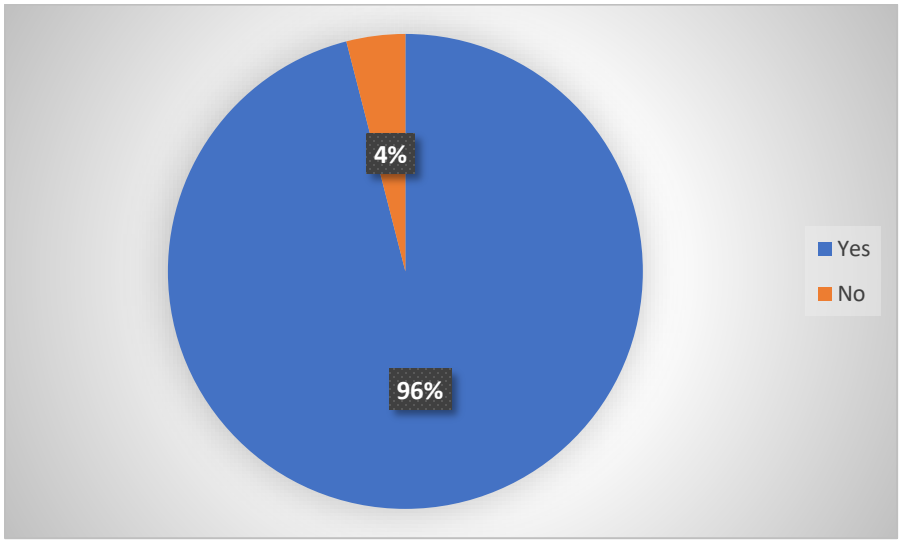
DATA ANALYSIS AND INTERPRITATION

1. Do you own Yamaha company vehicle.

Particulars	Respondents	Percentage (%)
Yes	48	96%
No	2	4%
Total	50	100%

Source: Field survey

Graph : Do you own Yamaha company vehicle.



ANALYSIS:

From above graph we can understand that 96% of the customers own Yamaha company vehicle.

INTERPRATION:

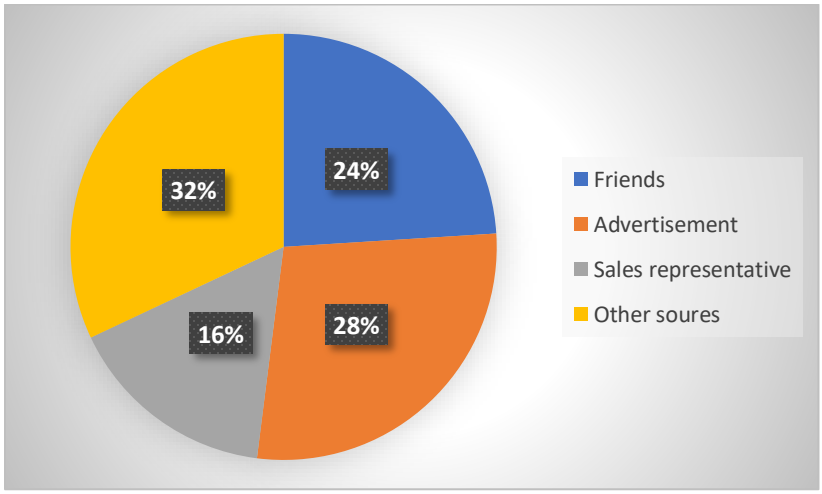
Above table and graph shows that, 96% respondent said yes they own Yamaha company vehicle. Since sample size was 50 and 48 respondent own the vehicle. So it was easy for me to carry my project work smoothly.

2.How did you come to know about Yamaha motors?

Particulars	Respondents	Percentage (%)
Friends	12	24%
Advertisement	14	28%
Sight seeing	08	16%
Word of mouth	16	32%
Total	50	100%

Source: field survey.

Graph : How did you come to know about Yamaha motors.



ANALYSIS:

It is observed from the graph that 24% of the respondent are aware of Yamaha motors through their friends becoming the major source of awareness followed by newspaper and word of mouth which has 32% respondent respectively, then comes the advertisement 28% and sales representative 16%.

