CHAPTER ONE

INTRODUCTION
(Introduction, Problem on hand, importance and scope of the project)

1.1 : Introduction & Background:

1.1.1 Introduction:

Any organizations always want to be the successful; wants to effective and efficient in their operations and activities. Current environment is so competitive it is really struggle for all the organizations to be successful. That's why; the companies are always striving for retaining the best out of the resources. The organization of any size and operating in any market are trying to influence on organizational effectiveness. There are to several challenges before the organizations. To overcome these challenges, companies are trying to create a strong and positive relationship with its stakeholders and the major stakeholder in any organization is the employee of the organization. The performance of the company is dependent upon the performance of the employees. That is the reason in order to achieve organization’s goals and objectives; organizations are trying to develop strategies to boost the performance of the employees and in return trying to achieve the performance of the employees. Employees are the human beings with many needs that are continuously competing one with another. Each employee has a different kind of strengths and weaknesses of needs. As human being the employees are always driven by achievement which can be backed up by another feeling of the security. An exploration employees feeling about the particular situation only will not provide an accurate evaluation of employee needs, as the interpretation may be could distorting the reality. Few of the organizations consider the human capital as being their main asset. If employees are not satisfied with their jobs and not motivated to fulfil their tasks and achieve their goals, the organization cannot attain the goals and the objectives.

Therefore, it is very important for the organizations to understand what really motivates the employees. If the organizations are able to understand, predict and control employee behaviour, they should also know what they want from their jobs.
The current era is highly competitive and organizations regardless of size, technology and market focus are facing employee retention challenges.

Achievement of the prosperity is the issue and often organizations design different policies and the strategies to compete with the competitors and for increasing the performance of the organizations through performance of the employees through their motivation.

Every organization and business wants to be successful and have desire to get constant progress. To overcome these restraints a strong and positive relationship and bonding should be created and maintained between and their organizations. Human resource or of any organization are the most central part so they need to be influenced and persuaded towards tasks fulfilment. A very few organizations believe that the human personnel and of any organization are its main assets which can lead them to success or if not focused well, to decline. Unless and until, the of any organization are satisfied with it, are motivated for the tasks fulfilment and goals achievements and encouraged, none of the organization can progress or achieve success. The focus of this study is to enlighten that how an organization through its can achieve success and effectiveness. The purpose of the study is to analyze the impact of employee motivation on organizational development. The study has two sub-objectives; firstly the factors that increase motivation of are to be determined. Secondly the relationship of employee motivation and organizational effectiveness is to be examined.

For the success of any organization the most important factor is the employee motivation because it can help managers to prevent the increased costs incurred to employee recruitment and employees turnover.

Although competition is exist in the industry to attract and retain workers. The organizations must have a better understanding of the employees need and the factor that can motivate them. This can help the managers of the organisations to prevent the high costs associated with employee recruitment and employees turnover.
Enz (2001) as suggested in the research work the most prominent problem in the industry is always the concern of taking care of the employees. Employee motivation is always the prominent factor contributing towards their motivation.

But as observed from the study, “there is high stress and low pay in the service industry jobs; these works as factors that generally work against employee motivation” (Stamper & Van Dyne, 2003).

At the same time, motivation should always desire to come from within the individual.

For the purpose of this research that depend on their wages.

There are various definitions for employee motivation.

“There should be individual’s willingness to related high levels of strength toward firms’ goals accustomed by the efforts and the ability to fulfil some individual need and its wants”

In India there is no enough study profiling organisation workers’ motivations. But at the same time an employee motivation is an important topic in organisation. For this reason, this study is directed towards providing the analysis of employee motivation and its role in the organization development. Employee motivation is the topic which is studied in various industries like the hospitality industry with various approaches and theories.

There are three studies published in several parts of the globe. These studies were carried in the hospitality industry and described motivations of hotel workers. Kovach (1995) in his study measured ten job motivating factors.

The researcher has divided respondents into two categories for the study of hotel workers. The researchers have studied two dimensions like organismic and organizational. There are various variables included applied by the researcher. These variables includes: age, gender, and education.

There is further use of these ten job factors survey done by some of the researchers in the same manner.
In one of the study researcher has divided these ten job motivating factors into two variables. The names given for these two factors are as intrinsic and extrinsic variables. In the extrinsic variables in includes job security, fair salaries, discipline at work place and good working environment.

In one of the study researchers has applied these ten job factors for the survey of hotel workers. There is the ranking given to these ten job motivating factors from one to ten where 1 is the least and 10 is the most. There is the finding associated with some demographic variables. The significant difference was found in case of age as demographics but there is no significance in gender.

For better understanding of tipped workers, there was the importance given to understanding of the practice of tipping in the different hotels. Tipping is a phenomenon that explains the economic behaviour of the human being.

One of the researcher claims that tipping has implications for economics and management in four ways:

a) One as a social norm tipping has implications for social economics,

b) People tip because of feelings of unfairness signifying implications for behavioural economics,

c) As tipping is a source of income for significantly higher number of people.

Further there was suggestion given that there is the need of the companies to monitor the performance of tipped against workers which are not getting tips.

Here in these researches the tip is indicating towards the monetary benefits got by the employees of the organizations and its relative effect on the motivation of the employees. The further effect of the employee’s motivation on the organizations development is discussed in this study.
1.1.2 Background

1.1.2.1 Purpose of study -

The intention of this study is to appraise the motivation level of employees in their organization and its effect on the employee performance and organization’s performance. An effective motivational program should have to make to achieve goals of organization. Motivation has various positive effects. From the employees physical and mental health, employee attrition rate and the productivity this motivation level can be judged. Motivated employee worked with fully concentration and gives good productivity to the organization also motivation helps for employee’s physical and mental fitness.

Also the changing in wider aspect of professional organization which to create need to develop Competent Workforces for accomplishment of future need of organization. Now days because of Liberalization, Privatization and Globalization every organization is facing problems for global competition. Employee motivation helps for retain competent workforce for future organization need.

Achievement, advancement, recognition, growth, responsibility, and job nature are internal motivators. The Salary, benefits, working conditions, supervision, policy, safety, security, affiliation, and relationships are all externally motivated needs. The organization should have to develop affection within employee towards management for better perspective. When satisfaction is not found, the person may be less productive and eventually quits.

Motivated and satisfied employees can effectively contribute to the growth of organization as taking ownership by developing organizational leadership.

There is essential to understanding what motivated employees and how they can motivate

1.1.2.2: Importance of the topic-

Now a days the change in need of business its becomes necessity for management
to keep highly motivated and competent workforces Motive and energetic
workforces can help to organization to accomplish the vision and mission of the
future oriented organization.

Biggest assets that the every organization having it with them. Employees have to
work as think tank for the growth of organization in this situation the management
shall have to keep employee satisfied and have to accomplish day to day need of
organization. Management’s basic job is to effective utilization of human
resources for achievements of organizational objectives.

It is very important activity to manage people in organization under Human
Resource Management. Sims (2002-2) defines as HRM “the Philosophy, policies,
procedures, and practices pertaining to the management of an organization’s
employees” The HRM roll is very essential in organization.

The HRM essentially must relate to all the activities that contribute to
successfully attracting, developing, inspiring, and maintaining a high-performing
workforce that come result in organizational success.

It is considered by Inyang (2001:8) HRM as “a set of firms-wide and people
oriented roles or activities purposely designed to influence the effectiveness of
employees in the organization”.

It is concerned by the personnel management with organizing Human Resources
in such a way to get maximum output to the enterprise and to create with
development of talent of people at work to fulfilled satisfaction.
Motivated employees are needed in our rapidly changing workplaces.

It is essential to effective Motivation that each person. Motivated employees are needed in our rapidly changing workplaces. There should must be noted that motivated employees help organization survive and motivated employees are more productive for organization. Managers are needed to understand what motivates employees within the circumstance of the roles they have performed.

1. In changing needs of the business expectation of management from employee has been increased day to day. It’s essential to keep competent workforces with management to accomplish the needs of global business. If any organization fails in it which might be caused wastage of Human Assets along with Money and time.

