**INTRODUCTION**

The project is done at TATA MOTORS LIMITED, Anantapuramu. TATA MOTORS LIMITED is into manufacture of automobiles, steels.

The study is concentrates on effectiveness of welfare programmers held in the Serum Group. Data had been collected by primary methods and secondary methods of data collection.

The Questionnaire had been prepared and got filled from the employees of the organization to calculate effectiveness and satisfactory of level of welfare facilities. The various facilities like washing facility, Shelter, Rest room First-Aid training, Crèches Facility etc. which compose programmed analyzed and interpreted with the various statistical tools.

With the objective of finding satisfactory level of employees with the welfare program held by the organization, study revealed findings that, welfare facilities provided in the Organization were effective but to increase the satisfactory level of employees organization May implement the suggestions like organization should set up welfare organization with a view to provide all types of facilities at one center and appointed welfare benefits continuously and effectively to all employees fairly.

A study of the welfare measures being provided to its employees was done. This problems faced by the employees regarding these spheres was observed with the help of questionnaire and an analysis of the same was carried out.

Workforce is an important integral part of the organization. To keep the workforce satisfied “Employee satisfaction and welfare facilities” plays a very important role in the organization.

**1.1 Objectives of the study:**

1. To identify the various welfare measures implemented in the organization.

2. To analyze the employee satisfaction with respect to welfare measures.

3. To give suggestions and recommendation for the promotion of welfare measures.

**1.2 Need of the study:**

* To know that whether welfare facilities play an important role on the working of employees.
* And to know when the employees are dissatisfied welfare facilities will help them to get motivated.

**1.3 Scope of the study:**

1. An overview of the welfare measures existing at Tata Automotive, Anantapuramu since safety and welfare are two important elements essentials for improving the productivity of an organization.

2. The existing welfare measures would help the organization perform better. This study would throw light on the perception of the employees regarding safety and welfare.

3. Tata Automotive, of Anantapuramu can identify the areas where it can improve so as to improve the performance of the employees.

**1.4 Limitations of the Study:**

1. The respondents had the fear that the questionnaire may be shown to the management.

2. The data obtained is qualitative but not quantitative and it is subjected to human error.

3. Due to time limit the study is restricted to 45 days only.

4. Few employees refused to answer the question.

**CHAPTER – 2**

**REVIEW OF LITERATURE**

**INTRODUCTION**

**HUMAN RESOURCE MANAGEMENT**

**Human Resource Management** (HRM) is the strategic and coherent approach to the management of an organization's most valued assets – the people working there, who individually and collectively contribute to the achievement of the objectives of the business. The terms "human resource management" and "human resources" (HR) have largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. Human Resource Management is evolving rapidly. Human Resource Management is both an academic theory and a business practice that addresses the theoretical and practical techniques of managing a workforce.

The Human Resources Management (HRM) function includes a variety of activities and key among them is deciding what staffing needs exist and whether to use independent contractors or hire employees to fulfill these needs; recruit and train the best employees, ensure they are high performers; dealing with performance issues; and ensuring the personnel and management practices conform to various regulations. Activities also include managing the approach to employee benefits and compensation, employee records and personnel policies. Usually, small businesses (for profit or non-profit) have to carry out these activities themselves because they cannot yet afford part or full-time help. However, they should always ensure that employees have and are aware of – personnel policies which conform to current regulations. These policies are often in the form of employee manuals which all employees must have.

HRM is seen by practitioners in the field as a more innovative view of workplace management than the traditional approach. Its techniques force the managers of an enterprise to express their goals with specificity – so that they can be understood and undertaken by the workforce – and to provide the resources needed for them to successfully accomplish their assignments. As such, HRM techniques, when properly practiced, are expressive of the goals and operating practices of the enterprise overall. HRM is also seen by many to have a key role in risk reduction within organizations.

There is a long-standing argument about where HR-related functions should be organized into large organizations, e.g., "Should HR be in the organization development department or the other way around?"

The HRM function and HRD profession have undergone tremendous change over the past 20 to 30 years. Many years ago, large organizations looked to the "Personnel Department" mostly to manage the paperwork around hiring and paying people. More recently, organizations have begun to consider the "HR Department" as playing a major role in staffing, training, and helping manage people so that the people and the organization are performing at maximum capability in a highly fulfilling manner.

**Definition of Employee Welfare:**

The ILO (International Labor Organization) defined, “welfare as a term which is understood to include such services and amenities as may be established in or the vicinity of undertaking to perform their work in healthy, congenial surrounding and to provide them with amenities conductive to good health and high morale”.

According to Arthur James Todd, “welfare as anything done for the comfort or improvement and social of the employees over and above the wages paid, which is not a necessity of the industry”.

**Meaning of Employee Welfare:**

Employee welfare means, such services, facilities and amenities such as canteens, rest and recreation facilities, arrangement for travel to and for the accommodation of workers employed at a distance from their home, and such other services, amenities and facilities including social security measures as contribute to improve the condition under which workers are employed.

**Concept of Employee Welfare:**

Employee welfare may be viewed as a total concept, as a social concept and a relative concept. The total concept is a desirable state of existence involving the physical, mental, moral and emotional well-being. The social concept of welfare implies, of man, his family and his community.

The relative concept of welfare implies that welfare is relative in time and place. Employee welfare implies the setting up of minimum desirable standards and the provision of facilities like health, food, clothing housing, medical allowance, education, insurance, job security, such as to safeguard his health and protect him against occupational hazards. The worker should also be equipped with necessary training and a certain level of general education.

The term ‘Employee Welfare’ refers to the facilities provided to workers in and outside the factory premises such as canteens, rest and recreation facilities, housing and all other services that contribute to the well- being of workers.

Welfare measures are concerned with general well-being and efficiency of workers. In the early stages of industrialization, welfare activities for factory workers did not receive adequate attention .Employers were not inclined to accept the financial burden of welfare activities. Wherever employers provided for such amenities, it was more with a paternalistic approach to labor rather than recognition of workers ‘needs. Hence the state had to intervene, in discharge of its welfare responsibility, by using its persuasive powers and/or by enforcing legislation, where persuasion failed. Compulsory provisions are thus incorporated in the Factories Act, 1948 with respect to the health, safety and welfare of workers engaged in the manufacturing process. In the previous lesson you have studied the nature and characteristics of factories. In this lesson, you will come to know about the health and welfare measures for workers in factories.

The very logic behind providing welfare schemes is to create efficient, health, loyal and satisfied employee force for the organization. The purpose of providing such facilities is to make their work life better and also to raise their standard of living. The important benefits of welfare measures can be summarized as follows:

* They provide better physical and mental health to workers and thus promote a healthy work environment.
* Employees get stable labor force by providing welfare facilities. Workers take active interest in their jobs and work with a feeling of involvement and participation.
* Employee welfare measures increase the productivity of organization and promote healthy industrial relations thereby maintaining industrial peace.
* The social evils prevalent among the labors such as substance abuse, etc. are reduced to a greater extent by the welfare policies.

The concept of ‘employee welfare’ is flexible and elastic and differs widely with times, regions, industry, country, social values and customs, degree of industrialization, the general socio- economic development of the people and the political ideologies prevailing at particular moments. It is also according to the age group, socio-cultural background, marital status, economic status and educational level of the workers in various industries.

