

“TO STUDY OF EMPLOYEE JOB SATISFACTION”
AT
AUTOLINE INDUSTRIES LIMITED, CHAKAN, MAHARASHTRA,
INDIA

Dr. D. B. Bagul,
“Director”, Rjspm, Institute Of Computer And Management Research,
Alandi, Pune, India.

ABSTRACT

It gives in depth knowledge of our specialization and helps us to groom ourselves accordingly. It gives us a clear picture of the basic fundamentals. So that we can relate what is being applied. It builds our confidence and self-assurance

Employee satisfaction is the burning topic in every organization therefore to develop my skills and gain knowledge about employee satisfaction in Autoline Industries Ltd at Pune Chakan.

TOPIC

To Study of Employee Satisfaction

RESEARCH

Auto Line Industries Ltd Chakan PlantII Pune, Maharashtra, India

KEYWORDS

Job satisfaction, Keywords Area, T & D, Performance, Appraised, Expectation, Perception, Outcome, Delivery, Skills

INTRODUCTION

CONCEPT & CONTEXT OF THE STUDY-

The Auto Component Industry is surging ahead and India is emerging as the most preferred Quality Manufacturing Location for outsourcing by Global Auto Majors. Export of Auto components from India have grown at a compounded growth rate of 19% over the past six years. During the Financial Year 2003-04, the industry achieved a milestone of USD 1 billion worth of exports.

An individual's attitude about his / her job should have meaningful implication about how he/she do it. Job satisfaction refers to one's feeling towards one's job. It can only be inferred but not seen. Though the terms job-satisfaction & attitude are used interchangeably, there are differences between the two. Attitude refers to predisposition to respond. Job-satisfaction relates to performance factor. Attitude reflects one's feeling towards individuals, organization & object, but satisfaction refers to one's attitude to a job. Therefore, job- satisfaction is a specific subset of attitude.

Many human-relations are researcher sought to establish job-satisfaction as a drive of performance (McGregor, 1960). **(Porter &lawler, 1968)** espoused the contrary view that performance leads to job satisfaction. This has become the generally accepted view.

RATIONALE OF THE STUDY:-

The purpose of this research is to obtain information about employees' views and opinions on the SSO as a work environment. The survey results should serve to promote working conditions and the work environment in general. Gathering information on employee satisfaction, this survey focuses on how employees feel about their job description, position within the company, relationships with colleagues and superiors, advancement opportunities, and overall satisfaction.

SECTOR PROFILE

Autoline is an ISO/TS 16949: 2002 certified company & manufacturer of various auto parts, sheet metal components, silencers and exhaust systems for Passenger cars, Sports Utility Vehicles (SUV), Commercial vehicles, Two wheelers, Three wheelers, etc. It is one of the prime vendors to various Automobile Companies like, TATA MOTORS Bajaj Auto, Kinetic, Mahindra & Mahindra and others. A pioneer company in automobile sector having a reputation since last ten years in Pune's Market has acquired its own identity in the areas of designing; proto typing, tooling & mass manufacturing of Auto components.

LITERATURE SURVEY

Meaning of Employee Satisfaction

Employee-

Instead of employee, you may choose to say staff, provided there is no one in your organization who might feel excluded from that group.

Satisfaction -

The traditional word was attitude, and an employer who wanted to hear from employees conducted an employee attitude survey. In these times, the word attitude has acquired negative connotations, and it now seems inadvisable to suggest that our employees might have "an attitude". Another popular option is opinion, which seems harmlessly accurate, but we still prefer satisfaction. You are probably concerned that your customers should be satisfied with the goods or services you deliver. You should be. You probably expect your employees to be concerned about customer satisfaction too.

The objectives of the study as follow:

To access the satisfaction level of employees.

To identify the factor which improve the satisfaction level of employee to know the employee satisfaction towards the facilities? To offer valuable suggestion to improve the satisfaction level of employees.

Need of Employee Satisfaction:

1) Leave Policy:-

Leave is an important motivational factor provided by the employer to enable to its employees to attend to their social and domestic responsibility.

Causal leave- Causal leave shall be "non-cumulative" and no leave of any other kind will be combined with casual leave.