2. The motivation deals with individual to individual, it is the way we motivate with people a common place that we see the need to apply motivation, is in the work place. In the work force, we can see motivation play a key role in leadership success. A person unable to grasp motivation and apply it will may not become or stay a leader.

3. Motivation plays major role in nearly everything we do. Without motivation, we would simply not care about outcomes, means, accomplishment, education, success, failure, employment, etc. Then, what would be the point.

4. Keeping employees motivation this is not one time task this is continual improvement job for Human resource department, the ways of keeping them continues motivate is like different type of rewards, awards, family get together, compensation, job security, picnic, sports, small group activities like, 5's, safety, works committee, suggestion scheme, kaizen team, festival/birthday celebrations etc.

5. Highly motivated employees enjoy their jobs and demonstrate high levels of productivity. Motivation to high performance depends on a combination of
personal, management and organizationally based cultural influences.

6. In this study work I am going to identify how motivation is essential in organization development along with the practical implementation.

**1.1.2.2: SIGNIFICANCE OF THE STUDY:**

The study is directed towards boosting the present body of literature material expecting the areas of the information that have not been yet examined or considered and including these aspects into the existing study. There should be examined by this study the effects of motivational factors on performance and is there any relation of motivation of employee on organisational development. The questions examined in this study are with answers. The human resource group to be considered for permitting a sustainable competitive advantage to provide implications for organisation. The answers should be for development of organisation to motive the employees. The questions examined in this study are with answers.

In this study there is the effort to ascertain the motivation of the employees and its effect on the employee’s performance and in return organization’s performance. This study has an effort to examine the impact of motivation on organisation development.
1.1.2.3 : Scope of the project:

Any countries economic development is depend upon manufacturing, service and agricultural output. Since independence, in a process of development thorough industrialization has been engaged by India. In order to connection to the gap of more than 200 years of immobility, it is decided by the industrial development to achieve progress through five-year plans. The development of industries does not happen by itself. A mass of other socioeconomic problems are to be solved before any perceptible results are achieved. The most widespread of these problems is that of Human Resources Development and Development of the industry through employee’s motivation. It is much easier to set construct building and bridges and manufacture plants, product then to develop human beings, which requires a long process of education and training that is both time-consuming and strenuous.

Employee motivation is more important than the job satisfaction for a person. To serve in a fix and low salary job is very tough for any one presently. Here the researcher has tried to find the factors contributing towards employee’s motivation. Eight important factors contributing towards employee’s motivation like; training, humanly behavior of the seniors, good working environment, welfare facilities, career growth and development facilities, awards rewards and recognition facilities, job securities and the salary were measured.

The scope of this project is limited to the population, sample of the study, construction and the procedure to implementation of the employee motivation Questionnaire, the procedures for the data collection and the method of the data analyses as mentioned below.
1.1.2.4: Purpose of study -

The intention of this study is to appraise motivation of employees in the firms and its effect on the employee performance and organization’s performance. An effective motivational program should have to make to achieve goals organization. The motivation has variability of effects. These effects may be seen in the circumstance of an individual’s mental health and physical, productivity, absenteeism, employee attrition rate. The motivated employee worked with fully concentration and gives good productivity to the organization also motivation helps for employee’s physical and mental fitness. The Employee pleasures have to be managed in more than a way. This helps in absorbent and developing the true believers.

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Motivated and satisfied employees can effectively contribute to the growth of organization as taking ownership by developing organizational leadership.

There is essential to understanding what motivated employees and how they can motivate
1.1.2.5: Importance of the topic

Nowadays the change in the need of business it becomes necessity for management to keep highly motivated and competent workforces. Motive and energetic workforces can help to organization to accomplish the vision and mission of the future oriented organization.

On today’s dog eat dog competition the management have to think Human as a biggest assets that the every organization having it with them. Employees have to work as think tank for the growth of organization in this situation the management shall have to keep employee satisfied and have to accomplish day to day need of organization. Management’s basic job is to effective utilization of human resources for achievements of organizational objectives.

It is important activity under Human Resource Management to manage people in organization. Sims (2002:2) defines HRM as “the Philosophy, procedures, policies and practices pertaining to the management of an organizations employees”. HRM is essentially concerned with all the activities that donate to successfully fascinating, developing and maintaining a high-performing workforce that result in organizational success. Inyang (2001:8) considers HRM as “a set of of organization-wide and people-oriented functions or activities knowingly designed to inspiration the effectiveness of employees in the organization”. Motivated employees help organizations survive. Motivated employees are more productive. To be effective, Managers necessary to understand what motivates employees within the context of the roles they performed.

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organization development along with the practical implementation.

1.1.2.6: SIGNIFICANCE OF THE STUDY:

This study is directed towards boosting the existing body of knowledge. There are 
various aspects that have not yet been examined or considered. There is the effort 
towards incorporating the various factors in the existing study. This study examines 
the effects of motivational factors on’ performance and is there any relation of 
motivation of employee on organisational development. The questions examined in
this study are with answers. This study also examines the relationship between the organization development and the employee motivation. This study has an effort to examine the impact of motivation on organisation development.

**1.1.2.7: Scope of the project:**

Any countries economic development is depend upon manufacturing, service and agricultural output. Since independence, India has been engaged in a process of development through industrialization. In order to bridge the gap of more than 200 years of stagnation, the country decided to achieve industrial development through five-year plans. But industrial development does not occur by itself. A multitude of other socio-economic problems have to be solved before any tangible results are achieved. The most extensive of these problems is that of human resources development and development of the industry through employee’s motivation. It is much easier to set manufacturing plants, construct buildings and bridges and manufacture product then to develop human beings, which requires a long process of education and training that is both time-consuming and strenuous.

Employee motivation is more important than the job satisfaction for a person. To serve in a fix and low salary job is very tough for any one presently. Here the researcher has tried to find the factors contributing towards employee’s motivation. Eight important factors contributing towards employee’s motivation like; training, humanly behavior of the seniors, good working environment, welfare facilities, career growth and development facilities, awards rewards and recognition facilities, job securities and the salary were measured.
The scope of this project is limited to the population, sample of the study, construction and the procedure to implementation of the employee motivation Questionnaire, the procedures for the data collection and the method of the data analyses as mentioned below.

1.2: Research Problem in Hand:

Despite the fact that today there are millions of job opportunities in India across various sectors; industry is witnessing a serious talent crunch. Though hiring has been taking place on a regular basis, low employability of the hired resources is a serious issue. While there are instances where the workforce may be competent in their chosen areas of expertise and falling short only where the soft-skills are concerned, there are also cases where the recruits don't even have the basic skills. The question that is being raised is whether this is due to an out dated education system, which is not being refurbished to suit the changing needs of the economy.

Is there exist a gap between skills imparted by management institutes in post graduate management students and skills required for different positions in industry at entry level?

The NSDC (National Skills Development Council) Report 2010 depicts the educational funnel for India which shows that one in ten students from grade one make it to graduating from college, while merely 25 % of them are ready to enter the workforce. The dropouts in India continue with nearly 79 million dropping off at the elementary level, 15 million in the middle school and 5 million in high school. Further, while 6.4 million appear in the class 12 exam, only 3.9 million graduates every year (NSDC report 2010). In the absence of adequate vocational schools and other skills learning facilities, this soaring number of dropouts will only add to the problem of inadequate productive
workers for corporate India. This opens doors to many players fast emerging to fill the gaps in the form of, either embedded solutions to make the present system better, or after school/college solutions, to create employable candidates that corporate India requires. As a result, the industry of employability education includes service providers who address the three important trajectories to the problem at hand – assessment, training and placement (used by K-12, Higher Education and the Employability Industry to fill their respective gaps). Each of these solutions have relevance in more than one level of the defined education levels which makes it a crisscross movement and ultimately, spanning a new industry. This format, while it is a business opportunity worth $80 billion (by 2012), is equally maddening for the students given its unorganized state.

The NASSCOM-McKinsey report, 2005, titled ‘Extending India’s Leadership of the Global IT and BPO Industries’ has been extensively used till yesterday showing in a poor light the quality of Indian engineering graduates.

The genesis of this report is the McKinsey Global Institute study which states that “only 25% of engineering graduates in India have the skills to be employed in IT jobs without prior training.”