**OBJECTIVES OF LABOUR WELFARE ACTIVITIES**

The object of welfare activities is to promote economic development by increasing production and productivity. The underlying principle is to make the workers given their loyal services ungrudgingly in genuine spirit of co-operation, in return for obligations, voluntary and compulsory, accepted by the employee towards the general well-being of the employees.

Improving the efficiency of the labour is another objective of labour welfare activities. Efficiency gives double reward, one in the form of increased production and the other in the shape of higher wages due to achievement of higher productivity. Welfare activities add to their efficiency and efficiency in turn help the worker to earn more wages.

Therefore, welfare activities in an organization are twice blessed. It helps the employer and the employee both.

Another objective of welfare activities is to secure the labour proper human conditions of work and living. Working conditions of organization may be led by an artificial environment which features are dust, fumes, noise, unhealthy temperature, etc. It is generally found that these conditions impose strain on the body.

The welfare activities are done to minimize the hazardous effect on the life of the workers and their family members. It is the duty of the employer to see these human needs. If welfare activities are viewed in this light, it can be seen that they are guided by purposes of humanitarian and social justice.

The next objective of welfare activities is to add in a real way to the low earning of the labour. The facilities are provided to supplement the income of the workers by services such as housing, medical assistance, school, co-operative, canteens, stores, play grounds etc.

Thus, the objective of activities are to promote greater efficiency of the workers, assure proper human conditions to the workers and their family members.

**THEORIES OF LABOUR WELFARE**

The form of labor welfare activities is flexible, elastic and differs from time to time, region to region, industry to industry and country to country depending upon the value system, level of education, social customs, degree of industrialization and general standard of the socio-economic development of the nation. Seven theories constituting the conceptual frame work of labour welfare activities are the following:-

**The Trusteeship Theory**:

This is also called the Paternalistic Theory of Labour Welfare. According to this the industrialist or employer holds the total industrial estate, properties, and profits accruing from them in a trust. In other words, the employer should hold the industrial assets for himself, for the benefit of his workers, and also for society. The main emphasis of this theory is that employers should provide funds on an ongoing basis for the well-being of their employees.

**The Public Relation Theory:**

This theory provides the basis for an atmosphere of goodwill between labour and management, and also between management and the public, labour welfare programmes under this theory, work as a sort of an advertisement and help an organization to project its good image and build up and promote good and healthy public relations.

**PRINCIPLES FOR SUCCESSFUL IMPLEMENTATION OF WELFARE ACTIVITIES**

The success of welfare activities depends on the approach which has been taken into account in providing such activities to the employees. Welfare policy should be guided by idealistic morale and human value. Every effort should be made to give workers/ employees some voice in the choice of welfare activities so long as it does not amount to dictation from workers.

There are employers who consider all labour welfare activities as distasteful legal liability. There are workers who look upon welfare activities in terms of their inherent right. Both parties have to accept welfare as activities of mutual concern.

**Adequacy of Wages**:

Labour welfare measures cannot be a substitute for wages. Workers have a right to adequate wages. But high wage rates alone cannot create healthy atmosphere, nor bring about a sense of commitment on the parts of workers. A combination of social welfare, emotional welfare and economic welfare together would achieve good results.

Social Liability of Industry: Industry, according to this principle, has an obligation or duty towards its employees to look after their welfare. The constitution of India also emphasizes this aspect of labour welfare.

**Impact on Efficiency:**

This plays an important role in welfare services, and is based on the relationship between welfare and efficiency, though it is difficult to measure this relationship. Programmes for housing, education and training, the provision of balanced diet and family planning measures are some of the important programmes of labour welfare which increases the efficiency of the workers, especially in underdeveloped or developing countries.

**Increase in Personality:**

The development of the human personality is given here as the goal of industrial welfare which, according to this principle, should counteract the baneful effects of the industrial system. Therefore, it is necessary to implement labour welfare services. Both inside and outside the factory, that is, provide intra-mural and extra-mural labour welfare services throughout the hierarchy of an organization. Employees at all levels must accept

**Co-ordination or Integration**:

This plays an important role in the success of welfare services. From this angle, a co-ordinated approach will promote a healthy development of the worker in his work, home and community. This is essential for the sake of harmony and continuity in labour welfare services.

**Democratic Values:**

The co-operation of the worker is the basis of this principle. Consultation with, and the agreement of workers in, the formulation and implementation of labour welfare services are very necessary for their success. This principle is based on the assumption that the worker is "a mature and rational individual." Industrial democracy is the driving force here. Workers also develop a sense of pride when they are made to feel that labour welfare programmes are created by them and for them.

**A. Theoretical Background.**

**HEALTH**

**a. Importance of Health**

The trite saying ‘Health is Wealth’ explains the importance of health. The health results in high rate of absenteeism and turnover, industrial discontent and indispline, poor performance and low productivity and more accidents. On the country, the natural consequences of good health are reduction in the rate of absenteeism and turnover, accidents and occupational disease. Beside, employee health also provides other benefits such as reduced spoilage, improved morale of employee, increased productivity of employee and also longer working period of an employee, which of course, cannot be easily measured.

In long and short, employee health is important because it helps:

* Maintain and improvement the employee performance both quantitatively and qualitatively.
* Reduced employee absenteeism and turnover.
* Minimize industrial unrest and indiscipline.
* Improve employee morale and motivation.

Occupational health services should be established in or near a place of employment for the purpose of:-

1) Protecting the workers against any health hazard arising out of work or Conditions in which it is carried on

2) Contributing towards worker’s physical and mental adjustment and

3) Contributing to establishment and maintenance of the highest possible degree of Physical and mental well-being.

**b. OCCUPATIONAL HAZARDS AND DISEASES:**

Employee in certain industries are exposed to retain hazards and disease. Occupational hazards classified into following categories:

1) Chemical hazard

**Occupational Diseases:**

Working condition prevalent in industries causes occupational diseases.

Protection against Hazards:

1) Preventive Measures

The preventive measures to protect employee against occupational health hazards

May include:

* Pre-employment medical examination.
* Periodic post employment medical examination.
* Removal of hazardous condition the extent possible
* Emergency treatment in case of accidents.
* Education of workers in health and hygiene.
* Training in first-aid to workers.
* Proper factory layout and illumination.
* Proper effluent disposal treatment plants.
* Proper scheduling of the work and adequate rest.

**Curative Measures :**

* The curative measures include the following:
* Adequate and timely medical treatment
* Allowing the employee adequate period of convalescing and recuperating.
* Availing the needed best medical treatment facilities from outside hospitals.

**C. Statutory provisions concerning health**

The factories Act.1948 insist that the following provisions must be made in Industrial establishment for safeguarding employee-health:

1) Cleanliness

2) Disposal of wastes and Effluents

3) Ventilation and temperature

4) Dust and fumes

5) Lighting

6) Drinking water

**Safety.**

**a. Accidents**

The ever increasing mechanization, electrification. Chemicalisation and sophistication have made industrial jobs more and more complex and interacts. This has led to increasing dangers to human life in industries through accidents and injuries.

**What is safety?**

A safety man’s in a simple terms freedom from the occurrence or risk of injury or loss. Industrial safety or employee safety to the protection of workers from the industrial accidents.

**What is an accident?**

An accident is an unplanned and uncontrolled event in which an action or reaction of an object, a substance, a, person result in personal injury or material damage.

According to the factories Act 1948, it is “an occurrence in industrial establishment causing bodily injury to a person which makes him unfit to resume his duties in the next 48 hours”.

