

A

**PROJECT REPORT
ON**

“GENERAL TRAINING”

UNDERTAKEN AT

AUTO POINT TVS



Duration of Training: -
20th April 2009 to 20th June 2009

SUBMITTED BY:
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S.Y.B.B.A (35)

GUIDED BY:
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Submitted to:
Maniba Institute of Business Management
Sabargam.

COLLEGE CERTIFICATE

This is to certify that the project entitled Summer Report Title **“GENERAL TRAINING”** under taken at TVS AUTO POINT. Submitted by **ANKUR PATEL** in partial fulfillment of the requirement of **VEER NARMAD SOUTH GUJARAJ UNIVERSITY, SURAT** in record of bonofide study work carried out by under my supervision.

The project or any part of it has not been previously submitted for any degree.

I/c Principal
Dr. Yogesh N Vansiya
Ambaba Commerce College & MIBM,
Sabargam

Date:
Place:

Auto Point TVS

Authorised Main Dealer - TVS Motor Company Limited



CERTIFICATE

This is to certify that **Mr. Ankur Patel** has successfully completed his

Industrial training at **AUTO POINT TVS** in 8 (Eight) weeks.

Industrial training as a part of theoretical & practical industrial training

In **AUTO POINT TVS** at surat, a project report is being prepared &

Submitted by **Mr. Ankur Patel** to **AUTO POINT TVS**.

During his training session, we found him sincere and hard working

We wish him good luck for future education

For, Auto Point TVS

A handwritten signature in black ink, appearing to read 'Pawandeep I ghura', written over a horizontal line.

Pawandeep I ghura

DECLARATION

I ANKUR PATEL here by undersign student of the MANIBA INSTITUTE OF BUSINESS MANAGEMENT at Surat. Undergo training from 20th April 2009 to 20th June 2009 and prepared report prepared report from assures that the information in this report is factual and reliable. The information in this report is gathered through direct or indirect observation. Any Student does not previously submit this to any institution or university for any purpose.

An for the first student of business administration prepares the project on Auto Point TVS sales and service a vehicles dealer, and I am very happy to be the first B.B.A student preparing the report on this company.

PLACE: -Parvat patiya, Surat

Date:-

Signature

ANKUR

PATEL

S.Y.B.B.A

ACKNOWLEDGEMENT

It is a fact that none of the human being in this world is 100% perfect and in order to gain some perfect ness in it self an individual surely needs a helping hand. The same was with me with respect to the project that I was undergoing during this session of 2 months. As I too was illiterate with this research topic that I selected for my research at the initial stages, I got acquainted with it slowly and steadily through efforts and surely from various intelligent and helpful personalities. I would like to extend my heartily thanks to all of them through this acknowledgement.

To start with, I would like to thanks to **Mr.Pavandeep .I. Ghura, Managing director** of AUTO POINT. Who have been source of constant inspiration and encouragement to me who have from to time offered valuable suggestions and ideas.

I would also like to thank to **Mr. Shiva bhai**, Assistant Sales Person, and all AUTO MOTORS staff members for their kind support and help.

I would like to my heartiest thanks to our respected director **Dr. J.G.PARMAR** and principle sir **Dr. Yogesh Vansiya** to provide me great opportunities to do researched based project.

I personally would like to thanks my training coordinator **Mr. Jindresh Parmar**, our faculty for assisting me throughout the project period, guiding me and assisting at various stages and thus sharing his valuable knowledge with me to enhance my knowledge and helping me in preparing a project.

I would also like to thanks all the faculty members. Who directly or indirectly help me to successfully complete my project. Lastly, I would like to thanks all of those who have helped to furnish this project successfully.

ANKUR PATEL
S.Y.B.B.A

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GENERAL INFORMATION

HISTORY OF TVS Group - 100 years young

The TVS group has always been inspired by a century long mission and vision of its own destiny. It is not just a business but a way of doing business, which sets TVS apart from others.

Back in 1911, to the founder of the company, the ordinary ambitions of a bus fleet operator or a vehicle servicing business would not suffice. Rather, he wanted to create an enduring business led by a family of like minded workers and managers united by a set of shared high principles.



Driven by this inspiration, the TVS group has today emerged as India's leading supplier of automotive components. Today the TVS Group is the largest automotive component manufacturer in India, with annual turnover of more than USD 4 billion.

The group has over 30 companies employing a work-force of 40,000 people.

Underlying the success of the group is its philosophy of commitment to the cherished values of promoting trust, value and customer service. This was the personal philosophy of the Group's Founder Shri T V Sundaram Iyengar,

and it remains the overarching code by which the Group functions. Market leadership and rewards of business have followed naturally.