Many such questions are arose, discussed and debated and still did not find comprehensive and justified answer. This research is an effort to answer few of such questions.

1.3. Statement of Research Problem:

Present study intends to focus on management student employability in various industrial sectors.
Formal assessment of these management students, education providers and their employers has not been conducted, so this conclusion cannot yet be drawn. This is an area of research that needs to be conducted so that necessary syllabus and pedagogy can be developed, can understand Management Institutes perception on Importance of these skills for an employment, can understand students perception on employability skills possession before and after MBA, can understand employers perception on present skills level of MBA students and their expected skills level from management students.

One would not argue that syllabus and pedagogy seem to teach important skills to be transferred to the workplace. But are we teaching the right skills to students? Do Management students possess adequate employability skills as expected by the various industry sectors? Are students able to transfer those skills learned in their management course to their workplace? If not, what needs to be done differently in academic programs to better prepare students? Essentially, these questions must be answered so that appropriate changes are made to syllabus and pedagogy in management education so that students learn and transfer their learning beyond their collegiate experience to the workplace and other contexts.

1.4 Definition of Terms
As the topic is related with employee motivation and its effect on the employees performance it is essential to discuss about the employee motivation.

The question is what exactly means by employee motivation?

Every individual has different motives. But when it comes to the organizations these motives should be unidirectional. When this is achieved by the managers in the organization it may be called as motivated employees. The effect of the motivated employees are evident in the organization performances.
The basic principle observed by the philosophers is that the concert of anseparaterest on on their capability which is supported by unidirectional motives.

This can be represented mathematically as follows.

Performance = f (ability × motivation)

Capability here mentions to the talents level and level of competency possessed by the employees.

However, alone ability does not sufficient. The individual’s wanted to complete the work is also essential. The employees have good talents or competent and ready to give result and success in their task then company successful. Good employee motivation support to understand as the set of power the cause employee behave in certain ways.

Employee motivation: "the readiness to perform the high level of efforts towards the organizational objectives and within the limit of the ability of the employees and to satisfy some individual employees need."

Organisational Development: Organization development (OD) is a professional discipline with focus on improving and enhancing capabilities within organizations to meet strategic and tactical goals. That focus is directed at the performance of people: individuals, groups and teams distinct from capital or other assets at the disposal of the organization.
1.5: Research Objectives –

As in every study there are objectives of the study as stated below:

6. To study and understand importance of the motivation factors which are required to motivate the employees, in Pune based selected industry.

7. To understand practices of employee motivation in Pune based selected industry.

8. To measure impact of employee motivation on organization development as perceived by the managers.

9. To measure the impact of employee motivation on an employee’s growth of development, in Pune based selected industry.

10. To give suggestion for improvement of the motivation process to the organization.

1.6: Top Of the research:

Any countries economic development is depend upon manufacturing, service and agricultural output. India has been engaged in a process of industrial development right from independence. There is always the efforts has been taken for development of the industry through employees motivation.

Employee motivation is more important than the job satisfaction for a person. To serve in a fix and low salary job is very tough for any one presently. Here the researcher has tried to find the factors contributing towards employee’s motivation. Eight important factors contributing towards employee’s motivation like; training, humanly behavior of the seniors, good working environment, welfare facilities, career growth and development facilities, awards rewards and recognition facilities, job securities and the salary were
measured.

The scope of this project is limited to the population, sample of the study, construction and the procedure to implementation of the employee motivation Questionnaire, the procedures for the data collection and the method of the data analyses as mentioned below.

1.7: Organizations:

The study was conducted in various manufacturing industry in and around Pune city. The list of the companies given as below:

Following are the companies where researcher conducted survey of Employees and Managers:

1. Aura Laserfab Pvt Ltd.
2. Hueco Electronic (India) Pvt.Ltd
3. Track Components Ltd
4. BAG electronics (I) Pvt. Ltd,
5. Parksons Packaging Limited
6. Premier Ltd
7. Sharda Motor Industries Ltd.
8. Mubea Suspension India Ltd and Mubea Automotive India Pvt. Ltd
9. Birla Surya Limited
10. Klause Multi Parking
11. Valeo KesnandWagholi
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<td>12</td>
<td>LMT (India) Private Limited</td>
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<td>13</td>
<td>Wilo (Mather+Platt)</td>
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<td>14</td>
<td>KSPG Auotmotive</td>
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<td>15</td>
<td>BNY Mellon international operatios(I) Pvt Ltd</td>
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<td>16</td>
<td>Mamata Graphics</td>
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<td>Vulkan Technologies Pvt.Ltd</td>
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<td>18</td>
<td>Finolex Cables Limited</td>
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<td>Minda Industries Ltd.</td>
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<td>Faurecia Emissions Control Technologies</td>
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<td>21</td>
<td>Varroc Polymers Pvt Ltd</td>
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<td>Ahmednagar Forgings Limited</td>
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<td>25</td>
<td>ADVIK Hi-Tech Private Limited</td>
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<td>26</td>
<td>Finolex Industries Limited</td>
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<td>27</td>
<td>Intelux Electronics Pvt.Ltd</td>
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<td>Trilux Lighting (I) Pvt Ltd</td>
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<td>Cermet Resistronics Pvt Ltd</td>
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<td>Autoline Industries Ltd.</td>
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<td>Emcure Pharmaceuticals Ltd.</td>
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<td>Lear Corporation</td>
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Here is the brief introduction of the study organizations:

1. Aura Laser fab Pvt Ltd.,

Aura Laser Fab Pvt. Ltd is a well know manufacturing Company located shirwal village near Pune., Company deals with manufacturing and job selling services of CNC laser cutting. Also company offers job work for CNC bending, cutting job work. Company offers for metal fabrication SS metal fabrication and assembly work. Aura Laser offers Robotic Robotic Welding, Powder coating and Painting, surface treatment, metal cutting CNC rolling etc services.

The Aura has more than hundred talented skill engineers and technicians. The Aura employees have an excellent experience in the design, development, marketing, engineering, quality etc area. Aura Laser Fab Pvt. Ltd is an ISO 9001:2008 certified company. Bending and fabrication. Good Job security is provided to the employees of
Aura Laser Fab Pvt. Ltd also different welfare activities are carried out in the company to balance the work life of the employees. The company manufacturer’s different type of jobs with a combination of volumes. Aura laser fab Pvt. Ltd delivers jobs in lesser lead time meeting the completely suitable quality standards.

Presently Aura Laser Fab Pvt. Ltd is planning to broaden their business by increasing the production capacity. Aura Laser Fab Pvt. Ltd has increase their workspace area and have brought latest machines.

2. **Hueco Electronic (India) Pvt. Ltd.**

The HUECO electronics GmbH HQ in Germany was founded 28 years ago. In this time it has grown rapidly to now serve 74 countries world-wide with HEUCO original automotive spare parts. No matter what our customers require, we have either provided solution or work it out together with our business partner. This has earned us the reputation to become the supplier to the “the who is who” in the Tier1 and Tier 2 industry in Europe and USA.

Since 2004, we now operate our own subsidiary in Pune, India. With a full equipped R&D center, highly skilled and motivated production and quality personnel, we safeguard that only the best products leave our premises and exceed our customer’s satisfaction. As the part of the HEUCO group, we also hold the ISO 9001:2000 and TS 16949:2002 Certificate.

We have been developing various high quality regulators and rectifiers specifically for the Indian domestic market. Our objective is to be your one stop shop supplier for all electronic requirements you might have, no matter whether that’s for international or domestic applications.

**Company History:**-In 1980 a company under the name of HUECO was started as a supplier for the automotive market in the Industrial belt of GERMANY with working capital of only 1.5 Mio. The objective of the company was to manufacture automotive products like Alternation parts, Ignition module, Ignition coils, in 1986 the company
entered in the new field of lighting electronics up to 1990 the production of lighting electronics was started in Northern Ireland, which led to takeover of circuit boards manufacturer. The turnover of the company reached to 12 Mio. in the year 1990. in 1995 looking for newer dimensions in order to add new products to its list, the company transfer to “Leiterplatten” to Espelkamp. In 1998 company entered in the automotive OME business which led to the foundation of HUECO Automotive N.I. and LHE in 2000.