INTERPRITATION:

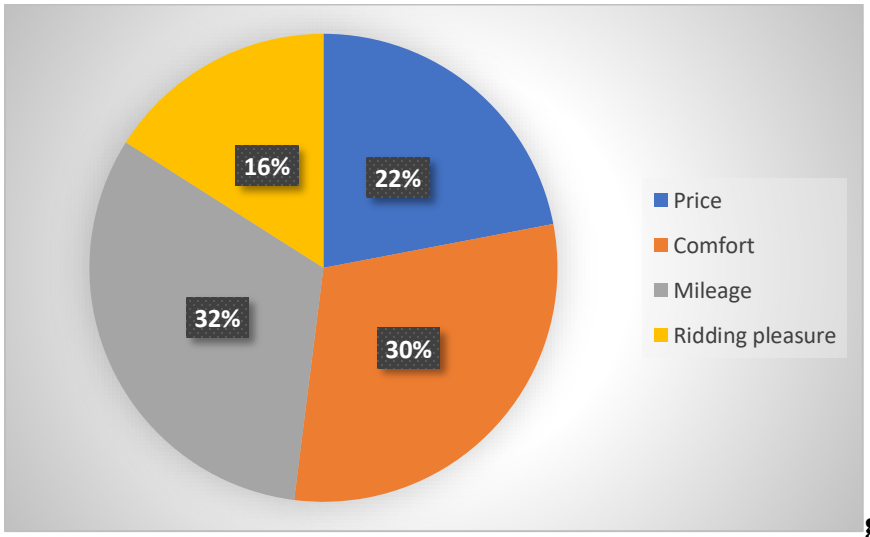
The sales promotion activity (advertise + sales representative) is contributing less than 50% in popularizing the vehicle. This aspect has to be looked into.

3.Which factors that influenced you to buy this bike:

Particulars	Respondents	Percentage (%)
Price	11	22%
Comfort	15	30%
Mileage	16	32%
Ridding Pleasure	08	16%
Total	50	100%

Source: field survey

Graph :the factors that influenced you to buy this bike.



graph

ANALYSIS:

- It is clear from the above graph that 32% of the respondent purchase Yamaha bikes due to its good mileage.
- Whereas 30% of the respondents purchase the bike because of its grates comfort, then
- Comes the price which has 22% of the respondents, and 16% for ridding pleasure.

INTERPRITATION:

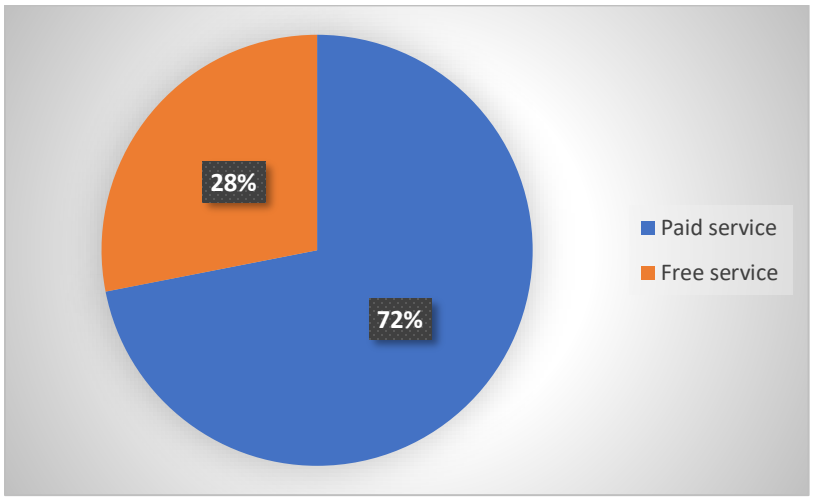
Mileage and comfort are the more influencing factors.

4.Which are the type of service are available.

Particulars	Respondents	Percentage (%)
Paid service	28	56%
Free service	22	44%
Total	50	100%

Source: field survey.

Graph No: Type of service.



ANALYSIS:

By analyzing the above table and graph whereas 100 respondents were randomly selected for the study, from which 56% respondent said that they are paying for the services.

INTERPRETATION:

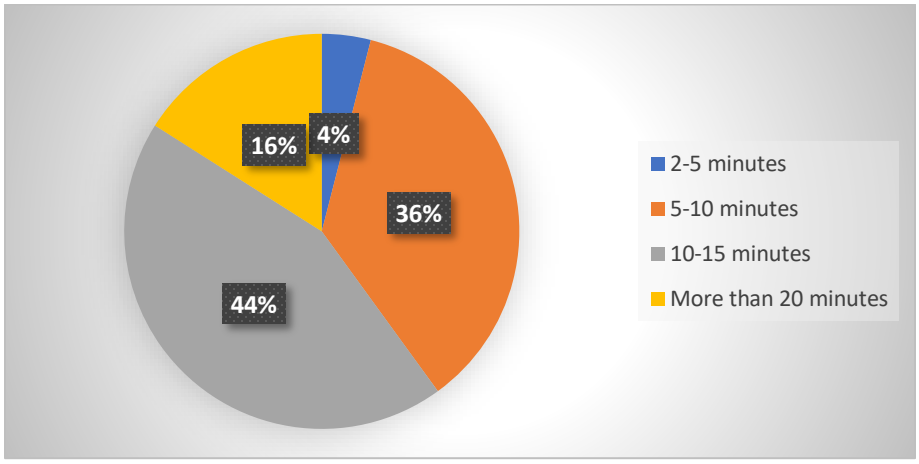
In this out let paid service is also more in demand.