The inspirational heritage

Although the letters TVS represent the initials of our founder, T V Sundaram Iyengar, to us within TVS they have always stood for Trust, Value and Service. The founder of the company embodied these values and set an example for all employees to emulate.

TVS believes that the success of any enterprise is built on the solid foundation of customer satisfaction.

Continuous innovation and close customer interaction have enabled TVS companies to stay ahead of competition. Quality at TVS determines not only the end product but the systems, processes and operations at all levels. The first four companies in India, which have won the coveted Deming Prize, are from the TVS group.

The business ranges across automobile component manufacturing, components distribution, manufacturing of powered two-wheelers, computer peripherals, financial services, contract manufacturing services and software development.

TVS Motor company Ltd (TVS Motor)- member of the TVS group is the largest company of the group in terms of size and turnover.

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. This distinction was achieved due to variety of reasons like restrictive policy followed by the Government of India towards the passenger car industry, rising demand for personal transport, inefficiency in the public transportation system etc.

The Indian two-wheeler industry made a small beginning in the early 50s when Automobile Products of India (API) started manufacturing scooters in the country. Until 1958, API and Enfield were the sole producers.

In 1948, Bajaj Auto began trading in imported Vespa scooters and three-wheelers. Finally, in 1960, it set up a shop to manufacture them in technical collaboration with Piaggio of Italy.

In the initial stages, the scooter segment was dominated by API, it was later overtaken by Bajaj Auto. Although various government and private enterprises entered the fray for scooters, the only new player that has lasted till today is LML.

Under the regulated regime, foreign companies were not allowed to operate in India. It was a complete seller market with the waiting period for getting a scooter from Bajaj Auto being as high as 12 years.

The motorcycles segment was no different, with only three manufacturers viz Enfield, Ideal Jawa and Escorts. While Enfield bullet was a four-stroke bike, Jawa and the Rajdoot were two-stroke bikes. The motorcycle segment was initially dominated by Enfield 350cc bikes and Escorts 175cc bike.

The two-wheeler market was opened to foreign competition in the mid-80s. And the then market leaders - Escorts and Enfield - were caught unaware by the onslaught of the 100cc bikes of the four Indo-Japanese joint ventures. With the availability of fuel efficient low power bikes, demand swelled, resulting in Hero Honda - then the only producer of four stroke bikes (100cc category), gaining a top slot.

The first Japanese motorcycles were introduced in the early eighties. TVS Suzuki and Hero Honda brought in the first two-stroke and four-stroke engine motorcycles respectively. These two players initially started with assembly of CKD kits, and later on progressed to indigenous manufacturing. In the 90s the major growth for motorcycle segment was brought in by Japanese motorcycles, which grew at a rate of nearly 25% CAGR in the last five years.

The industry had a smooth ride in the 50s, 60s and 70s when the Government prohibited new entries and strictly controlled capacity expansion. The industry saw a sudden growth in the 80s. The industry witnessed a steady growth of 14% leading to a peak volume of 1.9mn vehicle.

The entry of Kinetic Honda in mid-eighties with a variometric scooter helped in providing ease of use to the scooter owners. This helped in inducing youngsters and working women, towards buying scooters,

who were earlier inclined towards moped purchases. In the 90s, this trend was reversed with the introduction of scooterettes. In line with this, the scooter segment has consistently lost its part of the market share in the two-wheeler market.

In 1990, the entire automobile industry saw a drastic fall in demand. This resulted in a decline of 15% in 1991 and 8% in 1992, resulting in a production loss of 0.4mn vehicles. Barring Hero Honda, all the major producers suffered from recession in FY93 and FY94. Hero Honda showed a marginal decline in 1992.

The reasons for recession in the sector were the incessant rise in fuel prices, high input costs and reduced purchasing power due to significant rise in general price level and credit crunch in consumer financing. A factor like increased production in 1992, due to new entrants coupled with the recession in the industry resulted in companies either reporting losses or a fall in profits.

India is one of the very few countries manufacturing three-wheelers in the world. It is the world's largest manufacturer and seller of three-wheelers. Bajaj Auto commands a monopoly in the domestic market with a market share of above 80%, the rest is shared by Bajaj Tempo, Greaves Ltd and Scooters India.

The total number of registered two-wheelers and three-wheelers on road in India was 27.9mn and 1.7mn respectively. The two-wheeler population has almost doubled in 1996 from a base of 12.6mn.

In terms of two-wheeler vehicle population, Maharashtra stands first with a population of 2.96mn vehicles and Gujarat stands second with

2.64mn vehicles. Tamil Nadu is the third largest state with 2.45mn two-wheeler population.