In 2001 company started sale of LHE (LandesbankRheinland-Pfalz Capital) in that year turnover of the company increased to 32 Mio. The year 2004 was the year of foundation of Hueco electronics (India) Pvt. Ltd.

3. Track Components Ltd:

Track Components established in 2002, this company is an ISO 9001:2008 qualified company. Industry leads under the leadership of Mr. Rattan Kapur and Mr. Sandeep Chandhok.

Track has five auto-components manufacturing units in India having total turnover of $32.8 Million for the year 2012-13 & $50.0 Million for the year 2013-14, which is almost double of last year. We are a leading auto components manufacturer in India.

Company Milestones:
Year 2002, established Track Components Pvt. Ltd., Unit-I (Manesar)
Year 2003, started commercial production
Year 2004, ISO 9001 : 2000 obtained from DNV
Year 2008, Company upgraded to Limited Company as Track Components Ltd.
Year 2009, ISO 9001 : 2008 obtained from DNV
Year 2008, established Track Components Ltd. (Unit-II) in Nashik
Year 2010, established Track Components Ltd. (Unit-III) at Chakan, Pune, Mahindra Vendor Park
Year 2011, started commercial production
Year 2012, established Track Components Ltd. (Unit-IV) at Kolar, Bangalore
Year 2013, started commercial production

Our Scope : Manufacture of Exhaust Systems, Sliding Door Mechanisms, Door Sash & Glass Run Channels, Cross Car Beams, locking door assemble, Sheet Metal Stampings and Sub-Assemblies for Automotive Industries.
Company has more than 150 excellent workforces in the shop floor.

4. BAG electronics (I) Pvt. Ltd : 

BAG Electronics group was first known as BAG Turgi. BAG Turgi was established in the year 1909 by Broncewarenfabrik AG (BAG) in Switzerland. In the year 1967 BAG Turgi started the production of Igniters and semi controllers. Later in the year 1981 HucoLightronics was founded, HucoLightronics was taken over by BAG Electronics in the year 2009. In this way BAG electronics (I) Pvt. Ltd came into existence. BAG electronics India has its head office in Pune. Manufacturing, sales, R&D and trading is done in Pune branch. The employee strength of BAG electronics (I) Pvt. Ltd is 250 Employees. BAG electronics (I) Pvt. Ltd has a turnover of 100Cr.

BAG electronics (I) Pvt. Ltd. is into manufacturing of electronic ballast products like Electronic & Magnetic; CFL, T8, T5; non-dimmable and dimmable; Analog & DALI, Electronic & Magnetic; 20 to 2000W; For Sodium, Mercury, Metal Halide, CDM; Multi tap. BAG Electronics (I) Pvt. Ltd also manufactures ballast for Fluorescent lamps and HID (High Intensity Discharge) lamps. Company is making and supplying products to Europe since 2006. All BAG Electronics Quality Audits are passed without even single minor non-conformance in last 4 years. Bag electronics (I) Pvt. Ltd provides its customer with warranty up to 5 years on its products. Bag electronics (I) Pvt. Ltd is ISO 9001-2008 certified from DNV (QMS) and ISO 14001:2004 certified from DNV (EMS). Bag electronics (I)
Pvt. Ltd has its sales office in kolkata, Delhi, Chennai and Mumbai. Bag electronics (I) Pvt. Ltd is a Lead free ROHS Compliant manufacturing.

Customers of BAG electronics (I) Pvt. Ltd are Aasha Levin, Abby Lighting, Bajaj, Canara Lighting, Controls and Switchgear (C&S),Crompton Greaves, Enlighted Inc. (U.S.A.),Future Group (Asian Retail),GE India, Havells India, Honeywell India, Infosys KeselecSchreder , K-Lite, Legaro, Ligmann, Peirlite, Prompt, Regent Lighting, Rotax (Sri-lanka), Starlite, TCS,Thorn India ,Wipro, XAL India.Employees working in BAG electronics (I) Pvt. Ldare well-motivated and are satisfied. Different activities like Annual Award Distribution, EPP and contract Employee Open Session, General Medical checkup, Kaizen Awards , Khandenavami&Dussehra Celebrations , Mahilasamiti meeting ,Staff Open Session, Team Building training for staff, Five Years Completion Function, Gift Distribution for BAG. Also BAG electronics provide free transportation and subsidized canteen facilities to its employees. It also focuses on Health and safety of its employees. CSR activities are also carried out by BAG electronics India. CSR examples are Tree Plantation in local schools, Drinking water tanks for local school, Donated computers and furniture to local school, Donation to local community for festival celebration, Information session about various career paths to school leavers.

5. Parksons Packaging Limited:

Parkson Packaging Limited is established in the year 1986. High quality folding cartons are produced at Parksons. It is known as one of the largest producers of high quality folding cartons for the customers across industry segments.
In the field of printing and packaging industry Parkson has more than fifty years of experience. Parsons is one of the best leading organization for packing and printing solution in the market with good manufacturing and design set-up. Parkson understands the customers’ expectations, and to match the expectation Parkson involve customers and understand their exact requirement and try to fulfil the need. This helps to increase the brand image of the customers.

Company has excellent talent of 800 Employee in the area of manufacturing, commercials and design. Parkson believes that human asset is the biggest asset for the organization. Management understands the human beings and treats them humanly. Its annual turnover is 550 Cr.

Parson has the very good set in the different parts of India. Company manufactures the various products like, Paper Boards, different type of Cartons, different Packaging materials etc. It has the valuable customer base such as Cadbury, Hul, Loreal, Heinz, Pharma Companies etc.

6. Premier Ltd.
Premier Ltd was established in 1944. It was earlier known as Premier Automobiles Ltd. But now it is known as premier Ltd. The company focus is on increased Business in Automotive and Engineering. Premier Ltd has its plant in chinchwad, Pune. It is ISO 9001 Manufacturing plant. The engineering segment in this plant has two Activities. Two Activites are namely Machine Division and Engineering while the company is based on Mumbai and they are in to Utility and sports vehicles but now it is relocated in Chinchwad, Pune. The Chinchwad plant is around 27 acres in size. It is believed that all the activites including research and development is carried out in this plant. Premier Ltd has recently launched a light utility SUV vehicle named RIO which is very
compact and is available in CRDIe4 diesel engine. Premier Ltd also supplies parts for wind energy.

7. Sharda Motors Industries Ltd.:  

Sharda Motors Industries Ltd is well known for its Exhaust System Products. It is a market leader in Manufacturing of exhaust systems. The other products which are manufactured by company is very good. Sharda motors Main motive is satisfy its customers and those who use their products.

Sharda Motor has good setup of manufacturing facilities and all time they consonstraight on innovation in the product and scustomer services. According to Sharda motors Policy.

8. Mubea Suspension India Ltd and Mubea Automotive India Pvt. Ltd:

Mubea suspension India Ltd and Mubea Automotive India Pvt. Ltd is a well-known organization. The story of this organization starts in 1916- with a spring. Today Mubea Suspension India Ltd and Mubea Automotive India Pvt. Ltd Is a global Partner for the Automotiveindustry.Mubea suspension India Ltd and Mubea Automotive India Pvt Ltd is also an advanced constructionprofessional providing heavy duty spring components.

Mubea Suspension India Ltd and Mubea Automotive India Pvt. Ltd also provide to all vehicle manufacturers globally. Mubea Suspension India Ltd and Mubea Automotive India Pvt. Ltd is a family group. It also has a very customer oriented company and giver first preference to his customers. Mubea Suspension India Ltd and Mubea Automotive India Pvt have basis for long-term and permanent professional success. In order to satisfy its customer Mubea Suspension India Ltd and Mubea Automotive India Pvt. Ltd rely on very good product quality, with
beautiful cost-benefit ratio concentrated on caring natural resources, as well as our complete quality and environmental management system.