**C. Causes for industrial accidents:**

Unsafe conditions (or situational factors) :

Job itself:

work schedules :

Psychological conditions:

Machinery and equipment

**Unsafe Acts (or individual Factors) :**

* Operating without authority
* Failure to use safety devices
* Careless throwing of materials on floor
* Operating at unsafe speed
* Using unsafe equipment

**Theoretical background**

* Removing or disconnecting safety devices
* Lifting things improperly
* Taking unsafe positions under suspended loads
* Using unsafe procedure in loading and unloading
* Cleaning, oiling, repairing or adjusting moving machines
* Teasing, quarreling, day-dreaming or horseplay.
* Personality and behavior, which make some, people more accident prone

**c. Miscellaneous causes:**

young untrained and inexperienced workers cause more accidents than old, trained and experienced workers. Alcoholic and Drug addicted workers are more accident-prone. Workers having disturbed family life are likely to cause more accidents due to stress.

**d. Need of Safety:**

An accident free plant enjoys benefits such as substantial savings in costs, increased . Productivity, moral and legal grounds.

**1cost savin**

**a. Direct costs**

Direct cost are such as compensation payable, medical expenses incurred. If the victim is uninsured, compensation and medical expenses are the responsibility of management.

**b. Indirect costs**

Indirect costs include loss on account of downtime of operators, slowed production rate of other workers, materials spoiled and labor for cleaning and damages to equipment.

A safety plant, by avoiding accidents eliminates these direct and indirect costs

**2. Increased productivity**

Safety plants are efficient plants. To a large extent, safety promotes productivity. Employees in safe plants can devote more time to improving the quality and quantity of output and spend less time worrying about their safety and well being.

**3. Moral**

Safety is important on human rounds too. An employee is a worker in the factory and the breadwinner for his/her family. So, mangers must undertake accident prevention measures to minimize the pain and suffering the injured worker and his/her family are exposed to as a result of accident.

**4. Legal**

The maintenance of safety in the factory premises is a legal requirement for the industry. There are laws and acts for ensuring safety measures in the factory and imposing penalties for non-compliance have become quite server. The responsibility extends to the safety and health of the surrounding community, too.

Finally, financial losses, which accompany accidents, can be avoided if the plant is accident free.

**e. Responsibility of safety**

Safety is primarily the responsibility of the management. This responsibility should rest on the shoulders on the all cadres of management, such as plant manger, production manger, chief engineer, personal manger, maintenance engineer, individual foreman, safety officer.

**f. Measures ensure industrial safety**

The main steps that can be taken to ensure safety and security of employees are as follows:

**1. Safety Programmed**

Safety Programmed deals with the prevention of accidents and with minimizing the resulting loss and damage to persons and property. The most important function of safety programmed is to identify potential hazards, provide effective safety facilities and equipment and to take prompt remedial action. This is possible only if there are:

1. Comprehensive and effective system for reporting all accidents causing damage or injury.

2. Adequate accident records and statistics.

3. Systematic procedures for carrying out safety checks, inspections and investigations.

4. Methods of ensuring that safety equipment is maintained and used.

5. Proper means available for persuading mangers, supervisors and workers to pay more attention to safety matters.

**2. Safety Policy**

The top management should determine the safety policies of the organization and it must be continuously involved in monitoring safety performance and in ensuring that corrective action is taken when necessary.

**3. Organization for Safety**

A safety director and a safety committee be set up by an organization. The management and the supervision must be made fully accountable for safety performance in the working areas they control.

**4. Safety Engineering**

Safety engineering helps to minimize unsafe conditions. Full attention should be paid to safety in the layout, design and installation of plant and machinery.

**5. Safety Education and Training**

Safety education and training develop awareness among employees and ensure safe work performance by developing their skills.

**6. Safety Contests**

Companies may encourage safety competitions among their departments with a view to bringing about reduction in number of accident

**Role of Management and Unions**

The problem of safety must begin with the management should believe in, and have a commitment to safety rules. The mere consultation of a safety committee or the appointment of a safety officer servers no great purpose. Nor is it enough merely to show concerns for safety after an emergency. The management must view safety as an integral part of the management process.

**Role of Government**

The Government of India established the factory Advice Service and Labor Institute, Mumbai. The institute renders advice on safety matters and enforces safety laws. A ‘National Program for Coordinated Action Plan’ for control of hazards and protection of health and safety of workers in dangerous manufacturing process has been launched. The National safety Council was set up in 1966 to promote safety consciousness, to prevent accidents and to conduct safety programmed.

**g. Safety Program Evaluation**

The effectiveness of safety program must have to be evaluated. There are sveral methods to evaluate the safety program.

The techniques used are as follows:-

**1. Safety Inspections:**

In this, inspectors are given specific to follow. These may include programmed elements such as formation of safety committees, how often they meet. After inspection, a report of the findings is made to the management con

**2. Safety Audit:**

Audit is an in-depth analysis of facilities, management and employee attitude towards safety, managerial effectiveness in maintaining safety and quality of the safety planning as well as the operations conformity with safety regulations.

**3. Comparison**

This is the third method of evaluating the company’s safety efforts. The purpose here is to compare the experience of a plant or industry with that of another which is comparable. It is well known that some operations have consistently better frequency (or service) rates, often in spite of inherently high operating hazards.

**CHAPTER – 3**

**3.1 INDUSTRY PROFILE**

**INTRODUCTION**

India’s annual production of automobiles in FY22 was 22.93 million vehicles.

The two wheelers segment dominates the market in terms of volume owing to a growing middle class and a huge percentage of India’s population being young. Moreover, the growing interest of companies in exploring the rural markets further aided the growth of the sector.

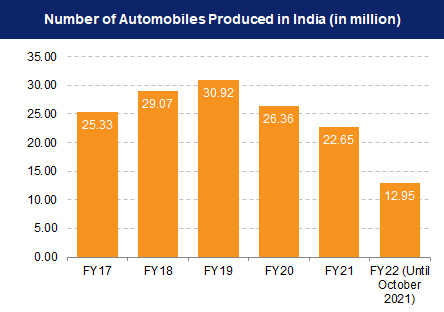
India is also a prominent auto exporter and has strong export growth expectations for the near future. In addition, several initiatives by the Government of India and major automobile players in the Indian market are expected to make India one of the leaders in the two wheeler and four wheeler market in the world by 2022.

**MARKET SIZE**

The India passenger car market was valued at US$ 32.70 billion in 2021, and it is expected to reach a value of US$ 54.84 billion by 2027, while registering a CAGR of over 9% between 2022-27.

The electric vehicle (EV) market is estimated to reach Rs. 50,000 crore (US$ 7.09 billion) in India by 2025.

According to NITI Aayog and the Rocky Mountain Institute (RMI), India's EV finance industry is likely to reach Rs. 3.7 lakh crore (US$ 50 billion) by 2030. A report by the India Energy Storage Alliance estimated that the EV market in India is likely to increase at a CAGR of 36% until 2026. In addition, projection for the EV battery market is expected to expand at a CAGR of 30% during the same period.

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**INVESTMENTS**

To keep up with the growing demand, several auto makers have started investing heavily in various segments of the industry during the last few months. The industry attracted Foreign Direct Investment equity inflow (FDI) worth US$ 32.84 billion between April 2000-March 2022, accounting for 6% of the total equity FDI during the period.