In terms of three-wheeler vehicle population Maharashtra stands first with a population of 0.39mn and Gujarat in the second place with 0.22mn.

AUTO POINT TVS PROFILE

:

Name of the organization:

AUTO POINT TVS

Year of establishment:

4th November 2001

Place

AAI MATA CHOCK, MAHENDRA PARK SOCIETY,
PUNAKUMBHARIYA ROAD, SURAT

Authorized Main Dealer:

TVS Company Limited

Product Profile:

Sales and service

No of Employees:

Total: 18

COMPANY PROFILE

The tvs group was established in 1911 by shri T.V.Sundaram Lyenger. As one of india's largest industrial entities. It epiomizes Trust, Value and Services.

Today,there are over thirty companies in the tvs group, employing more than 40000 , people worldwideand with a turnover in excess of USD 2.2 billion.

It is the third largest two- wheelers manufacturer in india and among the top ten in the world.

History:

The year 1980 is one to be remembered for the indian two wheeler industry,with the roll out of tvs 50. india's frist two seater moped that ushered in an era of affordable personal transportation.

This companies is honoured with the hallmark of japanese quality the deming price for total quality management.

Future Focus:

In the future tvs motor company will be among the top two wheeler companies in india and one among the five 2 wheeler company in asia.

Milestones:

launched tvs vactor 4 stroke 110 cc motorcycle in august 2001.india's frist fully indigenously designed and manufautured motorcycle.
Launched tvs star in september 2004 and 100cc motorcycle which is ideal for rough terrain.
Launched tvs aoache in november 2005. it finally went on the bike of the year 2006. winning 6 prestigious awards.

Research and Design:

The tvs motor company research and design team have a strong pool of technical talent support by stste of developing new and innovative designs. Research and design engineer have published multiple technical paper in international conference on engine and vehicle technologies.

Information Technologies:

Tvs motor company has established an e-business system.which maximise company values and profits through e-transformation.

Social Responsibility:

Economics development
Health
Infrastructure development
Education and literacy

Network:

500 dealers
2500 customer touch points

Manufacturing Plants:

Mysour
Hosur
Near by Banglore

Head Office: Chennai

COMPITIORS PRODUCT IN INDIA

More 150 cc - 500 cc **Bikes** in India

[Bajaj Avenger](#)

[Bajaj Pulsar](#)

[Bajaj PulsarDTSi](#)

[Bajaj Pulsar DTS FI 220](#)

[Bullet Electra](#)

[Bullet 350](#)

[Hero Honda Achiever](#)

[Hero Honda Hunk](#)

[Hero Honda CBZ X-treme](#)

[Hero Honda Karizma](#)

[Honda Unicorn](#)

[Kinetic Comet](#)

[Thunderbird](#)

[TVS Apache RTR FI 160](#)

[TVS Fiero FX](#)

[TVS 180 RTR Menace](#)

[Yamaha R15](#)

New

TVS Motor Company – Mission

We are committed to being a highly profitable, socially responsible, and leading manufacturer of high value for money, environmentally friendly, lifetime personal transportation products under the TVS brand, for customers predominantly in Asian markets and to provide fulfillment and prosperity for employees, dealers and suppliers.

Vision Statement

TVS Motor - Driven by the customer

TVS Motor will be responsive to customer requirements consonant with its core competence and profitability. TVS Motor will provide total customer satisfaction by giving the customer the right product, at the right price, at the right time.

TVS Motor - The Industry Leader

TVS Motor will be one among the top two two-wheeler manufacturers in India and one among the top five two-wheeler manufacturers in Asia.

Data collection Method

PRODUCT LINE



PRODUCTS OF TVS AUTO POINT

The TVS AUTO POINT Has Produce So Many Product As Follow:

IN 2006 The TVS Launched **APACHE:**



IN JANUARY 2004 The TVS Launched The **CENTRA VTI**



In April 2000 The TVS Launched the FIERO FX:



In 2005 The TVS launched The FLAME



IN 1994 The TVS launched The SCOOTY



The **XL SUPER** : The TVS **XL Super** Launched



In 2005 The **TVS VICTOR** New **GLX** Launched



SEGMENTATION & BRAND

TVS APACHE

TVS Apache is a 150 cc bike from [TVS Motors](#). According to the findings of the 2006 Motorcycle Total Customer Satisfaction study, it has been ranked highest in the premium segment. The design highlights of the bike offer a more aerodynamic look with pointing down, arrow shaped headlamp and triangular front mudguard.