9. Birla Surya Limited:

Birla Surya Limited is a very known company in India and Abroad. Birla Empire was started by Birla family. Buryasurya Limited was established in 1861. Birla Surya Limited is evolved into a monolithic, multi-million dollar, Global Conglomerate. Birla surya limited is carried out under the management of his four sons of Birlas, His for sons have prudent professionalism. Today the Yash Birla group is a well-diversified entity. The turnover of Yash Birla group is INR 30 billion the Birla brothers have growing business interest and their growing business interest has led to amicable and congenial division of companies and assets. The Birla name is synonymous and it involves socio-economic and philanthropic activities. It has its contribution towards India’s freedom struggle done by Mahatma Gandhi Ideas. Birla surya limited has its corporate social responsibilities ideas and they contribute by mobilizing funds and supporting charitable institutions. Birla surya Limited is always active for CSR activities.

10. Klaus Multi Parking:

Klausamultiparking is one of the top parking systems manufacturers in the world for over 40 years. Klaus Multiparking has its Headquarters in Germany and representatives in over 65 countries worldwide. Klausamultiparking products are Park assistant. Klaus Multi Parking is a very reputed organization.

Klausamultiparking has a high level employee motivational Level. Different welfare activites are carried out in this organization for its employees. Today Klaus Multi parking is a global partner. It is a global partner for the automotive
industry. Klause multitasking is also an innovative light weight construction specialist and it provides sturdy spring modules and related jobs. Klause also supply all automotive manufacturers globally. KlauseMultiparking also focus in customer satisfaction by providing good after sales services to its customers. Also the mentioned products of KlauseMultiparking are reputed products in today's market.

11. Valeo:

Valeo is an organization with aftermarket activity. Its aftermarket activities consist of two branches which are Independent Aftermarket and original Equipment spares network. The independent Aftermarket consists of the distributors, garages and auto centers. The independent aftermarket branch is organized by the territory of different countries.

Valeo services sell a wide range of products and top quality services to the car dealerships, spare parts for both technical and sales matter the marketing and logistics activates are combined to increase the performance of Valeo services.

12. LMT INDIA PVT LTD –

LMT INDIA PVT LTD is a 100% wholly owned sales company subsidiary of the investment arm of LMT Group (Leading Metalworking Technologies Group) which is headquartered in Germany and LMT India is a part of the LMT Tool Systems. LMT Tool Systems comprises of international sales companies in the LMT Group. The sales and service centers and alliances with specialized partners.
LMTI was set up as a wholly owned subsidiary in India in the year 2002, its registered office being stationed in Chennai, Tamil Nadu. LMTI set up its first service center located in Pune in the year 2006. This set up was used mainly for the regrinding of Hobs. As a company LMTI had now established its presence across the major automotive clusters located all over India. In the year 2011, LMTI commenced the manufacture of precision tools. This was a breakthrough as the company now began production for a larger spectrum in the industry.

Following this success, LMTI acquired a property in Pune to build its own facilities in the year 2012. This decision was taken to facilitate the large production needs in India. Some information about the 6 partner companies and their products are as below.

Company has turnover of 54 Cr per annum. As of now it has total 110 excellent talents to deliver the quality products in the market.

13. Wilo (Mather+Platt):

Wilo (Mather+Platt) was founded in the year 1872. Wilo (Mather+Platt) was founded by Louis Opländer. Wilo (Mather+Platt) was launched as a copper and brass goods factory. Wilo (Mather+Platt) has businesses in more than 50 nations. Mather + Platt, a subsidiary of WILO SE is a produced different range of pumps.

The employee strength of Wilo (Mather+Platt) is around 6000 employees. Wilo is one of the leading manufacturers of pumps and system for boiler etc.
14. KSPG Automotive:

KSPG Automotive acts as a worldwide main provider to the automotive company. The Employee strength of KSPG Automotive is around 12000 employees. KSPG Automotive has its production locations in different main countries. KSPG Automotive is a produce and supply in the aftermarket. Company produce plain bearings pistons and engine blocks. KSPG have good talent force in the organization.

KSPG Automotive has its innovation drives. The three divisions are namely hard parts, Mechatronics und Motor service

15. BNY Mellon international operations (I) Pvt Ltd.

BNY Mellon international operations(I) Pvt Ltd is a very well-known organization in India. BNY Mellon's first client relationship in India dates back to 1957. The first representative office was setup in Mumbai. The first representative office was setup in the year 1983. The employees working in BNY Mellon international operations(I) Pvt Ltd are well motivated and given Job security.

BNY Mellon international operations(I) Pvt Ltd had set up a operational unit in Pune through BNY Mellon International Operations (Pune) Limited in the year 2004. In the year 2000 Mellon also set up a Research and development center in Chennai. Currently BNY Mellon international operations(I) Pvt Ltd have over 8000 employees. Company focus is on customer satisfaction. BNY Mellon international operations(I) Pvt Ltd is located in three locations namely Mumbai, Pune and Chennai. BNY Mellon international operations(I) Pvt Ltd are also well
known for the welfare activates provided to its employees. Job engagement is seen in BNY Mellon international operations(I) Pvt Ltd.

16. Mamata Graphics:

Mamata Graphics was established in the year 1988. The proprietor of Mamata Graphics is Mr. Vinay Kanetkar. Mamata Graphics is located at Chikhali in Pune. There are around 56 Employees working in Mamata Graphics. Mamata Graphics deals with products like stickers and labels. Mamata Graphics also have their unit in Kolhapur and Goa. Mamata Graphics is an ISO 9001-2008 qualified company. We can see the latest technology & well equipped facilities under one roof in Mamata graphics. Processes like fully computerized design setup, screen, offset and roll to roll printing machines, punching, gumming, lamination, cutting, half cutting and binding are carried out in Mamata graphics.

Mamata graphics provides the exact stickers and labels according to the requirement. The company has successfully carved a niche for itself during the last 2 decades in then clientele who have national and multinational presence.

Product range of Mamata Graphics is anything and everything in labels and different type of stickers, process with hand and machine gumming stickers, Barcoding solutions, Barcode printer, Scanner, Thermal Transfer printing.

17. Vulkan Technologies Pvt.Ltd:

Vulkan Technologies Pvt.Ltd is a 100% owned subsidiary of German company. The Head office of Vulkan Technologies Pvt.Ltd is at Herne, Germany.

The company manufactures coupling products. These coupling products are manufactured for different size of D. Generators. Sets, Compressors etc.

18. Finolex Cables Limited: page 34

Finolex Cables Limited is a leading manufacturer of cables. Finolex Cables Ltd is the leading company of the Finolex Group. Finolex Cables Limited was started in the year 1958. Finolex Cables Limited was established in Pune. Finolex has certified for ISO 9002 for all Units and manufacturing. The company has its manufacturing facilities at Pimpri and Urse in Pune as well as at Goa & Uttarakhand.

Finolex Cables Limited has a huge product range. Finolex Cables Limited manufactures products like PVC insulated industrial cables and other vide range of cables, the name of companies become identical with Superiority and enjoys very good self-assurance of the clientele.

19. Minda Industries Ltd:

Minda Industries Ltd was founded in year 1960. Minda is leading manufacturer for two wheeler switches in India and Abroad. The strength of the employees in Minda is approx 3000 employees. Minda Industries Ltd has different quality certifications like ISO, TS, OHSAS etc. Vision of Minda Industries Ltd is to be a
good leader in in the market after the sales and OEMs. Company manufactures competitive and quality products in the global market

Minda products are manufactured to different locations like Pune, Aurangabad and Pantnagar. Minda also supplies its products to well-known two wheeler and four wheeler manufacturing companies in the global market. Minda has wide range of designs with possession of 37 Patents and 60 Design Registrations. Minda has high quality products and performance standards. Minda Industries Limited has its services in the different countries in the world.

20. Faurecia Emissions Control Technologies:

The Company is established in 1997 as named Faurecia and merger between Bertrand Faure The company has built up for to become a major supplier in the global automotive industry. There are 32,000 employees’ manpower and yearly Turnover 4 billion. The company group is assisted by R & D and production network in 34 countries. It is preferred partner of the worlds’ largest automakers, so value of its operational excellence and technological expertise.

The company is now a universal leader for different ranges in the profession: like Interior Systems, Automotive exteriors and Emissions control technologies, Automotive seating. Faurecia is the number one worlds’ supplier in his products in the different range of exhaust system. Company is good leader in Europe automotive market.