Some of the recent/planned investments and developments in the automobile sector in India are as follows:

* In April 2022, Tata Motors announced plans to invest Rs. 24,000 crore (US$ 3.08 billion) in its passenger vehicle business over the next five years.
* In March 2022, MG Motors, owned by China's SAIC Motor Corp, announced plans to raise US$ 350-500 million in private equity in India to fund its future needs, including EV expansion.
* In February 2022, a memorandum of understanding (MoU) was signed between electric two-wheeler company Ather Energy and Electric Supply Companies (ESCOMs) of Karnataka for setting up 1,000 fast charging stations across the state.
* In February 2022, Tata Power and Apollo Tyres Ltd announced a strategic partnership for the establishment of 150 public charging stations across India.
* Two-wheeler EV maker HOP Electric Mobility, a diversified business venture of Rays Power Infra, is looking at investing Rs. 100 crore (US$ 13.24 million) over the next two years to expand manufacturing capacity for its EVs.
* In December 2021, TVS Motor Company and BMW Motorrad, announced a partnership in the two-wheeler EV space, with plans to release their first electric two-wheeler within the next two years.
* In December 2021, Hyundai announced plans to invest Rs, 4,000 crores (US$ 530.25 million) in R&D in India, with the goal of launching six EVs by 2028.
* In November 2021, Indian Oil Corporation (IOC) and two other public sector oil firms announced that they will install 22,000 EV charging stations in India over the next 3–5 years.
* In November 2021, Skoda Auto announced plans to locally manufacture electric cars in India. However, the firm may bring its first EV, the Enyaq, through the CBU route, before committing to local manufacturing.
* In November 2021, Hero Motor (HMC), the parent company of Hero Cycles, entered a joint venture partnership with Yamaha, a Japanese two-wheeler major, to make electric motors for e-bicycles for the global market.
* In October 2021, Tata Motors announced that private equity group TPG along with ADQ of Abu Dhabi has agreed to invest Rs. 7,500 crore (US$ 1 billion) in its EV division.
* A cumulative investment of Rs. 12.5 trillion (US$ 180 billion) in vehicle production and charging infrastructure would be required until 2030 to meet India’s EV ambitions.

**GOVERNMENT INITIATIVES**

The Government of India encourages foreign investment in the automobile sector and has allowed 100% FDI under the automatic route.

Some of the recent initiatives taken by the Government of India are:

* In February 2022, Mr. Nitin Gadkari, Minister of Road Transport and Highways, revealed plans to roll out Bharat NCAP, India’s own vehicle safety assessment program.
* In February 2022, 20 carmakers, including Tata Motors Ltd, Suzuki Motor Gujarat, Mahindra and Mahindra, Hyundai and Kia India Pvt. Ltd, were chosen to receive production-linked incentives (PLI) as part of the government's plan to increase local vehicle manufacturing and attract new investment. The 20 automobile companies have proposed a total investment of around Rs. 45,000 crore (US$ 5.95 billion).
* In the Union Budget 2022-23, the government laid out the following initiatives:
  + The government introduced a battery-swapping policy, which will allow drained batteries to be swapped with charged ones at designated charging stations, thus making EV’s more viable for potential customers.
  + India’s National Highways would be expanded by 25,000 km in 2022-23 under the Prime Minister’s Gati Shakti Plan.
* In November 2021, the Union Government added >100 advanced technologies, including alternate fuel systems such as compressed natural gas (CNG), Bharat Stage VI compliant flex fuel engines, electronic control units (ECU) for safety, advanced driver assist systems and e-quadricycles, under the PLI scheme for automobiles.
* In September 2021, Minister of Road Transport and Highways, Mr. Nitin Gadkari, announced that government is planning to make it mandatory for car manufacturers to produce flex-fuel engines after getting the required permissions from the Supreme Court of India.
* In September 2021, the Indian government issued notification regarding a PLI scheme for automobile and auto components worth Rs. 25,938 crore (US$ 3.49 billion). This scheme is expected to bring investments of over Rs. 42,500 (US$ 5.74 billion) by 2026, and create 7.5 lakh jobs in India.
* In August 2021, Prime Minister Mr. Narendra Modi launched the Vehicle Scrappage Policy, which aims to phase out old polluting vehicles in an environmentally-safe manner.
* The Indian government has planned US$ 3.5 billion in incentives over a five-year period until 2026 under a revamped scheme to encourage production and export of clean technology vehicles.
* As of June 2021, Rs. 871 crore (US$ 117 million) has been spent under the FAME-II scheme, 87,659 electric vehicles have been supported through incentives, and 6,265 electric buses have been sanctioned for various state/city transportation undertakings.
* In May 2021, the Central Government approved a PLI scheme for manufacturing Advanced Chemistry Cells (ACC) with a budget of Rs. 18,100 crores (US$ 2.33 billion). In March 2022, four firms, namely Reliance New Energy Solar Limited, Ola Electric Mobility Private Limited, Hyundai Global Motors Company Limited and Rajesh Exports Limited, were elected to receive the incentives.

**ACHIEVEMENTS**

Following are the achievements of the Indian automotive sector:

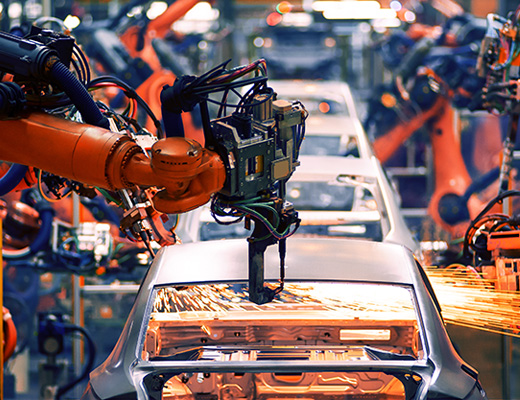
* India enjoys a strong position in the global heavy vehicles market as it is the largest tractor producer, second-largest bus manufacturer, and third-largest heavy trucks manufacturer in the world.
* In September 2021, the Power Grid Corporation of India Limited (POWERGRID) laid the foundation stone of the first EV charging station in Meghalaya at its office complex at Lapalang, Shillong.
* In July 2021, India inaugurated the NATRAX, which is Asia’s longest high-speed track and the fifth-largest in the world.
* Investment flow into EV start-ups in 2021 touched an all-time high, increasing nearly 255% to reach Rs. 3,307 crore (US$ 444 million).
* EV startups that attracted the maximum funding in 2021 were Ola Electric (US$ 253 million), Blusmart (US$ 25 million), Simple Energy (US$ 21 million), Revolt (US$ 20 million) and Detel (US$ 20 million).
* Under NATRiP, following testing and research centres have been established in the country since 2015.
  + International Centre for Automotive Technology (ICAT), Manesar
  + National Institute for Automotive Inspection, Maintenance & Training (NIAIMT), Silchar
  + National Automotive Testing Tracks (NATRAX), Indore
  + Automotive Research Association of India (ARAI), Pune
  + Global Automotive Research Centre (GARC), Chennai
* SAMARTH Udyog - Industry 4.0 centres: ‘Demo cum experience’ centres are being set up in the country for promoting smart and advanced manufacturing to help SMEs to implement Industry 4.0 (automation and data exchange in manufacturing technology).

**ROAD AHEAD**

The automobile industry is dependent on various factors such as availability of skilled labour at low cost, robust R&D centres, and low-cost steel production. The industry also provides great opportunities for investment, and direct and indirect employment to skilled and unskilled labour.