5. How much time taken by service person to attend you.

Particulars	Respondents	Percentage (%)
2-5 minutes	02	04%
5-10 minutes	18	36%
10-15 minutes	22	44%
More than 20 minutes	08	16%
Total	50	100%

Source: field survey.

Graph : How much time taken by service personal to attend you.



ANALYSIS:

The above graph shows that 44% respondents spend their service time more than 10-15 minutes, of 36% respondents spend the service time 5-10 minutes and more than 20 minutes is 16% and 4% of respondents are willing to spend service time 2-5 minutes.

INTERPRETATION:

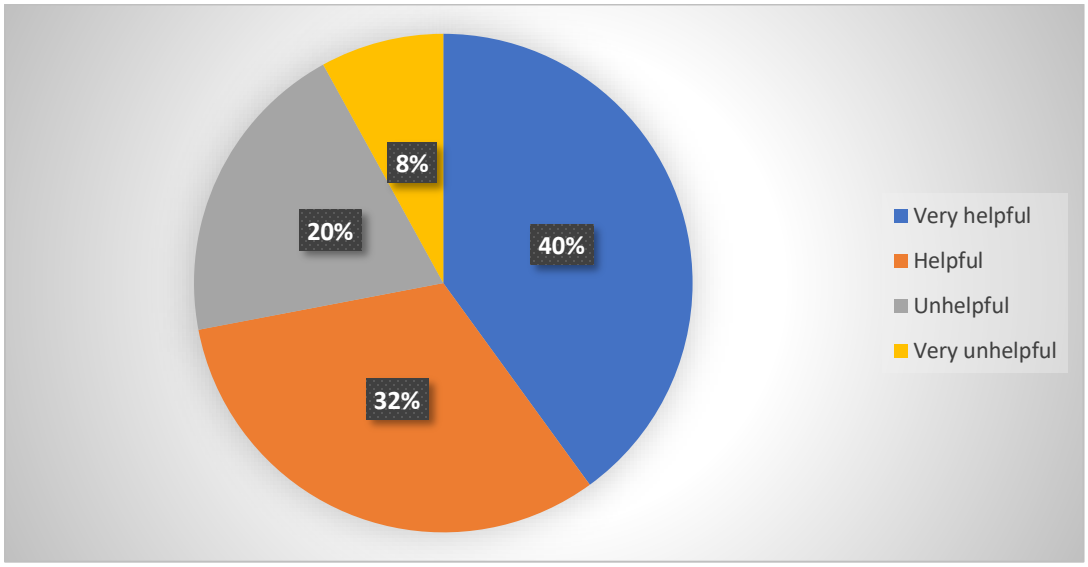
Hence this data analysis showing the service personal time taken for customers is too long. It need to improve while attending to the customers. And convince them in short time. 60% of respondents have to want for more than 10 minutes for attention of service personal. This time gap has to be reduced.

6.Upon arrival how friendly and helpful were the service teams.

Particulars	Respondents	Percentage (%)
Very helpful	20	40%
Helpful	16	32%
Unhelpful	10	20%
Very unhelpful	04	08%
Total	50	100%

Source: field survey.

Graph.Upon arrival how friendly and helpful were the service teams.



ANALYSIS:

The above graph shows that a 40% respondent says that the service teams are very helpful and friendly with customers and 32% respondents says that savson motors is a helpful to the customers. And 20% respondents give a negative response to the service team, and a 8% respondent says that service team is a very unhelpful. As overall the feedback of service team is positive.

INTERPRETATION:

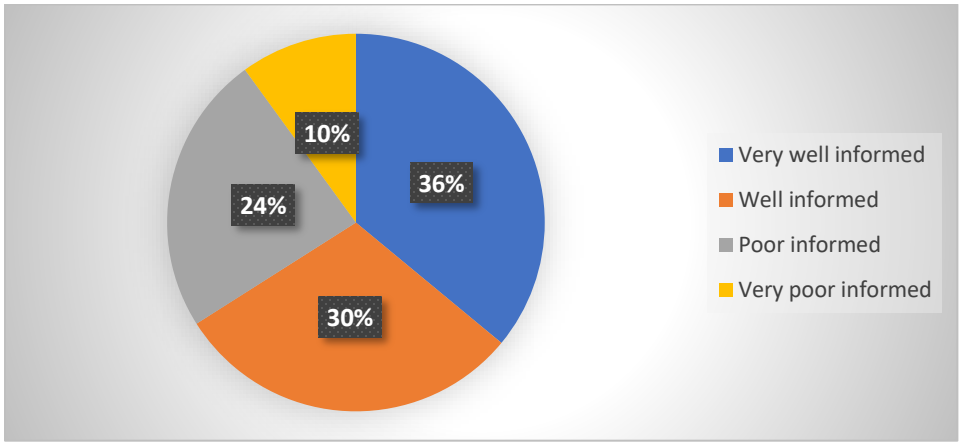
The company has to counsel service teams to become 100% helpful.