21. Varroc Polymer Private Limited:

Varroc Polymer private limited is having their operating units in Takve Bud (Pune), The Company was founded by Jain group, they are good leader in the market for manufacturing automobile spares in India. They have their manufacturing units in Ranjangaon (Pune) and Paithan (Aurangabad). They are
into the manufacturing of automobile components like Interior Trims, Door Trims, HVAC & Under Hood Parts, Air Filter Assemblies, Instrument Panel, Rubber & Rubber To Metal Bonded Parts, etc. They are having wide range of customers all over world. It includes both 2 wheeler and 4 Wheeler manufactures from the world. Some of the customers of Varroc polymers are TATA, Bajaj, Skoda, Mahindra, Maruti, Ford, Fiat, FM, VW, Honda, Lear, etc. The overall strength of employees is in between 300-500 in all the three plants.

Varroc polymer Pvt. Ltd. is one of the group companies out of a big varroc group. This shows the wide range of knowledge and skill employees they have. With great welfare activities for the employees and better service to the customers, varroc has created reputed position in the market.

22. Pricol Limited:

Premier Instruments and Controls (PRICOL) India based company and established in 1972. The Company started by Late N Damodaran and LG Varadarajulu. The Pricol manufacture automotive components for Cars, Motor Cycles, Mopeds, Three wheelers, LCV, HCV vehicles. The company produce products like instrument cluster, fuel level sensor, auto fuel cocks, chain tensioners, oil pumps, valves, oil pressure switches, neutral safety switches etc. The Company is into consumer and industrial products medical devices and his customer is spread all over the globe. Pricol is operating from different countries like United States, Europe, Africa and India.

Pricol settled their manufacturing unit at Pirangut near Pune. The Company offers their vide range of services and renewed technology in the area of Mechanical Design, Industrial Design, Embedded systems, Prototyping, support in testing etc. Initially the Pricol is an auto ancillary manufacturing industry.
Pricol is settled their business in different locations in India. In Pune Pricol are engaged around 200 skill employees in the organization. I personally observe and feel that company environment is normal. Employee and Management are trying to enhance their skill for compute the global market and ready to accept the new challenges.

Being 35 year old company, Pricol has their very good Vision, Mission and Values. That promotes to employees and public for understand the organization. Company has changed his name to PRICOL Ltd., from Premier Instruments

23. Ahmednagar Forgings Limited:

Ahmednagar Forgings Limited Company established in 1977 at Ahmednagar. The company is manufacturing forging components for Automotive Defence and Railway sector. After good progress and with support of reputed customer like TATA they expanded their operation at Chakan near Pune in 1990. Company setup two forging and machining units nearby Pune i.e. in Chakan area. Management decided to manufacture closed die steel forgings. After few year with good support of auto industry company started machining plant in the same location.

The company’s present employee strength of both units is more than 500 employees and yearly turnover is more than 120Cr. Total group employees more than 2500 and turnover is more than 100Cr. Company manufacture forging product like Crank Shafts, different Gears, Crown wheels, Hub, F A Beam, Connecting Rods etc. AFL reputed customers is TATA, Greaves, Commines, Sandvik etc. company also export their components like EMD to US.
Ahmednagar Forgings Company is the second largest manufacturer for forging auto components, high tensile fasteners and cold forging part in India. The company manufactures auto components to two, three wheelers, cars, LCV and HCV vehicles.

In 2002-2003 the Ahmednagar Forging Company acquired by Amtek Auto Ltd., Amtek is the major producer of Con Rod assemblies in the India. Now Company has merger with “Amtek Auto Ltd”.

24. Star Engineers (I) Pvt. Ltd.,:
Star Engineers (I) Pvt. Ltd are located at nearby Pune. They are into manufacturing of auto electronic products for four wheeler, 2 and 3 wheeler. Company mainly focuses on to motivate for new ideas, quality and customer focus on their products. They manufacture the product in lowest cost and are of excellent quality which meets the customer satisfaction. Company promotes for the good working environment for the health and safety of the employees. Some of customers of Star Engineers are Bajaj, Honda, Hero, Piaggio, Ucal, Ktm, Keihin, Mahindra 2 wheelers, Tata Yazaki, Mahindra Behr, Subros and Fiat. Company has received various awards for excellent performance, quality and vendor management.

Company use modern technology and facilities for the production of their products. The testing systems of company are very much strong which helps them for higher customer satisfaction. Company contributes for good labour welfare activities and for their growth, also focuses on the multiple opportunities for employees to grow in their company and give good training facilities to meet the challenging jobs in their daily routine.

25. Finolex Industries Limited:
A Finolex pipe is located in pune and they are into manufacturing of Rigid PVC Pipes and Fittings. Company is largest PVC-U pipe manufacturer in India, which
is used in agriculture sector. In Ratnagiri also the company has set up for PVC resin manufacturing facility. Finolex pipes and fittings are available in various ranges. Finolex has good distribution of all the products and services to all regions in the country.

Finolex motivate the employees for new ideas, good commitment for excellent product quality and service. They also contribute towards labour welfare and safety of employees. Finolex has good manufacturing facility in production of pipes and modern technology is used for making pipes and fittings. It has strength about average 500 to 600 employees in each plant and they more focuses on continuous improvement of the product and quality. They firmly achieved the customer and vendor satisfaction by their services and products. They also contribute for the welfare of public like in building the schools and the Industrial training institute for strengthen the education facility in rural and semi urban areas. Company also contributes the advanced facility in sanitation and cleanliness of the company and keeps the working environment healthy, safety and pollution free.

26. Intelux Electronics Pvt. Ltd.:  
Mr. Narra Seshagiri Rao started Intelux in the year 1996. Mr. Rao is known to be as a Technocrat Entrepreneur. Intelux was started for designing, developing and produced manufacture solution for energy saving. The company initially started his R&D section, afterwards it has also added the manufacturing of Electronic Ballasts. Keeping in mind the growing need for the upcoming lighting industry, Intelux is emphasizing to make High-end electronic Ballasts. From the year 2005, Intelux also started catering in the different sector. From the year 2011 DC – Diesel Generators, Transformers manufacturing is also started at Intelux.

Indian Govt. gave recognition to the company in the year 2011. The key driver for the growth of Intelux is the R & D section. Following research facilities are available at Intelux.
The well-equipped R & D facility is very good and settled in sufficient space. 55 engineering Graduates and Post graduates are working in this team.

Intelux has received many different approvals from different well-known authority like Govt as well as private.

Intelux Manufacturing is divided in following divisions - Lighting Division, Telecom Division, DC Generators and Transformers. The manufacturing facility is located at Dhayari near Pune and spread over 40,000 sqft, area. It is aimed at high efficiency, under stringent Quality norms. Jigs and fixtures and testing and measuring instruments are developed in-house. Company is running with 400 talented work force. As of now the turnover of the company is around 100 cr.

27. TRILUX Lighting (Inida) Pvt. Ltd.:
Trilux is located in yewlewadi, pune and they are one of the top-three manufacturers of professional lighting systems. Trilux is market leader in Germany. Company was founded in 1912 in Menden by Wilhelm lenze. Company has a continuous growth and improvements into their products. They have great ability in business like their tailored lighting solutions according to their customer needs and requirements they have technical light planning and visualization.

There products ranges are in interior lighting like for offices, Industrial, Airports, stations, Shops, damp and weather proof areas, For exterior lighting decorative and urban solutions, highways, streets and intersections, tunnels, facades, arena and stadium areas, in medical and supply system, ballasts, LED drivers. Their list of large and well known customers are ilbs, BT, Larsen and Toubro limited, Fortis, Sapient, TCS, Google, IBM, Infosys, Colt, American Express, steria, Lanco, Conversys, KPMG, RBS, Jaypee Group, Mercer, Cpa global.
Trilux Company mainly focuses like finest use of LED technology there ranges are pleasant, decorative and safe to use their products. They Fully achieve the customers and vendor satisfaction by their products. Company also provides training facility for achievement of career opportunity and plan various labour welfare activities.

28. Cermet Resistronics Pvt Ltd:

Cermet Resistronics Pvt. Ltd. is established in year 2000 in Bhor, Pune, Maharashtra. The company is manufacturer of electronics and electrical grade resistors. The company is Rohs compliant company i.e. is instrumental in providing to the requirements of different application. The Company is exporter of Electronics and electrical grade resistors to Germany, Brazil, Rasiya etc.