The 16-litre fuel tank gives Apache a heavy front look, much like Pulsar and Unicorn. The other build features of the bike include a dual cradle chassis, six-spoke, matt-black finished alloy wheels, aluminum die-cast sub-frames, rectangular-section swing arm for the rear wheel and a straight, low-set handle bar that offers the rider a lean-forward position while astride the bike.



Company	Stroke	Maximum Power	Displacement
TVS Motors Company	4 - Stroke	9.5 kw/ (13.5 bhp) @ 8500 rpm	147.5 cc

Colors Available

- **Classic Nero**
- **Fiery Rojo**
- **Pure Azul**
- **Burnished Argent**

- **Awards**

CNBC-TV18 Autocar Auto Awards 2006:	Bike of the Year
OVERDRIVE Awards 2006:	Bike of the Year
Business Standard Motoring Awards 2006:	Bike of the Year
BBC Top Gear:	Design of The Year 2006 – Two Wheelers

FIERO FX

[TVS Motors](#), India's leading auto company has launched TVS Fiero FX under its popular Fiero brand. This latest bike from the flagship company of TVS Group comes with dynamic looking body with lots of power packed features. At the heart of TVS Fiero lies the aggressive single cylinder, air-cooled, four-stroke 150cc engine that generates a peak power of 12 bhp at 7000 rpm and a maximum torque of 10.5 Nm at 6500 rpm. Loaded with CV Carburetor, hydraulic suspension system and longer wheelbase, Fiero proves its mettle on the front of performance with comfort of safe riding.



TVS Fiero Fx comes with number of attractive features that include new round headlamps, new turn signal lamps, round

mirrors and an all-new twin pod instrument cluster comprising the speedometer and trip tachometer.

PRICE OF PRODUCT

Out for sale, the all new TVS Fiero Fx is having a price tag of Rs. 45,000-50,000 and available in four sparkling colors.

Company Name	Segment	Displacement	Maximum Power
TVS Motors Company	150 cc	147.5	12 bhp (8.95 kW) @ 7000 rpm

Striking Features of TVS Fiero Fx

- The proven 150cc, 12 BHP four-stroke engine.
- Competitively priced between Rs.45-50,000.
- The all-new twin pod instrument cluster comprising the speedometer and trip tachometer.
- Efficient mileage with the presence of CV Carburetor.
- Triple rated 5-step shock absorber at the rear and hydraulically damped front suspension gives stability and comfort.
- Longer wheelbase of 1270 mm provides safe riding comfort.

Available colors of TVS Fiero

- Metallic Silver
- Deep Black
- Teitian Blue
- Blazing Red

Available Versions of TVS Fiero

- TVS Fiero F2
- TVS Fiero FX

TVS VICTOR NEW GLX 125

TVS Victor GLX is an electric start option bike with gas filled shock absorbers. The bike comes in new graphics and alloy wheels, which adds to the sporty style. It is a lookout for better styling and power. The fuel tank comes with more rounded lines with an aircraft styled fuel filler lid.

Victor GLX is powered by 10 Brake Horse Power (bhp). For the safety of the rider, angular lens, dominating multi reflector headlamp and side stand alarm has been added. The bike provides nimble handling and riding comfort enabling easy maneuvering even in heavy traffic.



Company	Stroke	Maximum Power	Displacement
TVS Motors Company	4-Stroke	7.16 kw @ 7500 rpm	124.8 cc

Striking Features of TVS Victor GLX

The features of TVS Victor GLX are one of the best among all the bikes of same segment in India. The suspension, disc brake and other features are too much rider friendly. Check out few of the features given below:

- Cold start.
- Mileage of 85 km under standard test conditions.
- Synchronised suspension and well tuned damping for better shock absorption.
- Side stand alarm.
- Optional right side Disc brake for instant stop and braking control.

Color Variants of TVS Victor GLX

At present there are three color variants of TVS Victor GLX. These three colors are trendy and eye-catching. The colors are as mentioned below:

- Blue
- Red
- Black-Silver

Price Tag of TVS Victor GLX

The price is Rs. 38,400

TVS FLAME

[TVS Motors Company](#), India's premier two wheeler maker, has launched its hottest bike model- Flame. The all new sporty looking 125 cc Flame has been designed on a unique new-age all black design theme. Flame 125cc has been designed on an innovative and futuristic Delta wing design that gives the bike aerodynamic looks resembling a jet plane. Flame is having eye catching features such as delta edge headlamps, LCD digital speedometer, tank embedded delta edge trafficators, dual lens tail-lamp and a sporty delta edge exhaust.



The company has launched Flame with India's first 125 cc three-valve CC VTi (Controlled Combustion Variable Timing Intelligent) engine. This engine generates maximum power of 10.5 bhp at 8,250 rpm and it has been developed by R&D team of [TVS](#) in collaboration with AVL Company of Austria.