Indian automotive industry (including component manufacturing) is expected to reach Rs. 16.16-18.18 trillion (US$ 251.4-282.8 billion) by 2026.

The Indian auto industry is expected to record strong growth in 2022-23, post recovering from effects of COVID-19 pandemic. Electric vehicles, especially two-wheelers, are likely to witness positive sales in 2022-23.

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**3.2 COMPANY PROFILE**

Tata Motors Limited is an Indian [multinational](https://en.wikipedia.org/wiki/Multinational_corporation) [automotive](https://en.wikipedia.org/wiki/Automotive_industry) manufacturing company, headquartered in the city of [Mumbai](https://en.wikipedia.org/wiki/Mumbai), India which is part of [Tata Group](https://en.wikipedia.org/wiki/Tata_Group). The company produces [passenger cars](https://en.wikipedia.org/wiki/Passenger_cars), [trucks](https://en.wikipedia.org/wiki/Trucks), [vans](https://en.wikipedia.org/wiki/Van), [coaches](https://en.wikipedia.org/wiki/Coach_(bus)), [buses](https://en.wikipedia.org/wiki/Buses), [luxury cars](https://en.wikipedia.org/wiki/Luxury_cars), [sports cars](https://en.wikipedia.org/wiki/Sports_cars), [construction equipment](https://en.wikipedia.org/wiki/Construction_equipment).

Formerly known as Tata Engineering and Locomotive Company (TELCO), the company was founded in 1945 as a manufacturer of [locomotives](https://en.wikipedia.org/wiki/Locomotives). The company manufactured its first commercial vehicle in 1954 in a collaboration with [Daimler-Benz](https://en.wikipedia.org/wiki/Daimler-Benz) AG, which ended in 1969. Tata Motors entered the passenger vehicle market in 1988 with the launch of the [TataMobile](https://en.wikipedia.org/wiki/Tata_Telcoline" \o "Tata Telcoline) followed by the [Tata Sierra](https://en.wikipedia.org/wiki/Tata_Sierra) in 1991, becoming the first Indian manufacturer to achieve the capability of developing a competitive indigenous automobile. In 1998, Tata launched the first fully indigenous Indian passenger car, the [Indica](https://en.wikipedia.org/wiki/Tata_Indica" \o "Tata Indica), and in 2008 launched the [Tata Nano](https://en.wikipedia.org/wiki/Tata_Nano), the world's most affordable car. Tata Motors acquired the South Korean truck manufacturer [Daewoo Commercial Vehicles Company](https://en.wikipedia.org/wiki/Daewoo_Commercial_Vehicles_Company) in 2004. Tata Motors has been the parent company of [Jaguar Land Rover](https://en.wikipedia.org/wiki/Jaguar_Land_Rover) since the company established it for the acquisition of [Jaguar Cars](https://en.wikipedia.org/wiki/Jaguar_Cars) and [Land Rover](https://en.wikipedia.org/wiki/Land_Rover) from [Ford](https://en.wikipedia.org/wiki/Ford_Motor_Company) in 2008.

Tata Motors' principal subsidiaries include British premium car maker [Jaguar Land Rover](https://en.wikipedia.org/wiki/Jaguar_Land_Rover) (the maker of Jaguar and Land Rover cars) and the South Korean commercial vehicle manufacturer [Tata Daewoo](https://en.wikipedia.org/wiki/Tata_Daewoo). Tata Motors has a construction-equipment manufacturing joint venture with [Hitachi](https://en.wikipedia.org/wiki/Hitachi) ([Tata Hitachi Construction Machinery](https://en.wikipedia.org/wiki/Tata_Hitachi_Construction_Machinery)), and a joint venture with [Stellantis](https://en.wikipedia.org/wiki/Stellantis" \o "Stellantis) which manufactures automotive components and Fiat Chrysler and Tata branded vehicles. On Oct 12, 2021 private equity firm TPG invested $1 billion in Tata Motors' electric vehicle subsidiary.

Tata Motors has auto manufacturing and vehicle plants in [Jamshedpur](https://en.wikipedia.org/wiki/Jamshedpur), [Pantnagar](https://en.wikipedia.org/wiki/Pantnagar" \o "Pantnagar), [Lucknow](https://en.wikipedia.org/wiki/Lucknow" \o "Lucknow), [Sanand](https://en.wikipedia.org/wiki/Sanand_Plant_(Tata_Motors)" \o "Sanand Plant (Tata Motors)), [Dharwad](https://en.wikipedia.org/wiki/Dharwad" \o "Dharwad), and [Pune](https://en.wikipedia.org/wiki/Pune" \o "Pune) in India, as well as in Argentina, South Africa, the United Kingdom, and Thailand. It has research and development centres in Pune, Jamshedpur, Lucknow, and Dharwad, India and South Korea, the United Kingdom, and Spain. Tata Motors is listed on the [BSE](https://en.wikipedia.org/wiki/Bombay_Stock_Exchange) (Bombay Stock Exchange), where it is a constituent of the [BSE SENSEX](https://en.wikipedia.org/wiki/BSE_SENSEX) index, the [National Stock Exchange of India](https://en.wikipedia.org/wiki/National_Stock_Exchange_of_India), and the [New York Stock Exchange](https://en.wikipedia.org/wiki/New_York_Stock_Exchange). The company is ranked 265th on the [*Fortune Global 500*](https://en.wikipedia.org/wiki/Fortune_Global_500) list of the world's biggest corporations as of 2019.[[7]](https://en.wikipedia.org/wiki/Tata_Motors#cite_note-7)

On 17 January 2017, [Natarajan Chandrasekaran](https://en.wikipedia.org/wiki/Natarajan_Chandrasekaran" \o "Natarajan Chandrasekaran) was appointed chairman of the company [Tata Group](https://en.wikipedia.org/wiki/Tata_Group). Tata Motors increased its [UV](https://en.wikipedia.org/wiki/Utility_vehicle) [market share](https://en.wikipedia.org/wiki/Market_share) to over 8% in FY2019.

[](https://en.wikipedia.org/wiki/File:Tata_sier.jpg)

[Tata Sierra](https://en.wikipedia.org/wiki/Tata_Sierra) (1991-2000)

[](https://en.wikipedia.org/wiki/File:Tata_Sumo_EX_2.0_TDi_4x4_2001_(15260028476).jpg)

[Tata Sumo](https://en.wikipedia.org/wiki/Tata_Sumo) (1994–2019)

Tata Motors was founded in 1945, as a [locomotive](https://en.wikipedia.org/wiki/Locomotive) manufacturer. [Tata Group](https://en.wikipedia.org/wiki/Tata_Group) entered the commercial vehicle sector in 1954 after forming a [joint venture](https://en.wikipedia.org/wiki/Joint_venture) with [Daimler-Benz](https://en.wikipedia.org/wiki/Daimler-Benz) of Germany. After years of dominating the [commercial vehicle](https://en.wikipedia.org/wiki/Commercial_vehicle) market in India, Tata Motors entered the passenger vehicle market in 1991 by launching the [Tata Sierra](https://en.wikipedia.org/wiki/Tata_Sierra), a sport utility vehicle based on the [Tata Mobile](https://en.wikipedia.org/wiki/Tata_Telcoline) platform. Tata subsequently launched the [Tata Estate](https://en.wikipedia.org/wiki/Tata_Estate) (1992; a [station wagon](https://en.wikipedia.org/wiki/Station_wagon) design based on the earlier Tata Mobile), the [Tata Sumo](https://en.wikipedia.org/wiki/Tata_Sumo) (1994, a 5-door SUV) and the [Tata Safari](https://en.wikipedia.org/wiki/Tata_Safari) (1998).