The Company is manufacturer different Resistors. The company growth rate of 40% every year, and is thriving in field and have garnered the prominent approvals and recognitions of Defense Standard, LCSO, ERTL (W), BARC, BEL &Rohs compliance. The company yearly turnover is approximately 10-25 Cr and has manpower 51-100. There is vision of company to manufacture product to offer the most comprehensive of resistors in market. The company has method to develop special tenacity resistors and automotive components for Fuel Indicator and Air conditioners, fan blower assembly. The company vision is to manufacture specialized Power. The company has vision to expanse and develops plans towards exploring newer markets in the world in some coming years.

There are different types of qualitative range products such as Electronics and Electrical grade resistors with compliance with Rohs, its find wide application in engineering and development industries. The company supplies the products to Industrial Commercial Corporation, Bangalore, Maritime Data Systems, Bangalore, Hueco Electronics Pvt.Ltd, Regional
Office, Hyderabad, Jaibalaji Engineering Services, Coimbatore, Smash Electronics, Pune, BAG electronics Pvt. Ltd, and other reputed clients.

29. Autoline Industries Ltd.,

The company established in December 16, 1996 as named Autoline Industries Ltd in Bhosari, Chakan in Pune, Ahmedabad and in world wide. The Company manufacturer of auto components and supply to original equipment manufacturers and automobile companies with presence in the domestic and international markets, there are three business divisions’ namely medium and large stamped assemblies, mechanical assembly / driver control systems and concept, styling, designing, analysis application software services.

The company Turnover is Rs.7500 approximately in financial year 2011-12 and manpower is 1000 employees in all Groups.

The company also manufacturing load bodies for Tata Motors and supply auto components to Mahindra & Mahindra, General Motors, Volkswagen, Ashok Leyland, Nissan, Bharat Benz (Daimler India), Ford etc. The company is able to cater to the requirements of varied category of vehicles like different cars, heavy and light vehicles of different capacity.

30. Lear Corporation:

Lear Corporation is located in pune they are into manufacturing as well as supplier of automotive seating and electrical products it’s a fortune 500 company. Company mainly focuses on the designing of the products and there modern technology for the manufacturing process. Company concentrates on the training, strong relations and dependent of the employees for maintaining excellent quality products and their services to meet the commitment given to customer’s satisfaction and to their suppliers. Company has strength about average 500 to 600 employees in their each plant and they contribute towards labour welfare activities, safety and health of employees.
Company also pays attention towards employees achievements, career opportunities’, motivation for employees active participation and goals in their life. Company also promotes good cleanliness, sanitation and keeps the working environment free, healthy, safety and pollution free. Company always concentrates on the continuous improvement on the development of the products and implements them according to the customers and suppliers requirements because this will motivate to their employees creativity and to express their ideas, values, respect towards employees will also increase the product quality.

31. Concentric Pumps (India) Pvt. Ltd.:

Concentric Pumps has been in existence since 1921, further it was acquired by the Haldex Group in the year 2008. Concentric AB has de-merged from the Haldex Group to become a stand-alone company – floated on the Swedish OMX Stock Exchange. Although listed in Sweden, Corporate Head Office is close to Birmingham, UK, with 8 manufacturing locations in key Global locations. It has its focus on two areas – Engine Products and Hydraulic Products. Customer base is most major Truck manufacturers Off-highway equipment manufacturers and stand-alone engine manufacturers.

Company infrastructure near Pune –

Factory is situated in the area of 100,000 Sq.fts. It has a capacity to manufacture 1.5 Mn. pumps annually. Employee strength of the company is 235. They have the education level of Engineers, Graduates, ITI& Apprentices. It has CNC, VMC and well equipped metrology with fully-automatic CMM. Factory has cellular manufacturing in Machine shop. Company has excellent Cell Layout, Single Piece Flow, FIFO, Poka-Yoke, Bar Code Scanning & Process Control. It implements Lean Manufacturing Philosophy (LDMS). PLC controlled assembly lines With integrated Poka-yokes. Concentric Pumps is certified for TS16949, ISO-14001 & 18001 by reputed Certified agency. Company has invested in new CNC or special
purpose machines. The operators, operates on LDMS, Lean principles. All employees are actively practicing 5’S and continuous improvement initiatives. Assembly and Test stations are automated and following poke yoke. Company has a good strength of Engineering & Design support.

Company has good Design Capabilities like –

CAD Modelling (Pro Engineer), FEA Tools, CFD Tools, EDI links to UK tech centre, DFM processes used in all designs concepts.

Company has Testing Facilities like

Performance testing, Durability Testing, Metallurgical examination.

Concentric Pumps has awarded with various Awards Nationally and Internationally.

32. RacoldThermo Ltd.,

RacoldThermo Ltd., is one of the best manufacturing wellknown brand company for water and space heaters, They setup their plant at Chakan near Pune, Maharashtra in 1999. This plant has been operated since 1999. After its establishment, RacoldThermo Ltd. changed the criteria in the water heater manufacturers by bringing in new technology and improving the aesthetics, durability, quality and performance of the product. Its flagship brand is written as RACOLD in bold and red colour.

Major Achievements: RacoldThermo Ltd. has been leading in technology in the Indian Market, including credits like. The product also consists of highest pressure rating so that it will be suitable for higher buildings and it also includes pressure pump applications. Their continuous delivery of brilliant performances led to their product to obtain quality and performance certification as per IEC (International).
33. **BadveAutocomps Pvt. Ltd:**

Badveautocomps Pvt. Ltd. is situated in Chakan MIDC in Pune. They have recently started their new plant in Khalumbre, Chakan area. Except above they are having their presence in Ranjangaon and Shirur MIDC in Pune and almost 9 plants in Aurangabad locations. They are providing automobile parts to most of the two and three wheeler manufactures.

Bajaj is the Major customer of BadveAutocomps Pvt. Ltd. They are supplying Exhaust Systems, Chassis & Frame Assembly and Plastic Molded/Painted Parts & Assemblies to the automobile companies. In the Chakan plant there were average 400-450 employees are working. They are having modern technology for manufacturing process. The employees are committed to their work as the management always focuses on the employees’ satisfaction level. They always try to do continuous improvements by organising vendor meet, customer meet, frequently organising of welfare and safety activities for the employees. The good quality product is success of all the efforts they are putting in their day to day operations.

34. **Polybond Coating (India) Pvt. Ltd.:**

Polybond is manufacturer of modular rubber products there are two manufacturing plant which is located in Alandi and Sanaswadi near Pune. Polybond was established in 1990 and it has strength about average 250 to 300 employees and they more focuses on continuous improvement of the product and quality. Polybond’s some of customers are Delphi T I Tuscaloosa and Telamon Corporation. All companies products are well tested, quality and increase the capability of their products to meet all the standards and requirements of customers and suppliers satisfaction.

Polybond uses the modern and world class technology, equipment for manufacturing the products also focuses mainly to train their employees and make talented for production of products. Polybond also contributes towards
labour welfare activities and keep the working environment healthy, safety and clean. Ploybond products are also well tested in there laboratory and deliver the engineering solutions for controlling vibrations and noise free. Ploybond is a good exporter in their products in region like North America, Western Europe, Asia pacific and Africa.

35. Cogeme Precision Parts India Pvt Ltd.

Company is located at Mahulungevillage, Chakan, Pune, Maharashtra. The company is manufacturing of automobile components as like turbo charges, nozzle ring assembly, shaft wheel assembly.

The company is built up for giving good service in Automobile companies as two wheeler and four manufacture. Cogeme has more than 150 employees and around 90Cr turnover per annum.

36. Ultra Engineers:

A good settled company which is actively involved in produces and export different type of material. Company is manufacturing for particular purposes like Wind Mill, Sugar factories etc.

Ultra Engineers have good skill work force. Company is maintaining very good 5’s Kaizen etc activity and maintaining good environment in the organization.