7.How well informed were you of progress while your vehicle was in for service.

Particulars	Respondents	Percentage (%)
Very well informed	18	36%
Well informed	15	30%
Poor informed	12	24%
Very poor informed	05	10%
Total	50	100%

Source: field survey.

Graph:.how well informed were you of progress while your vehicle was in for service.



ANALYSIS:

By analyzing above table it indicates that savson motors information flow is well and they are maintained more accuracy in providing information. As an indication for this statement the above graph is showing 36% of the customers respond well informed, and the 30% of the customers are very well informed and. only 24% respondent's opinion is very poor and, 10% of respondents say very poor informed.

INTERPRETATION:

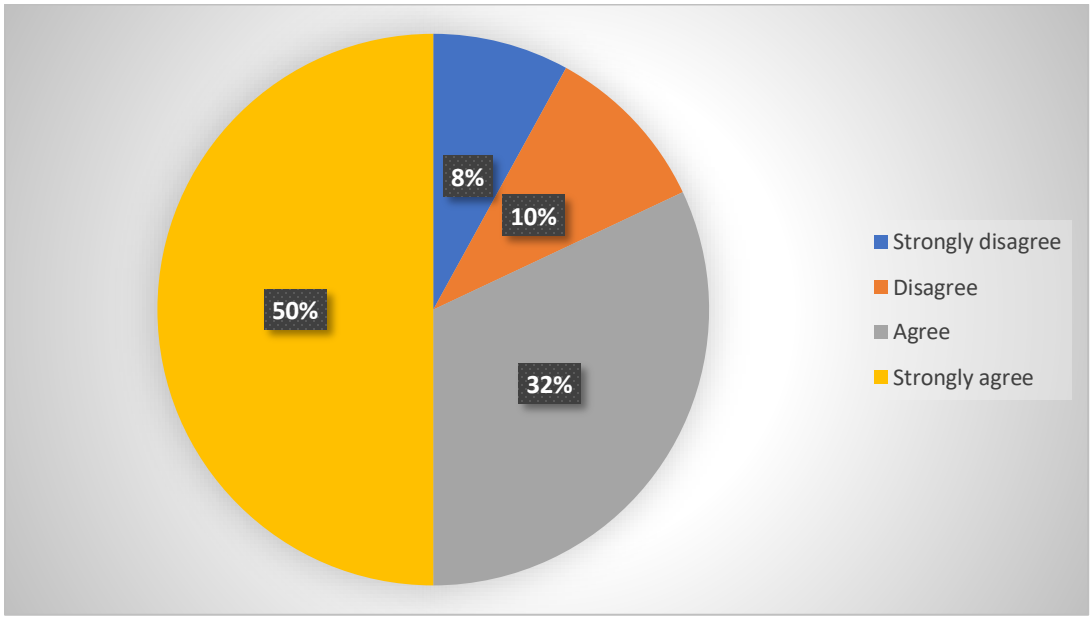
34%are unhappy about information and progress while vehicle is in service.

8.The company service act in my best interest.

Particulars	Respondents	Percentage (%)
Strongly disagree	04	08%
Disagree	05	10%
Agree	16	32%
Strongly agree	25	50%
Total	50	100%

Source: field survey.

Graph: the company service act in my best interest.



ANALYSIS:

By the above chart indicates that, 50% 0f the customers strongly agree with the company service, 32% of the customers agree with the company services and 10% disagree and 8% of customers strongly disagree.

INTERPRETATION:

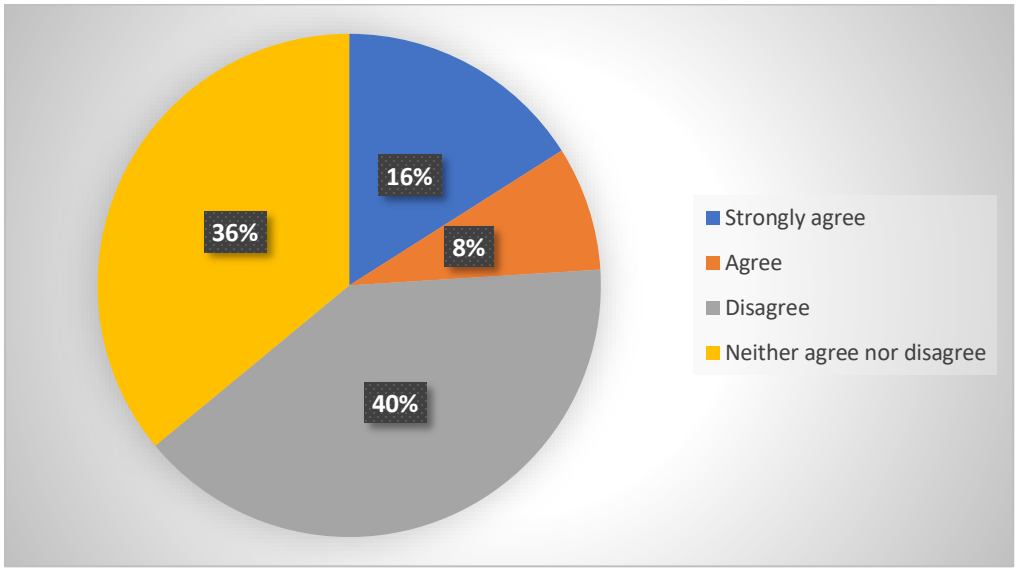
This shows that the customers are happy with comp any service.

9. Are you satisfied with the service representative?

Particulars	Respondents	Percentage (%)
Strongly agree	08	16%
Agree	04	08%
Disagree	20	40%
Neither agree nor disagree	18	36%
Total	50	100%

Source: field survey.

Graph :are you satisfied with the service representative.



ANALYSIS:

By analyzing above chart indicates that. 8% of the customers agree with the service representatives, 16% of the customers are strongly agree with the company service representatives and about. 40% of the customers are disagree and 36% of neither agree nor disagree and neither agree nor disagree.

INTERPRETATION:

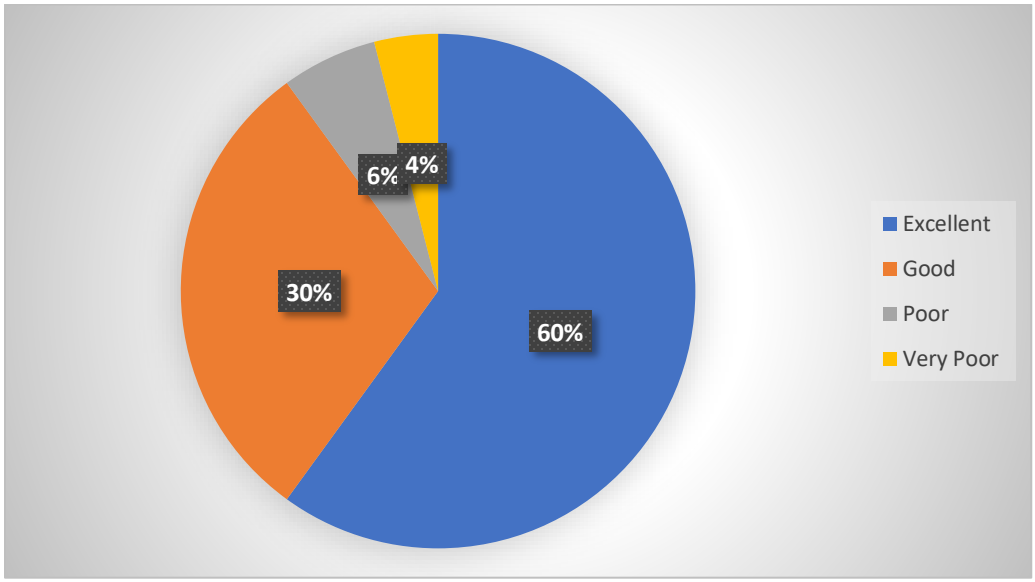
Hence the company provided good services representatives while attending the customers so that the customers are satisfied with savson motors services for Yamaha vehicle.

10. How do you rate the quality of services you received from Savsonmotors?

Particulars	Respondents	Percentage (%)
Excellent	60	60%
Good	15	30%
Poor	03	06%
Very Poor	02	04%
Total	50	100%

Source: field survey.

Graph:.how the rate and quality of services you received from Savson motors.



ANALYSIS:

The data provided in the above chart represents that 60% of customers got excellent service, 30% of the customers got good services and 6% of the customers and 4% of the customers got poor service quality from sav son motors.