[](https://en.wikipedia.org/wiki/File:Tata_Indica_DLX_front.jpg)

[Tata Indica](https://en.wikipedia.org/wiki/Tata_Indica) (first generation)

Tata launched the Indica in 1998, a fully indigenous Indian passenger car tailor-made to suit Indian consumer needs though styled by I.D.E.A, Italy. Although initially criticised by auto analysts, its excellent fuel economy, powerful engine, and an aggressive marketing strategy made it one of the best-selling cars in the history of the Indian automobile industries. A newer version of the car, named Indica V2, was a major improvement over the previous version and quickly became a mass favourite. Tata Motors also successfully exported large numbers of the car to South Africa. The success of the Indica played a key role in the growth of Tata Motors.

In 2004, Tata Motors acquired [Daewoo](https://en.wikipedia.org/wiki/Daewoo)'s South Korea-based truck manufacturing unit, Daewoo Commercial Vehicles Company, later renamed Tata Daewoo.

On 27 September 2004, [Ratan Tata](https://en.wikipedia.org/wiki/Ratan_Tata" \o "Ratan Tata), the Chairman of Tata Motors, rang the opening bell at the [New York Stock Exchange](https://en.wikipedia.org/wiki/New_York_Stock_Exchange) to mark the listing of Tata Motors.

In 2005, Tata Motors acquired a 21% controlling stake in the Spanish bus and coach manufacturer [Hispano Carrocera](https://en.wikipedia.org/wiki/Hispano_Carrocera). Tata Motors continued its market area expansion through the introduction of new products such as buses (Starbus and Globus, jointly developed with subsidiary Hispano Carrocera) and trucks (Novus, jointly developed with subsidiary Tata Daewoo).

In 2006, Tata formed a joint venture with the Brazil-based Marcopolo, [Tata Marcopolo Bus](https://en.wikipedia.org/wiki/Tata_Marcopolo_Bus), to manufacture fully built buses and coaches.

[](https://en.wikipedia.org/wiki/File:2014-03-04_Geneva_Motor_Show_1414.JPG)

[Tata Bolt](https://en.wikipedia.org/wiki/Tata_Bolt)

In 2008, Tata Motors acquired the English car maker Jaguar Land Rover, manufacturer of the Jaguar and Land Rover from Ford Motor Company.

In May 2009, Tata unveiled the Tata World Truck range jointly developed with Tata Daewoo; the range went on sale in South Korea, South Africa, the [SAARC](https://en.wikipedia.org/wiki/South_Asian_Association_for_Regional_Cooperation) countries, and the Middle East at the end of 2009.

Tata acquired full ownership of Hispano Carrocera in 2009.

In 2009, its Lucknow plant was awarded the "Best of All" [Rajiv Gandhi National Quality Award](https://en.wikipedia.org/wiki/Rajiv_Gandhi_National_Quality_Award).

In 2010, Tata Motors acquired an 80% stake in the Italian design and engineering company Trilix for €1.85 million. The acquisition formed part of the company's plan to enhance its styling and design capabilities.

In 2012, Tata Motors announced it would invest around ₹6 billion in the development of Futuristic Infantry Combat Vehicles in collaboration with [DRDO](https://en.wikipedia.org/wiki/Defence_Research_and_Development_Organisation).

In 2013, Tata Motors announced it will sell in India, the first vehicle in the world to run on compressed air (engines designed by the French company [MDI](https://en.wikipedia.org/wiki/Motor_Development_International)) and dubbed "Mini CAT".

In 2014, Tata Motors introduced first Truck Racing championship in India "T1 Prima Truck Racing Championship".

On 26 January 2014, the Managing Director [Karl Slym](https://en.wikipedia.org/wiki/Karl_Slym) was found dead. He fell from the 22nd floor to the fourth floor of the Shangri-La Hotel in Bangkok, where he was to attend a meeting of Tata Motors Thailand.

On 2 November 2015, Tata Motors announced [Lionel Messi](https://en.wikipedia.org/wiki/Lionel_Messi) as global brand ambassador at [New Delhi](https://en.wikipedia.org/wiki/New_Delhi), to promote and endorse passenger vehicles globally.

On 27 December 2016, Tata Motors announced the [Bollywood](https://en.wikipedia.org/wiki/Bollywood" \o "Bollywood) actor [Akshay Kumar](https://en.wikipedia.org/wiki/Akshay_Kumar" \o "Akshay Kumar) as [brand ambassador](https://en.wikipedia.org/wiki/Brand_ambassador) for its commercial vehicles range.

On 8 March 2017, Tata Motors announced that it has signed a memorandum of understanding with [Volkswagen](https://en.wikipedia.org/wiki/Volkswagen) to develop vehicles for India's domestic market.

On 3 May 2018, Tata Motors announced that it sold its [aerospace](https://en.wikipedia.org/wiki/Aerospace) and defence business to another Tata Group Entity, [Tata Advanced Systems](https://en.wikipedia.org/wiki/Tata_Advanced_Systems), to unlock their full potential.

On 29 April 2019, Tata Motors announced a partnership with [Nirma University](https://en.wikipedia.org/wiki/Nirma_University" \o "Nirma University) in [Ahmedabad](https://en.wikipedia.org/wiki/Ahmedabad" \o "Ahmedabad) to provide a [B.Tech.](https://en.wikipedia.org/wiki/B.Tech.) degree programme for employees of its Sanand plant.

On 24 March 2020, Tata Motors Ltd announced that it would spin off its passenger vehicles arm as a separate unit within the company.

On 5 March 2021, Tata Motors' shareholders approved hiving off its passenger vehicles business into a separate entity.

In August 2021, as a complimentary reward for Indian olympians who finished closed fourth in [Tokyo Olympics](https://en.wikipedia.org/wiki/Tokyo_Olympics_2020) 2021 and missed the place for Bronze, the company planned to recognise the efforts by gifting Altroz hatchback.

On 23 August 2021 Tata Motors announced it will launch its mini SUV Punch in the ongoing festive season.

On 30 May 2022 Tata Motors announced that it has signed an agreement to acquire a [Ford India](https://en.wikipedia.org/wiki/Ford_India) manufacturing plant in [Sanand](https://en.wikipedia.org/wiki/Sanand" \o "Sanand), [Gujarat](https://en.wikipedia.org/wiki/Gujarat). Tata Motors agreed to pay 7.26bn rupees ($91.5m) for the manufacturing plant.

**Operations**

Tata Motors has vehicle assembly operations in India, the United Kingdom, South Korea, Thailand, Spain, and South Africa. It plans to establish plants in Turkey, Indonesia, and Eastern Europe.