The Company has more than 200 good skill technical workforces. Companies experienced talents are very good and result oriented, all are giving their good time and quality result to the organization. Company has create good and motivated team in the organization, giving good and timely services to the customers. All these result is converted in to satisfy our valuable customers.
37. Aurangabad Electricals Limited:

Aurangabad Electricals Ltd. is based in Maharashtra; the company is established by Late Shree Raj Narayan Bagla. At present this company is directed by Chairman & Managing Director Mr. Rishi Kumar Bagla. The director’s vision has supported Aurangabad Electricals Ltd. to develop into a solution providing across a extensive range of automotive products. The Company is joint ventures with OMR of Italy (HPDC), LI-IN of Taiwan (Electricals) & Danielson of France(Prototyping & Engineering services),there are 8 manufacturing units in all over India. This Company is founded by Bagla Group, it is a famous company for supply of aluminum cast and machined components in India as well as its’ upcoming exporter in India.

Aurangabad Electricals Ltd is made up for good capability in design/engineering, which gives well quality to its customers with full service supply and product conceptualization to designing and manufacturing. The company yearly turnover is more than 450Cr, and skilled employees more than 1500.

The company manufactures a wide range of Die Cast (HPDC & GDC), High Tensile Fasteners and Electrical Components for 2 & 3 wheelers manufacturing companies as named Bajaj Auto ltd; Tata Motors Ltd; Aprilia, Mahindra, LML, Piaggio, Suzuki, Yamaha etc.

The company is manufacturing a wide range of products like Cold forging, Thread rolling, Machining, Heat Treatment, Zinc Plating to Dacro, Coating Magnetos, Automotive electrical / electronic parts, Regulators Ignition, Coils (HT Coil), Relays Flashers, High Pressure Die Casting, Gravity Die Casting etc.

38. ADVIK Hi-Tech Private Limited (AHPL):
This is one of the Leading industries in India. Also Advik is the global automotive component manufacturing industry. From the past 12 years company has been serving to the diverse in domestic and outside four countries in the automobiles bikes and mopeds, stationary, engine and transmission system are. They have good metallurgical laboratory which helps in satisfying the customers ‘requirements. Company has more than 200 plus skilled and experienced workforce and talented experienced engineers.

Company have good culture in the organization and feel that employees are motivated and working hard to achieve origination goal. Advik have collaboration with German based Industry, FMO Technologies GmbH for design, development, & production for four wheelers and engines. Company manufacture world class products and they have good name in the global market.

1.6: Hypothesis:

1.6.1: Introduction:

Any research is started with the term called as identification of the problem area. As the researcher is with the experience of 27 years in HR there is the close observation of the employees and their performance. As the part of the job profile the researcher has got the close eyesight about the problems faced by the HR department of the organizations.

The major problem faced by the managers/employers is the decline or decreased productivity because of some intangible reasons. These intangible reasons are very difficult to analyze. The major reason behind the lower productivity identifies by the philosophers is the lack of motivation among the employees.

The development of any organization depends upon the employee’s level of the motivation. Motivation may be seen as the set of unique forces that are to be considered as the cause people behaving in particular ways. The highly motivated employee is more
quality oriented in most of the situations. Always it has been observed that the highly motivated workers are more productive than workers with the low level of the motivation. The possible reason can be motivation is a difficult measure and evaluate. Join in organization is for the purpose of the individual needs and the desires and expectations. The value system, beliefs, personal background of the employees, employee’s lifestyles, employee’s perceptions and attitudes of the employees are different.

Most of the organizations usually unable to take the understanding of these factors while looking at the performance of the employees. Even the HR professionals are also sometimes unable to the changes happening in the motivation of the employees. Now days employees have been hired, trained and remunerated they need to be motivated for better performance. People are motivated rewards something they can relate to and something they can believe in. Times have changed People wants more.

It is agreed by the industries that the responsibility is at the shoulders of the managers to ensure that employees will do their job in the better way in the job. Employee’s retention and motivation of then employees requires special attention to be given by the managers. The responsibility of the same falls to the HR department of the organizations as well as the managers. These mangers or the supervisors may be from any level in the organizations.

There is the need of the creation of the work environment in such way that the people enjoy their work.

To achieve the objective of the organization it requires the sufficient time, high level of skills, and more efforts taken by the managers. This can help to the organizations to motivate the employees through caring of the employees. It will be called as the true leadership if managers are successful in motivating their employees. The special tasks can be given to the employees so that to give the feeling of the importance in the organization and on self. When there is the feeling of being trusted and believed the employees are motivated. The additions of the certain kind of responsibilities are also playing an important role in the employee motivation. When these things are in the places employees are motivated to work even harder. This may result in the
organizational development.
As like the other assets of the organization employees are also the important assets so their motivation becomes very important. This motivation helps to improve the working environment, efficiency and the productivity. The quality of the entire activities in the organizations functions can be improved through employee motivation.
The overall result will help in the improvement in 3 M’s as man, machine and material, which can be important for the both the employees and the organization.

The word “Motivation” is used in the organizations for describing the level of the unity which is important for the smoothening of the activities in the organization. A good example is from the Army, training is done for the 99% of the entire service duration of the soldiers & they are motivated as they know that they can deliver their best if there is a need to show their skills in times of war. So we can guess how much important training is for employees who have to perform 100% time

Employee gives most preference to this point for their motivation at work place. The role of senior plays important part in the motivation of the employee. Every person looking for the good boss who direct and support his/her subordinate properly. To increase the motivational level of subordinates, the senior should behave with his/her subordinate humanely. He should support to genuine things and also ready to accept his/her own mistakes. He should be good listener. He should listen to the subordinate clearly and also allow them to suggest the things. He should support for the right things and allow subordinates to perform freely, if subordinate doing it for the welfare of the organization. There should be trust between Senior and his subordinate. The senior should be flexible considering expectation of the subordinates. If the senior intentionally try to catch the subordinate in small-small mistakes and try to show his non-performance to the top bosses then the motivation level of the employee affects badly as he/she is not in the position to complaint about his/her senior to the top bosses. The senior should clarify his/her view properly to the subordinate which helps subordinate to know the exact expectation of senior out of it and can perform much better. It is expected from the senior to guide properly for the mistake done by the subordinate instead of just telling them aggressively. In short if the senior listen to
Welfare facilities is provided by the government and also by the organization but the employees should make good utilization of the facilities provided to them. Also the employees should be aware of the facilities which are applicable to them. Welfare facilities increase the motivational level of the employees. Welfare facilities are useful for the employees and also to their family.

This is also helpful to reduce the mistakes of employees as employees can differentiate the right and wrong work and also understand the expectations organization is having from him/her. There are different methods to give appreciate the work of employees like giving cash/kind gift, promotion, salary increments, recognition letter, providing additional facilities, etc. These kinds of activities increase the enthusiasm of employees in the organization and perform much better as he/she is getting return for the efforts made by them.

Employee motivation is more important than the job satisfaction for a person. To serve in a fix and low salary job is very tough for any one presently. Here the researcher has tried to find the factors contributing towards employee’s motivation. Eight important factors contributing towards employee’s motivation like; training, humanly behavior of the seniors, good working environment, welfare facilities, career growth and development facilities, awards rewards and recognition facilities, job securities and the salary were measured.

In this chapter, the researcher has included the population, sample of the study, construction and the procedure to implementation of the employee motivation Questionnaire, the procedures for the data collection and the method of the data analyses.
1.8. Hypotheses:

A hypothesis as defined is the tentative answer to the research question. This is basically the assumption of the researcher. Hypothesis gives the explanation to the concept phenomenons of the research. Hypothesis can be seen as giving the new knowledge of the subject undertaken for the research work. The outcome of this research is depending on the validity of the data collected and interpretation of this data.

Research hypotheses are the specific testable predictions made about the independent and dependent variables in the study. Hypotheses are couched in terms of the particular independent and dependent variables that are going to be used in the study.

The research hypothesis of this study is as follows.

Along with this we have identified following Hypothesis -

H-0 “There is no relationship between factors contributing to employee motivation and the impact of motivation on employees as perceived by the managers.”

H-1 “There is significant correlation between factors contributing to employee motivation and the impact of motivation on employees as perceived by the managers.”

H-2 “There is no difference of opinion of the employees and managers about factors contributing towards motivation.”

H-2 “There is difference of opinion of the employees and managers about factors contributing towards motivation.”