INTERPRETATION:

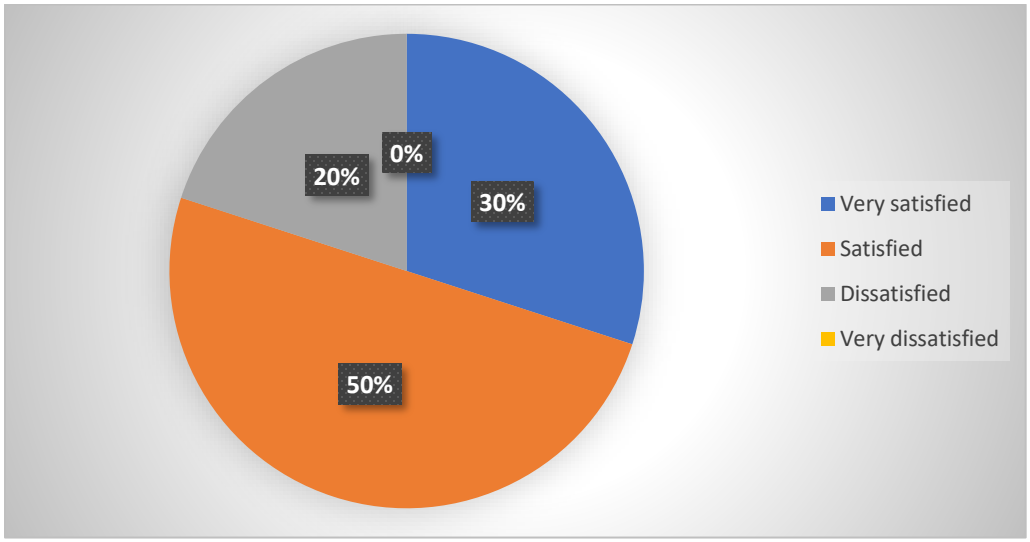
Hence it indicates that the quality of services provided by savson motors needs to be improved.

11.How much you are satisfied with the work completed and time taken.

Particulars	Respondents	Percentage (%)
Very satisfied	15	30%
Satisfied	25	50%
Dissatisfied	10	20%
Very dissatisfied	00	00%
Total	50	100%

Source: field survey.

Graph:.how you satisfied were you with the work completed and time taken.



ANALYSIS:

This graph showing that the times taken to complete work of customers are 50% satisfied, 30% are very satisfied, 20% are dissatisfied and there are no respondents to say very dissatisfied.

INTERPRETATION:

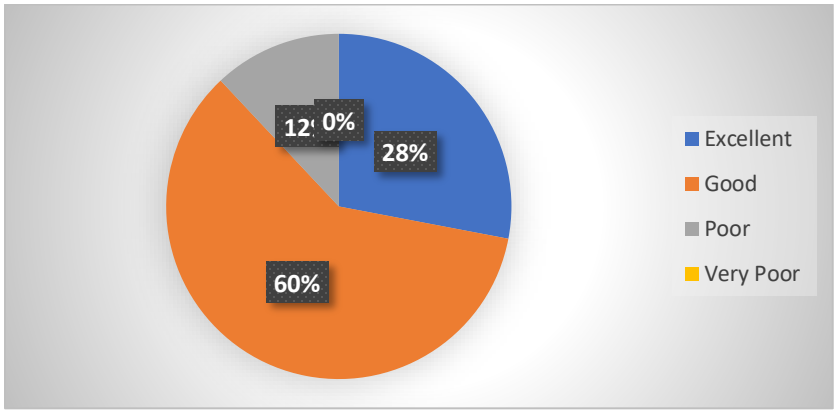
Hence savson motors service personnel's have to give the timely service to their Customers.

12.How would you rate the service person explanation of the work expected?

Particulars	Respondents	Percentage (%)
Excellent	14	28%
Good	30	60%
Poor	06	12%
Very Poor	00	00%
Total	50	100%

Source: field survey.

Graph :how would you rate the service personal explanation of the work expected.



ANALYSIS:

The above graph indicates that how the savson motors service personnel are responded towards customer' 3 expectation. In the above chart represents that, 60° 0 and 28% of them are having excellent relation and 12% of the customers having poor and there are no customers having very poor relation.

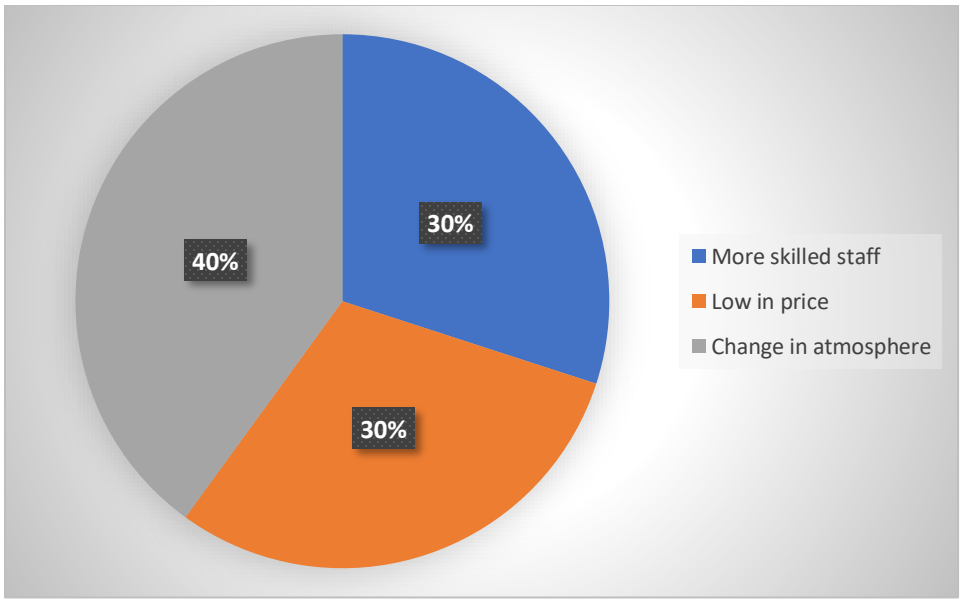
INTERPRETATION: Hence this type of service personnel explain by the savson motors if superior and we got a good response from to the customers.