Aim- Entitlement of leave for permanent employees

Entitlement of leave for trainee/probationers

Procedure.

Actions prior to grant of long leave-

Sick/Medicalleave-

Maternity leave-

Compensatory leave-

2) Celebration of Religious Functions:-

It has been decided effect management will contribution for celebration of Ganesh Chaturthi as per rates.

3) Welfare Policy:-

Refer company welfare policy and the conveyance rates mentioned therein, for the use of private vehicles by employees for official duties.

- a) Two wheeler– Rs. 3/- per km.
- b) Three wheeler– Rs. 5/- per km.

4) Whistle Blower Policy:-

Whistle blower means an employee of the company making a "protected Disclosure" under this policy.

5) Travel Policy:-

AIL has its own dedicated buses for transporting the employees to & from the selected pick up points to their respective plants in Chakan& Mahalunge.

Entitlement for travel

- a) Travel by air
- b) Travel by train
- c) Travel by train sleeper class

6) Company Dress Policy:-

A well dressed, uniform wearing employee projects discipline & display high morale and Motivation. It has a tremendous influence towards building the brand image of the company. Dress code: - Shirt with one (left) pocket with AUTO LINE logo and navy blue trousers without pleats for men.

Salwar kamiz with **AUTO LINE** logo on left sleeve border with navy blue dupatta for ladies.

OBJECTIVES & SCOPE OF SEARCH

- 1) To study the employee satisfaction.

- 2) To know the level of satisfaction towards the company.
- 3) To find how satisfied the employees are with after protection of health and safety.
- 4) To find out the reasons for the dissatisfaction of the employee, if any
- 5) To find out the factors of which employee prefer company
- 6) To know the employee interest in promotion, incentives for the benefits of the company.
- 7) To understand the working of an automotive industry.
- 8) To understand how the company works in real sense.
- 9) To understand the different ways by which the different parts of an automotive is made.

RESEARCH METHODOLOGY

Research methodology is the heart as well as brain through which any research work can be completed. It acts as a guideline for any researcher for the collection of data. It is a systematic way to solve any research problem.

Researcher has to adopt certain methods of data collection to complete his research project. Certain methods adopted are furnished below,

Primary Data:-

Data that is collected by the researcher at first hand for the specific purpose is called a primary data.

There are 3 methods which are used to collect primary data & are used to determine employee satisfaction they are as follows:-

- 1) Observation.
- 2) Personal interview.
- 3) Questionnaire.

1) Observation.

In this method satisfaction can be determined by observing the employee's. Observation is concerned with observing the behavior of the people in certain situations, their attitude towards their job, their behavior with other co-employee's & with their superior.

But this method is time consuming & totally depends on the skill of observer.

2) Personal interview.

Personal interview is taken to collect some useful information from the employees who are working in the organization.

This method is further divided into 2 types:-

- a) Structured personal interview.
- b) Un-structured personal interview.

TYPE OF RESEARCH:-

Quantitative Research:-

They are most commonly used by physical scientists, although social sciences, education and economics have been known to use this type of research. It is the opposite of qualitative research.

Quantitative experiments all use a standard format, with a few minor inter-disciplinary differences, of generating a hypothesis to be proved or disproved. This hypothesis must be provable by mathematical and statistical means, and is the basis around which the whole experiment is designed.

Qualitative Research:-

It is also very useful for product designers who want to make a product that will sell. For example, a designer generating some ideas for a new product might want to study people's habits and preferences, to make sure that the product is commercially viable. Quantitative research is then used to assess whether the completed design is popular or not. Qualitative research is often regarded as a precursor to quantitative research, in that it is often used to generate possible leads and ideas which can be used to formulate a realistic and testable hypothesis. This hypothesis can then be comprehensively tested and mathematically analyzed, with standard quantitative research methods.

SAMPLING:-UNIVERSE, SAMPLE FRAME, SAMPLE UNIT, TECHNIQUES OF SAMPLING

Sampling means selecting few respondents representing whole population related to the study. For this research study Stratified Sampling Method was selected to select the samples to responds for the study work. The employees of organization i.e. population of the study, were classified in 10 different strata's as per their working levels in the organization.