Company Name	Segment	USP
TVS Motors Company	125 CC	CC VTi (Controlled Combustion Variable Timing Intelligent) Engine.

Key Features of TVS Flame

- Futuristic aerodynamic styling.
- The Fuel tank is embedded with Delta Edge clear lens indicators.
- First time in India- the LCD digital auto console in a 125 cc segment bike.
- Flame's dual lens tailamp will definitely turn the heads.
- India's first Delta edge exhaust in triangle shape lowers the sounds, emissions delivering excellent performance.
- The 125 cc engine gives 10.5 bhp @ 8250 rpm that are Flame's power performance statement.

Price

TVS 125 CC Flame is available for sale having a price Rs.46, 000.00.

TVS CENTRA VTI



India's leading auto company [TVS Motors](#) has unveiled TVS Centra V-Ti bike in the popular segment of 100 cc in India. Launched with the latest VTI (Variable Timing Intelligent) engine technology, the company claims this new bike Centra to be the most fuel

efficient bike in India. TVS Centra, packed with innovative technologies and superb design, promises style, mileage and riding comfort. Centra will be featuring the all improved muffler guard, chrome-plated turn signal lamps and a new engine guard, large fuel tank and broad seat.

At the heart of TVS Centra lies the super efficient 100cc VTi engine that has been developed in-house by TVS Motors. It will generate 7.5 Brake Horse Power (Bhp) @ 7250 RPM making it a powerful motorcycle in its class. VT-i (variable timing - intelligent) engine contains the dual spark plugs and a microprocessor control system that adjusts the ignition timing based on sensors that feed it information, such as engine temperature and rpm level so that the engine delivers superior performance and great fuel economy.

Company Name	Segment	Displacement	Maximum Power
<u>TVS Motors Company</u>	100 cc	99.8 cc	7.5 Brake Horse Power (Bhp) at 7250 RPM

Striking Features of TVS Centra

- Innovative VTi engine that claims mileage of about 72 km per litre in city conditions.
- Digitally controlled ignition timing and temperature sensors ensure reliability and fuel efficiency.
- Dual mode engine operation - economy and power.
- Equipped with fuel wastage reduction system and friction reduction technology. Power and economy indicator.

- Excellent body graphics.
- Large fuel tank and chrome-plated turn signal lamps appears captivating.
- 5 step rear shock absorbers ensure comfortable riding.

Available colors of TVS Centra

The 100 cc TVS Centra is available in 03 colors:

- Blazing Red
- Deep Black and
- Teitian Blue

Price & COMPETITORS FOR TVS Centra VTi

Competitively priced between Rs. 34,900-38,000.

The 100 cc bike TVS Centra VTi would be a tough competition for the bikes like Hero Honda Splendor, Bajaj Platina and Yamaha Crux.

TVS XL

It has come up with all the features which is highly required to market this bike. Every two wheeler riders are pleased to have all the technical specifications and salient features in one scooter. It is fully equipped with various standard equipments which assure the safety and security of this two wheeler.



Models of TVS XL

- [TVS XL Super](#)
- [TVS XL Super Heavy Duty](#)
-

TVS XL Super

TVS XL Super comes equipped with several important features. It comes available with 70 cc engine with the kick start option. It is further marketed with auto wet clutch system which makes this moped reliable to all the riders.

There are found many safety and comfort features to make this moped better for riding. Those special features included in it are safety fuel tank lock, super speedometer and ignition control, super multi reflector head lamp and indicator etc.

It is found in different colors

- Red
- Black
- Green
- Blue

TVS XL Super Heavy Duty

Its 70 cc engine provides easy kick start for smarter beginning. Reliability of this two wheeler is assured by its auto wet clutch system, wheel removal with QD wheel system, safer suspension etc.

The only difference between the two variants is of 9 kg weight more of TVS XL Super HD. Its bold tubular frame gives proper support to the rider's to ride it any road condition. Night riding becomes safer due to the presence of powerful 12V electrical system.

Passengers feel comfortable for its detachable seat, load carrier and secured due to the presence of effective front shock absorber, rear brake of 110 mm diameter etc.

it is found in different colors

- Red
- Blue
- Black
- Green

TVS Scooty

TVS Scooty has come up with all the salient features which are really essential for good scooterettes. It is available with several features which are truly required to make the riding safer and secured. Its variants are found in different colors and many different technical specifications.



TVS Scooty is marketed in different variants like:

- [TVS Scooty ES](#)
- [TVS Scooty Pep](#)
- [TVS Scooty Pep +](#)

TVS Scooty ES

TVS Scooty ES comes with its 59.9 cc 2 stroke single-cylinder air-cooled engine delivering maximum power of 3.5 bhp @ 5500 rpm.