13.What do you expect from savson motors?

Particulars	Respondents	Percentage (%)
More skilled staff	15	30%
Low in price	15	30%
Change in atmosphere	20	40%
Total	50	100%

Source: field survey.

Graph:.what do you expect from savsonmotors?



ANALYSIS

The above chart clearly reveals that 30% respondents expect more skilled staff. 30% of customers want to low price and 40% of the respondents expect a change in atmosphere.

INTERPRETATION:

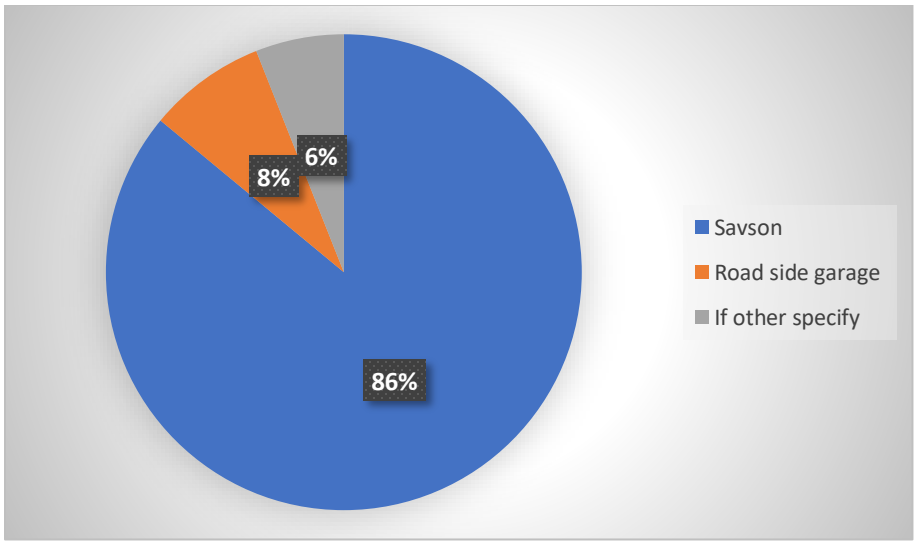
From above data we can understand that the customers expect skilled staff low price.

14.Where do you get your bike serviced regularly?

Particulars	Respondents	Percentage (%)
Savson	43	86%
Road side garage	4	08%
If other specify	3	06%
Total	50	100%

Source: field survey.

Graph: where do you get your bike serviced regularly?



ANALYSIS:

It is observed from the graph that 86% of the respondents get their bike service regularly at Savson. Whereas 4% of the respondents had said that they get their bike service at roadside garage and the remaining 3% said that they get their bike service at other places.

INTERPRETATION:

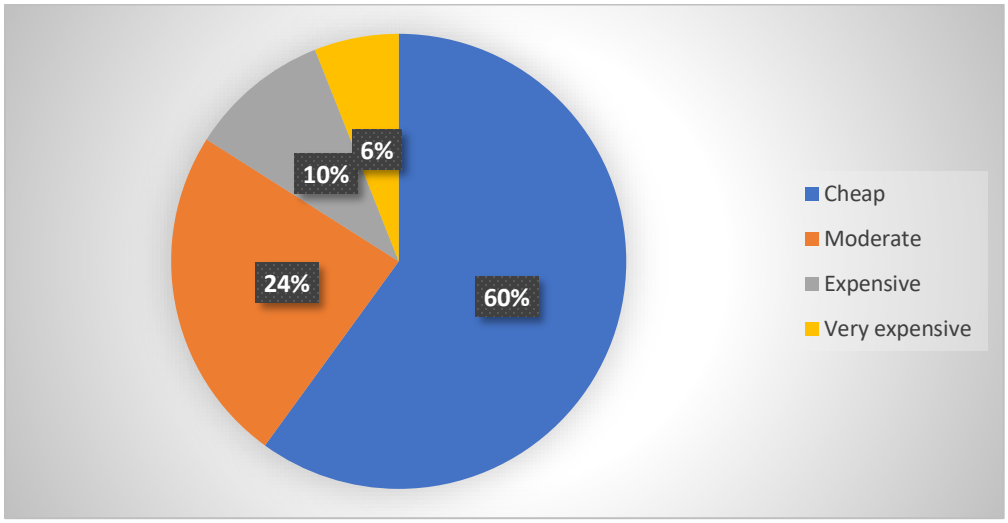
Small portion of clients are going to road side and others for servicing. This aspect may be looked into.