Following are

METHOD OF DATA COLLECTION:-

It helps to the specification of how data is collected with the research was collected for. Data can be gathered by observation, personal interview, with the help of many qualitative and quantitative forms of data collection.

- a) **Primary Data:** - Primary data is collected through interview of HR head, senior personnel of Administration, accounts, Instrument and maintenance, QA, store and purchase, and Load body and Press shop. Primary data is collected through interviews of responsible personnel of various departments and HOD's were also interviewed to collect the primary data.
- b) **Secondary Data:** - Secondary data is collected from the performance appraisal records of the organization, HR magazines articles, newspapers, and from management books relating to performance appraisal methods.

LIMITATIONS OF THE PROJECT

- The research is based on the available information only.
- Study will be limited to the executive & manager level staff regarding to their satisfaction.
- There were around 419 numbers of employee's as a sample from which only 50 employees' responses were received.

OBSERVATION & FINDINGS

- 1) Most of the employees are satisfied with their job. It indicates that company policies are appropriate & appreciable. We come to know to overall procedure of a company comfortable to the employees.
- 2) Most all employees are satisfied with our company's employee policies. Company gives various policies medical policy, travel policy etc. we may conclude that company recognizes importance of employees.
- 3) Employees are happy with the benefits provided by the company. It indicates that company has well minted departments & company has established nice control on operating procedure in each department.
- 4) Workers and employees are not comfortable with the overall payroll procedure of the department in which they work. They are neutral in. pay structure provided by company.

- 5) Training and development procedure of the department in which they work is very better. It indicates that company has well minted departments & company has given various knowledge, skills, abilities on training and development procedure in each department.
- 6) Company can change their quality of drinking water, workers provide the cooling drinking facility.
- 7) Company should immediately solve concerning problem of the employees and provide better canteen facility.
- 8) Employees provided better transport facility, bus, seating capacity and cleanliness.
- 9) Maximum employee of the companies are secured with their job. It is because companies provide better facilities and appropriate policies for the employees. Maximum employees are satisfied with their working hours in his department.
- 10) Company produced various better quality and quantity of goods & provide best service to the customer.

CONCLUSION

The efforts and initiative taken by Autoline to have a satisfactory environment to their employees by providing various benefits, such as:

Allowances: Medical, MBO, LTA etc., they are provided with maximum bonus of 20%.

As a security Autoline employees are provided with superannuation scheme.

Autoline consist of following policies: Bonus, MBO, Leave, Traveling, General rules, and Educational policy up to Rs.25000 etc., which are very much appreciated.

Dissatisfaction acts as a depressant and may leave one feel "tied up in knots". That is why there is need to find the balance between the work and life.

Hence the goal of the management should be to eliminate dissatisfaction factors as it affects employee's performance.

SUGGESTIONS & RECOMMEND

The report after analysis showed dissatisfaction of employees at various areas which varies from department to department. Suggestions were taken from them to know their methods which can be helpful in analysis. Hence, those suggestions were added with ours which are as follows:-

- 1) Give proper & adequate idea to each & every employee about the organizational policies.
- 2) Introduce new policies which are beneficial to the employees. E.g. policy for regular medical check-up by tying up with a hospital.
- 3) Policy of joining (rules) should be in written.
- 4) Recruitment policy should be introduced so that appropriate person can be recruited in less time & with less expense.
- 5) Internal sources for recruitment purpose should be utilized to maintain loyalty in the organization.
- 6) Parking space should be increased.
- 7) Company should provide Room for playing indoor games, Recreation room for general reading, newspaper, magazines.
- 8) Canteen logistics can be improved.
- 9) Picnic should be arranged once in a year to refresh employees.
- 10) Suggestion box should be kept in each department, at each floor & also in canteen.
- 11) Company should provide Career guideline programs for employees & workers children.
- 12) Arrange the Blood donation campaign once in a year.
- 13) Skill development, personality development programs should be arranged.

BIBLIOGRAPHY

Web Sites: -

- www.autolineindia.co.in
- www.google

Books: -

- "Organizational Behavior"
 - By Aswathappa.
- "Personnel & Human Resource Management."
 - By SubbaRao.