It comes equipped with variomatic gear box. It has a fuel tank with the capacity 3.5 liters.

Being sleek, trendy in structure its dry weight is only 79.5 kg which is really very controllable. Due to its wider wheelbase of 1220 mm, its road grip is better ensuring safety of the passenger.

TVS SCOOTY PEP

Its 74.6 cc 4 stroke single cylinder air-cooled engine produces maximum power of 3.0 kw @ 6500 rpm. TVS Scooty Pep is spreading its success wings all over the market due to its sleek dual tone body with complementary colored mirrors, appealing body lining and 5 different types of metallic colors.

Its better mileage is the result of auto-choke for instant start, auto reserve fuel tap and power/economy mode. Comfort of the passenger is determined by the excellent arrangement for wider and relaxing seats. Presence of hydraulic shock absorber is the key factor for smoother riding.

It is also equipped with various features for the safety and security of the passenger like side reflectors, multi reflector headlamp, puncture resistant tyre, side stand alarm etc.

It is found in different colors:

- Black
- Blue
- Red
- Green
- Silver

TVS Scooty Pep +

TVS Scooty Pep+ for its stylish design and better performance are the choice of many trendy youngsters. Its 900 cc engine is now available with Roller Follower Mechanism. Its easy mobile charging socket has the option for charging the mobile by avoiding the inconvenience caused while mobile gets switched off.

Its easy center stand makes the parking facility more comfortable. Its key ring with glow surrounding makes it more eye-catching even at night.

It is found in different colors:

- Orange trap
- Electric Red
- Purple Mischief
- Night Black
- Copper Mystery

HUMAN RESOURCE MANAGEMENT

INTRODUCTION OF HRM

Personnel management is concerned with managing People who are working in the organization. It covers all of personnel including worker and officer. The aim of personnel management is to get better result with their effective collaboration and active involvement in the organization. It means personnel management is concerned with communication the employees towards the organization goal and achieving this goal promptly

In TVS Motors, I found that there is a separate department for human resources management i.e. personnel department which performs the function like personnel administration, wages, salary, staffing, training, recruitment & selection, personnel records; Mr. P.R.PATEL heads the position of H.R.D manager of Personnel department.

TIME KEEPING SYSTEM

TVS Motors has separate time office. For peeping the employee's absenteeism record, system is operated by time office. Every employee is given a punching card while entering in plant that card is to the punched at the time of having the same should be punched when the card punch, the number is recorded in computer insuring employee's presence in the organization, plant work of 11 hrs. A single shift starting from 10:00 AM to 9:00 PM. There is lunch break of one hour, from 2:30 PM to 3:30 PM. There is a holiday on every Sunday.

DETAILS OF THE WORKERS

The number of employees working in company are given as under

TYPE OF WORKER		NUMBER
Staff	-	20
Workers	-	200

In office all employees have an experienced of work and it included accountants, computer operator, officers, Mechanical engineers and clerks.

PERSONNEL RECORDS

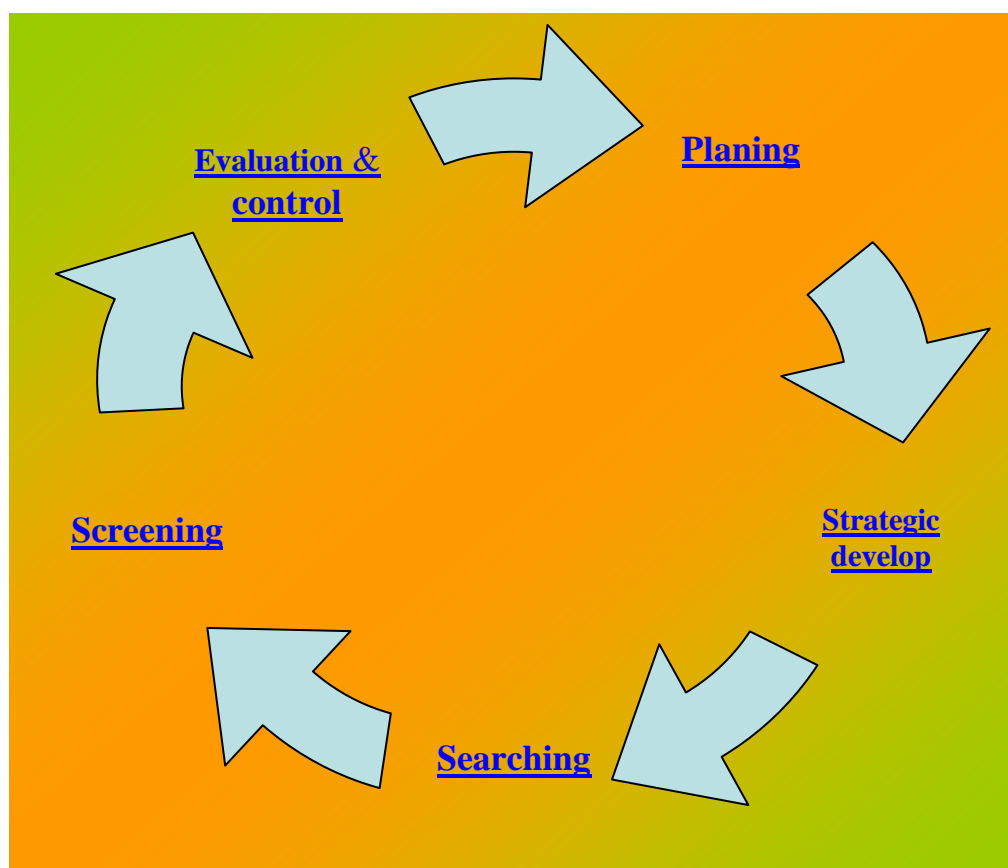
Maintaining record is one of the main functions of personnel department which give personal details of the employees, employed at TVS Motors. Record detail of all employees, we can find information of employees from his account easy and these accounts maintain time keeping officers in TVS Motors.