**Tata Motors Cars**

[Tata Motors Cars](https://en.wikipedia.org/wiki/Tata_Motors_Cars) is a division of Tata Motors which produces passenger cars under the Tata Motors marque. Tata Motors is among the top four passenger vehicle brands in India with products in the compact, midsize car, and utility vehicle segments. The company's manufacturing base in India is spread across [Jamshedpur](https://en.wikipedia.org/wiki/Jamshedpur) ([Jharkhand](https://en.wikipedia.org/wiki/Jharkhand)), Pune (Maharashtra), Lucknow (Uttar Pradesh), Pantnagar (Uttarakhand), Dharwad (Karnataka) and Sanand (Gujarat). Tata's dealership, sales, service, and spare parts network comprises over 3,500 touch points. Tata Motors has more than 250 dealerships in more than 195 cities across 27 [states](https://en.wikipedia.org/wiki/States_of_India) and four [Union Territories](https://en.wikipedia.org/wiki/Union_Territory) of India. It has the third-largest sales and service network after [Maruti Suzuki](https://en.wikipedia.org/wiki/Maruti_Suzuki" \o "Maruti Suzuki) and [Hyundai](https://en.wikipedia.org/wiki/Hyundai_Motor_India_Limited).

**Tata LPT Trucks made at overseas plants**

Tata also has franchisee/joint venture assembly operations in Kenya, Bangladesh, Ukraine, Russia, and Senegal. Tata has dealerships in 26 countries across 4 continents. Tata is present in many countries, it has managed to create a large consumer base in the [Indian subcontinent](https://en.wikipedia.org/wiki/Indian_subcontinent), namely India, Bangladesh, Bhutan, [Sri Lanka](http://www.tatamotors.lk/) and Nepal. Tata is also present in Italy, Spain, Poland, Romania, Turkey, [Chile](https://en.wikipedia.org/wiki/Chile), South Africa, Oman, Kuwait, Qatar, Saudi Arabia, United Arab Emirates, Bahrain, Iraq, Syria and Australia.

**Our focus** on connecting aspirations and our pipeline of tech-enabled products keeps us at the forefront of the market. We have identified six key mobility drivers that will lead us into the future – modular architecture, complexity reduction in manufacturing, connected & autonomous vehicles, clean drivelines, shared mobility, and low total cost of ownership. Our sub-brand TAMO is an incubating centre of innovation that will spark new mobility solutions through new technologies, business models and partnerships.

**Our mission** - across our globally dispersed organisation – is to be passionate in anticipating and providing the best vehicles and experiences that excite our global customers.

**CHAPTER – 4**

**RESEARCH METHODOLOGY**

**What is Research?**

The advanced learner’s dictionary of current English as “a careful investigation or inquiry especially through search for new facts in any branch of knowledge”

**Research Methodology:**

The process used to collect information and data for the purpose of making decisions is called as Research Methodology.

**Types of Research Design:**

Research design have been classified by various authors in different types of research design have emerged on account of different perspective from which a research study can be viewed .In this project Descriptive Research design is used.

**Descriptive Research:**

Descriptive research provides data about population or universe being studied. But it can be only describe the “who, what, when, why, where, when and how” of a situation, not what caused. Therefore, descriptive research is used when the objective is to provide a systematic description that is as factual and accurate as possible.

**Sources of data collection:**

**1. Primary data-**

A survey method is used to collect the data through Questionnaire.

* Questionnaire:

A questionnaire is a schedule consisting of a number of coherent and formulated series of question related to the various aspects of the under study. In this method of question arranged in sequence is used to elicit response from the important.

**2. Secondary data-**

Through official website of Company, Books of Marketing Research, Some Research Papers and some other Websites.

**Tools used for data analysis:**

Graphical Method is used for the data analysis

**CHAPTER – 5**

**DATA ANALYSIS AND INTERPRETATION**

1. Employee age group

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Age group** | **No of respondents** | **% of Respondents** |
| **1** | Below 25 | 5 | 10 |
| **2** | 26-30 | 10 | 20 |
| **3** | 31-35 | 17 | 34 |
| **4** | 35&above | 18 | 36 |
|  | **Total** | 50 | 100 |

**Interpretation:**

From the above graph it is found that 36% of employees are of above the 35 years old.

Table 5.2: Gender

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Gender** | **No of respondents** | **% of Respondents** |
| **1** | Male | 43 | 86 |
| **2** | Female | 7 | 14 |
|  | **Total** | 50 | 100 |

**Interpretation:**

Data Analysis for gender is there 86% is male employee and 14% is female employees.

Table No: 5.3: Education

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Education** | **No of respondents** | **% of Respondents** |
| **1** | H.S.C | 5 | 10 |
| **2** | I.T.I | 16 | 32 |
| **3** | U.G | 19 | 38 |
| **4** | P.G | 10 | 20 |
|  | **Total** | 50 | 100 |

**Interpretation:**

Data Analysis for education is there HSC employee are 10%,ITI employee is 32% and UG employee is 38% and PG employee is 20%

Table No.5.4: Marital status

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Marital status** | **No of respondents** | **% of Respondents** |
| **1** | Married | 34 | 68 |
| **2** | Unmarried | 16 | 32 |
|  | **Total** | 50 | 100 |

**Interpretation:**

Data Analysis for Marital status are there major employee 68% are married and 32% are unmarried.

Table No.5.5:Experience

|  |  |  |  |
| --- | --- | --- | --- |
| **S.No** | **Experience** | **Experience of Respondents** | **% of Respondents** |
| **1** | Below 5 | 7 | 14 |
| **2** | 5-10 | 26 | 52 |
| **3** | 10-15 | 17 | 34 |
|  | **Total** | 50 | 100 |

**s**

**Interpretation:**

Data Analysis for Satisfaction with respect in the work experience in the organization .In this 52% are respecter to 5-10 years, 34% are respecter to 10-15 & 14% are respecter from below 5 years.

Are you satisfied with the washing facilities provided at work place?

Table No.5.6: washing facilities provided at work place

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **S.No** |  | **washing facilities provided at work place** | **No of respondents** | **% of respondents** |  |
| **1** |  | Not at all satisfied | 6 | 12 |  |
| **2** |  | Moderately Satisfied | 11 | 22 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 9 | 18 |  |
| **4** |  | Satisfied | 17 | 34 |  |
| **5** |  | Highly Satisfied | 7 | 14 |  |
|  |  | Total | 50 | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect washing facilities provided at work place shows that 12% respondents are not at all satisfied, 22% respondents are moderately satisfied, 18% are neither satisfied nor unsatisfied. It also analyzed that 34% respondents are satisfied & 14% are highly satisfied.

Question7. Are you satisfied with cleanliness & hygiene maintained at the washing facility?

Table No.5.7: Cleanliness & hygiene maintained at the washing facility

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Cleanliness & hygiene maintained at the washing facility** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 6 |  | 12 |  |
| **2** |  | Moderately Satisfied | 11 |  | 22 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 9 |  | 18 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 5 |  | 10 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Cleanliness & hygiene maintained at the washing facility provided at work place shows that 12% respondents are not at all satisfied, 22% respondents are moderately satisfied, 18% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 10% are highly satisfied.

Question8. Are you satisfied with cleanliness and hygiene conditions maintained at the drying facility?

Table No.5.8: Cleanliness and hygiene conditions maintained at the drying facility

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Cleanliness and hygiene conditions maintained at the drying facility** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 10 |  | 20 |  |
| **2** |  | Moderately Satisfied | 12 |  | 24 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 3 |  | 6 |  |
| **4** |  | Satisfied | 18 |  | 36 |  |
| **5** |  | Highly Satisfied | 7 |  | 14 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect cleanliness and hygiene conditions maintained at the drying facility provided at work place shows that 20% respondents are not at all satisfied, 24% respondents are moderately satisfied, 6% are neither satisfied nor unsatisfied. It also analyzed that 36% respondents are satisfied & 14% are highly satisfied.