15.What is the opinion about “cost of maintenance” ofbike.

Particulars	Respondents	Percentage (%)
Cheap	30	60%
Moderate	12	24%
Expensive	05	10%
Very expensive	03	06%
Total	50	100%

Source: field survey.

Graph: what is the opinion about “cost of maintenance” of bike.



ANALYSIS:

It is observed from the graph that 24% of the respondents feels that maintenance cost of The Yamaha motors are moderate and feel happy about maintenance. 10% feels it is expensive 60% feels it is cheap 06% feels it is very expensive and not happy with the maintenance cost of the bike.

INTERPRETATION:

By large majority fell that cost of maintenance of bike Yamaha is satisfactory.

CHAPTER 6

FINDINGS AND SUGGESTIONS

FINDINGS

- The facility offered at Savson Motors is more compared to other showroom.
- When the customer enter the showroom, the executives immediately interact with them.
- Proper hospitality facilities.
- Employer and customer relationship is good.
- Employees are good trained.

SUGGESTIONS

1. Sales promotion activity (advertisement + sales representative) needs improvement.
2. Waiting period of customers at the time of accepting vehicle has to be brought down by service personal.
3. Vehicle service time has to be reduced.
4. The information about progress of vehicle servicing has to be given properly.
5. Quality of servicing of vehicle has to be improved.

CHAPTER 7

CONCLUTION AND BIBLIOGRAPHY

CONCLUTION

It has opportunity for our group to carryout of our project "The study on Customer Satisfaction at “SAVSON MOTORS" and it has helped to a great extent to have an insight into the practical realities of the subject.

We got very well experience in advertising of products of YAMAHA and also introduce a new showroom to the public.

They gave an opportunity to advertise the pamphlet tag card to the public, participate in events like Annostav. So that we got heavy experience in advertising activities. Finally this project gives more experience.

The results of the survey conducted showed that customers are eager to purchase Yamaha company vehicle, and the buying Behavior of customers that most of the customers purchase a vehicle based on mileage fallowed by price and maintenance of vehicle. Finally would conclude that Yamaha Motors vehicle are more Cates. It is whole lot of enjoyable to drive than anything else in the compact vehicle category.

BIBLIOGRAPHY:

Books:

- Research methodology (Methods and Techniques) : C R Kothari
- Marketing management: Philip Kotler
- Internet websites:

CHAPTER 8

QUESTIONNAIRE

ANALYSIS ON CONSUMER SATISFACTION

Name of the researcher -

College -

Course -

Information of Employee -

1) Do you own Yamaha company vehicle

a) Yes b) No

2) How did you come to know about Yamaha Motors?

a) Friends b) Advertisement

c) sight-seeing d) word of mouth

3) Which factors that influenced you to buy this bike

a) Price b) Comfort

c) Mileage d) Ridding pleasure

4) Which are the type of service are available?

a) Paid service b) Free service

5) How much time taken by service person to attend you

a) 2-5 minutes b) 5-10 minutes

c) 10-15 minutes d) More than 20 minutes

6) Upon arrival how friendly and helpful were the service teams

a) Very helpful b) Helpful

c) Unhelpful d) Very unhelpful

7) How well you were informed of progress while your vehicle was in service**.**

a) Very well informed b) Well informed

c) Poor informed d) Very poor informed

8) The company service act in my best interest

a) Strongly disagree b) Disagree

c) Agree d) strongly agree

9) Are you satisfied with the service representative?

a) Strongly agree b) Agree

c) Disagree d) neither agree/disagree

10) How do you rate the quality of services you received from Savson motors?

a) Excellent b) Good

c) Poor d) Very poor

11) How much you are satisfied with the work completed and time taken.

a) Very satisfied b) Satisfied

c) Dissatisfied d) Very dissatisfied

12) How would you rate the service person explanation of the work expected?

a) Excellent b) Good

c) Poor d) Very Poor

13) What do you expect from savson motors?

a) More skilled staff b) Low in price

c) Change in atmosphere

14) Where do you get your bike serviced regularly?

a) Savson b) Road side garage

c) If other specify

15)What is the opinion about “cost of maintenance” of bike?

a) Cheap b) Moderate

c) Expensive d) Very expensive