- Name with surname
- Address
- Religion
- Designation
- Educational qualification
- Information about family
- Marital status
- Type of work

RECRUITMENT

“Recruitment is the process of searching for prospective employee and stimulating and encouraging them to apply for jobs in an organization. The process begins when new recruit are sought and ends when their application are submitted. The result is a pool of applicant from which new employee are selected.”

RECRUITMENT PROCESS



(A) Internal sources:-

Internal sources are carried inside the organization. These sources are very crucial & beneficial to the organization.

- ❖ Present employees
- ❖ Former employees
- ❖ Previous applicant
- ❖ Friends & relatives of the present employees

(B) External sources :-

External sources are outside of the organization. Sometime the management of the company arranges recruitment from the external sources.

- ❖ Advertisement in newspaper
- ❖ Employment agencies
- ❖ Employment exchange

TVS Motors has accepted recruitment through both the sources as per the requirement. For the recruitment of the staff, the company uses internal & external sources & for the recruitment of the workers, it mostly uses external sources.

INDUCTION

According to Armstrong, “Induction is the process of the receiving & welcoming an employee when he first joins company & giving him the basic information.”

The main objective of the induction is to create feeling of belonging & loyalty to the company & to put the employee at ease in his job.

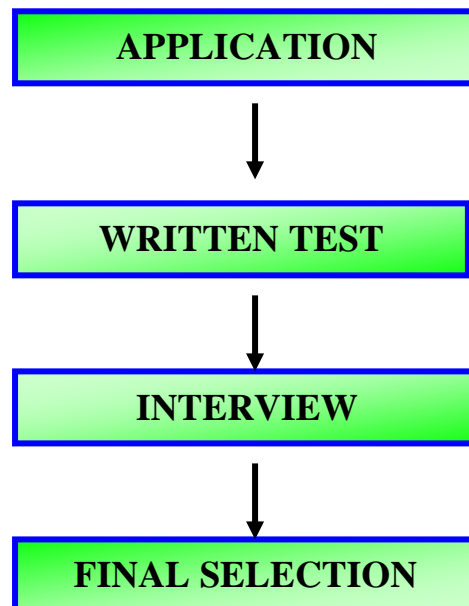
In TVS Motors there is nothing like any special induction process but it follows simple induction programmed by introducing new employee about work environment & necessary information is provided so that he can adjust himself easily with the organization .

SELECTION

“Selection is the process of choosing individual out of pool of job applicant with the require qualification to feel the job in the organization.”

Selection is the process of differentiating between applicants in order to identify those with a grater success in a job. Selection is the process of picking individual count of the pool applicant with qualification & competence to fill job in the organization.

SELECTION PROCESS



The selected candidate is totally unaware regarding the company’s policy and operation and thus it is very much necessary to make to employees aware of the wording of the organization, the induction program is specially designed for this porpoise only program, is of around one year in TVS Motors

Training and Development

Training is bridge the gap between job requirement and present competence of employee.

For improve the quality of work, reduce wastage, and increase productivity, Keep and maintain control-ordination, there are mainly three type of

Training program is organized:

- ⊙ Work training
- ⊙ Behavioral training
- ⊙ Induction training

❖ Work training :

The main purpose behind work training is to improve the quality and increase the productivity.