Question9. Are you satisfied with the sitting facilities provided at work place?

Table No.5.9: Sitting facilities provided at work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** |  | **Sitting facilities provided at work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 3 |  | 6 |  |
| **2** |  | Moderately Satisfied | 11 |  | 22 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 22 |  | 44 |  |
| **5** |  | Highly Satisfied | 7 |  | 14 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect sitting facilities provided at work place shows that 6% respondents are not at all satisfied, 22% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 44% respondents are satisfied & 14% are highly satisfied.

Question10. Are you satisfied with the work of supervisor who takes care of the first-aid kits & checks the Quality of contents in it?

Table No.5.10: Work of supervisor who takes care of the first-aid kits & checks the Quality of contents

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Work of supervisor who takes care of the first-aid kits & checks the Quality of contents** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 0 |  | 0 |  |
| **2** |  | Moderately Satisfied | 6 |  | 12 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 4 |  | 8 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 21 |  | 42 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect work of supervisor who takes care of the first-aid kits & checks the Quality of contents in it provided at work place shows that 0% respondents are not at all satisfied, 12% respondents are moderately satisfied, and 8% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 42% are highly satisfied.

Question11. Are you satisfied with the First-Aid facilities are available in work place?

Table No.5.11: First-Aid facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** |  | **First-Aid facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 1 |  | 2 |  |
| **2** |  | Moderately Satisfied | 5 |  | 10 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 4 |  | 8 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 21 |  | 42 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect First-Aid facilities are available at work place shows that 2% respondents are not at all satisfied, 10% respondents are moderately satisfied,8% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 42% are highly satisfied.

Question12. Are you satisfied with the crèches facilities available in work place?

Table No.5.12: Crèches facilities available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** |  | **Crèches facilities available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 5 |  | 10 |  |
| **2** |  | Moderately Satisfied | 4 |  | 8 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 15 |  | 30 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Crèches facilities available work place shows that 10% respondents are not at all satisfied, 8% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 30% are highly satisfied.

Question13. Are you satisfied with the canteens facilities are available in work place?

Table No.5.13: Canteens facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No.** |  | **Canteens facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 5 |  | 10 |  |
| **2** |  | Moderately Satisfied | 6 |  | 12 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 20 |  | 40 |  |
| **5** |  | Highly Satisfied | 12 |  | 24 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Canteens facilities are available in work place shows that 10% respondents are not at all satisfied, 12% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 40% respondents are satisfied & 24% are highly satisfied.

Question14. Are you satisfied with the shelter s facilities are available in work place?

Table No.5.14: Shelter facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Shelter facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 5 |  | 10 |  |
| **2** |  | Moderately Satisfied | 5 |  | 10 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 10 |  | 20 |  |
| **4** |  | Satisfied | 19 |  | 38 |  |
| **5** |  | Highly Satisfied | 11 |  | 22 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Shelter facilities are available in work place shows that 10% respondents are not at all satisfied, 10% respondents are moderately satisfied,20% are neither satisfied nor unsatisfied. It also analyzed that 38% respondents are satisfied & 22% are highly satisfied.

Question15. Are you satisfied with the rest room facilities are available in work place?

Table No.5.15: Rest room facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Rest room facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 1 |  | 2 |  |
| **2** |  | Moderately Satisfied | 6 |  | 12 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 25 |  | 50 |  |
| **5** |  | Highly Satisfied | 11 |  | 22 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Rest room facilities are available in work place shows that 2% respondents are not at all satisfied, 12% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 50% respondents are satisfied & 22% are highly satisfied.

Question16. Are you satisfied with the lunch room facilities are available in work place?

Table No.5.16: Lunch room facilities are available in work place

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **S.No** |  | **Lunch room facilities are available in work place** | **No of respondents** |  | **% of respondents** |  |
| **1** |  | Not at all satisfied | 2 |  | 4 |  |
| **2** |  | Moderately Satisfied | 6 |  | 12 |  |
| **3** |  | Neither Satisfied nor Unsatisfied | 7 |  | 14 |  |
| **4** |  | Satisfied | 26 |  | 52 |  |
| **5** |  | Highly Satisfied | 9 |  | 18 |  |
|  |  | Total | 50 |  | 100 |  |

**Interpretation:**

Data Analysis for Satisfaction with respect Lunch room facilities are available in work place that 4% respondents are not at all satisfied, 12% respondents are moderately satisfied,14% are neither satisfied nor unsatisfied. It also analyzed that 52% respondents are satisfied & 18% are highly satisfied.

**CHAPTER – 6**

**6.1 FINDINGS**

The welfare facilities, which are organized by the management, are well known to the workers and all about the respondents are satisfied with the majority welfare facility expect the few mentioned below. But the only compliant is that transportation and canteen facility which is essential for them. I have pointed out the positive and negative points of the welfare facilities as follows:

* From the study it was found that 36% of employees are of above the 35 years old.
* It was found that 86% is male employees and 14% is female employees.
* From the study it was found that UG employees are 38% are educated.
* It was found that majority of employees 68% are married and 32% are unmarried employees.
* From the study it was found that 52% are respecter to 5-10 years, for satisfaction with respect in the work experience in the organization
* It was found that 34% employees are satisfied with respect of the washing facilities provided at work place.
* From the study it was found that majority of employees 38% are satisfied with respect cleanliness & hygiene maintained at the washing facilities provided at work place.
* It was found that 36% employees for the satisfied with respect cleanliness and hygiene conditions maintained at the drying facility provided at work place.
* It was found that 44% employees are satisfied with respect sitting facilities provided at work place.
* It was found that majority of 42% of the employees are highly satisfied with respect work of supervisor who takes care of the first-aid kits & checks the quality of contents in it provided at work place.
* It was found that 42% majority of employees are highly satisfied with the first-Aid facility are available at work place.
* From the study it was found that 38% majority of employees are satisfied with respect crèches facilities available at work place.
* From the study it was found that 40% of employees are satisfied with respect canteens facilities are available in work place.
* It was found that 38% majority of employees are satisfied with respect shelter facilities are available in work place.
* From the study it was found that 50% employees are satisfied with respect rest room facilities are available in work place.
* It was found that 52% majority of employees are satisfied with respect lunch room facilities are available in work place.

**6.2 SUGGESTIONS AND RECOMMENDATIONS**

* The researcher listed out the following suggestion after analyzing the main findings of this research study.
* Regarding canteen facility better quality of food, and adequate space, should be provided by the management. The canteen cleanliness must be maintained properly.
* In my opinion company should provide transportation facility to contract worker by taking the fare of the bus.
* Some workers complained about the rest room in the company is not so good it should be kept clean and comfortable in rest period.
* The management shall conduct regular meetings and allow the employees to participate in it. It will help to improve the employee employer relationship.

**6.3 CONCLUSION**

Human resource plays an important role in any organization, employees welfare facilities are concerns to this department, if the employee happy with welfare measures then only the productivity of that organization can be increased.

Based on the study of Employees Welfare Measures in TATA MOTORS Automotive, Anantapuramu it is clear that the company is very keen in the promoting all the welfare measures providing by TATA MOTORS Automotive, Anantapuramu.

The objective of this study is achieved in finding the satisfactory level and workers opinion towards the management attitude.

Employees are satisfied to medical checkup and HRA allowance. Really company will take care about all Employees and also contract base workers.

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