❖ Behavioral training

In this training, the main point of teaching is that to behave with other. This training is directly undertaken by H R Manager. He understands employees about moral of human life, good thinking, way to reach success, keep and maintain control-ordination with superiors and subordinates.

❖ **Induction training**

Induction training is specially given new employee join the organization. When new employee joins the organization, he doesn't

know that who are the superior and subordinate, which rules and regulation he has to follow, what is the work environment, etc to aware from all this thing to new employee induction training program is organize.

Types of induction training:

- 1) formal or informal
- 2) individual or collectively
- 3) serial or disjunctive
- 4) investiture or divestiture

Promotion and Transfer Policy

Promotion is necessary because it is reorganization of a job well done by the employees. As to retain and reward an employee for this year of service to the organization to increase individual and organization.

TVS Motors has adopted seniority system for Promotion of worker and also office staff. Company also takes in the mind factor like performance, capability of the done, work accuracy and experiment of emptying Promotion. The TVS Motors get benefit of promotion such as keep employees in high moral sincerity of employee's reduction in cost training.

Transfer is the movement of the employees from one job to another without involving any substantial in his duties, responsibility, required shifts, status and compensation. But TVS Motors has no any other branch; in his company in rare cases employees are transferred from one job to another job.

Performance Appraisal

According to H R Manager, “Performance appraisal is very important. By this we can take decision about particular employee’s productivity. The firm invests behind employee to provide good environment and facility, so it is necessary to check that whether firm get Proper return of its investment or not.”

Most of the production work done on the basis of the contract. TVS Motors gives contract to the private contractors for production work. There is very less workers in company staff engaged in production work compare to contract system. Contractors appraise employees categorized under contract system are appraised by contractors while staff employee appraised by company’s own supervision. They record the employee’s performance regarding their work ability to do behavior and these records are used in promoting employees.

FACILITIES OF THE WORKER

“TVS Motors” gives various benefits to workers.

- ▶ UNIFORMS
- ▶ MEDICAL FACILITIES
- ▶ PRODUCTION INCENTIVES AND BONUS
- ▶ PROVIDENT FUND FACILITY
- ▶ LOAN FACILITY
- ▶ HOLIDAYS

WAGES AND SALARY

Wages and salary are provide to employees according there skills and abilities whether they belong to lower or top level. There are almost 200 workers and they are provided wage weekly basis. Incentives are given to there for extra performance in production department each employee is provided 120 rupees per day.

In the top level management also, provided satisfactory with a view to increase their performance to provided motivation. And they are satisfied with facilities and salary.

The salary and compensation paid to the employees are as given below:-

- Wages and salary
- Contribution
- Bonus and gratuity
- Staff and welfare

Demotion

Demotion has been defined as “the assignment of an individual to a job of lower rank and pay usually involving lower level of difficulty & Responsibility.

Demotion is the downward movement of employee from up to Down position with decrease in salary.

Demotion in TVS motors. Is done because of following reason:

- ⓐ Demotion may be used as a tool of disciplinary action against Employees.
- ⓑ If he will not regular in a job.
- ⓒ Dong time illness
- ⓓ Don't follow the rules

Findings

Among the TVS two wheeler the star city was at the top followed by the Scooty pep+. In the surveyed customer agree to purchase the TVS bike which was compared to other bike. The customer are very satisfied with the looks, mileage, comfortable sitting, and after sale service of the TVS bike.

The dealer is providing good services to the consumer and the bike is comfortable while riding. It is discovering from the researcher that most customers are recommending TVS to other people who have not there own bike.

By analyzing the data customer are considered the better criteria like mileage, price, comfortable sitting, after sale service as very important attributes while taking a decision when purchase a bike.

Recommendation

TVS two wheeler are lacking on the power and pick up parameter. So TVS has to improve their two wheeler design in order to relate with improve in power and pick up.

In very less extent respondents are not satisfied with the after sale service. So the dealer of TVS motorcycles can improve it. So it can help to increase the satisfaction level of customer.

Improve the mileage of TVS motorcycle because it can increase the satisfaction level of respondent.

Conclusions

CONCLUSIONS

From the data analysis and findings I can conclude that, the people believe that mileage looks power and pick up, price, after sale service are the important criteria. So to increase the sales the TVS AUTO motor should pay more attention towards these criteria.

The TVS brand has the association with the age, income and gender. So the AUTO POINT should try to more concentrate upon it. So that their customers do not go any where like **In case of age** young people choose apache and older people choose XL-HD. **In case of gender** girls choose scooty pep+.

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Thank You
