



“A STUDY ON PRODUCTIVITY GROWTH OF AUTOMOBILE INDUSTRY IN A VUCA WORLD”

Hari Babu T, Ph.D. Research Scholar, Department of Management Studies, St. Peter' Institute of Higher Education and Research.

Dr.Uma Raman, M, Professor and Head, Department of Management Studies, St. Peter's Institute of Higher Education and Research.

Abstract: - The automobile industry is one of the most significant drivers of monetary development of India and one with high cooperation in worldwide worth chains. Automobile industry is perhaps the biggest market on the planet. The headway underway and the board frameworks have upset the vehicle business. The business has seen the opening up and development of a few developing markets. The automobile industry is currently confronting new and squeezing difficulties. Globalization, digitalization and expanding rivalry in the market are changing the essence of the business. Size of the association is not, at this point an assurance of accomplishment. Organizations that find new imaginative strategies to make worth can flourish later on. The reason for this paper is to introduce a short review of the automobile industry today and feature difficulties that are confronted the business.

Keyword:- Productivity, Automobile Industry, Growth factor Intensities, Significant.

I. INTRODUCTION

The automobile industry is one of the most powerful income generators the world over (Vuca World). This industry extends to a wide cluster of car employment opportunities to look over and assumes a significant job in keeping up a sound GDP for a country. The extent of work in this industry is exceptionally expansive and it offers a cutting edge, quickly changing and creative workplace. Demanding, it requires its workers to fulfill the creation time constraints on schedule and be serious both subjectively and quantitatively.

1.1. Various Types of Jobs in the Automobile Industry-VUCA world.

Administration: Automobile administration incorporates a wide assortment of occupations which incorporates vehicle sales centers, vehicle and part producing endeavors and little fix and adjusting organizations to give some examples. The activity profile if there should be an occurrence of vendors and private ventures would include gathering and administrative tasks, treatment of vehicle fund and protection matters and managing vehicle stock developments. While then again, the one on vehicle and part fabricating undertakings would put more accentuation on the assembling procedure, contact, warehousing and circulation of the completed items alongside the above activity profile.

Aftermarket: The profile of post-retail occupations incorporates fitting of extras, retail/deals tasks, warehousing and dispersion. With additionally purchasing power coming under the control of the working class, more vehicles are probably going to turn out of the shed each year. Because of this expansion, the reseller's exchange administration portion would benefit gigantically for more vehicle deals would mean more secondary selling business of extra parts and improvements. Henceforth it tends to be said that those identified with vehicle secondary selling occupations would see phenomenal development sooner rather than later.

Electrical: Innovative progressions in the vehicle business have had enormous impact on this fragment. Despite the fact that the positions are situated in devoted car electrical/fix and adjusting workshops and vehicle businesses, this field offers enormous possibility to develop. The run of the mill work profile includes electrical work on vehicles, trucks, trains, trailers, rural hardware and vessels. One is likewise required to do an exhaustive analysis, testing, fixing, adjusting and supplanting exercises when required. Electrical wirings, batteries, generators, lightings, starter engines, alternators and each other sort of car electrical are being dealt with by the experts of this division.

With the developing details in the vehicles, this division is probably going to observe an immense interest for gifted works. Aside from the above recorded segments, work prospects likewise exist in Bus, Truck and Trailer assembling, Management and Supervisory, Automobile Engineering and Sales.

II. REVIEW OF LITERATURE

Agarwal, R.N.1 (1988), endeavored to clarify the target of the examination is to pinpoint the fundamental driver of the disorder of the business and afterward to propose medicinal measures. It appears to us by all appearances that the business is trapped in the endless loop of little size of the market; for its items and close to nonattendance of advancements in innovation over the three decades. The business has not built up its own vehicles and the fare interest for its vehicles is unimportant. Extensively we may group the reasons for disorder under the accompanying heads.

Bhat Sharipad, and Prof Setharaman, T.V.,2 (1995), in their work endeavored to clarify the primary goal of this work to assess the impacts of innovation move on the fare execution and the determinants of the fare force of the car business. The experimental writing on innovation move and fare execution shows that no obvious end can be drawn with respect to the connection between the two.

This paper has been separated into six segments. Area 2 presents the expository foundation to the issue of innovative exchange and fare execution in the creating nations. Segment 3 depicts the strategy and speculation to be tried. Segment 4 arrangements with information sources and meanings of the factors. The outcomes and conversations are managed in segment 5. The last segment sums up the fundamental discoveries.

Chugan, P.K.,3 (1995), in his work endeavored to clarify an examination of the components identified with outside innovation versus their job in deciding the organizations advancement, adjustment and ingestion (DAA) capacities uncovers that while the quantity of remote joint effort understandings (FCA) and outside value do impact DAA abilities, the effect is constrained; for, other innovation move related elements confine the organizations opportunity to work in a way it esteems fit. A near examination of FCA and non FCA units demonstrates that notwithstanding more fragile R&D base; the non FCA units spend more on R&D in relative terms and create/adjust bigger number of items than the previous.

Das Gupta Rajaram,4 (1986), endeavored to gauge interest for various classifications of business vehicles up to the finish of this decade (for example 1990). The creator battles that the official interest gauges are overstated in light of the fact that the suspicions about development of traffic on which they are based are unreasonable. In the light of interest projection the creator contends that the present approaches of authorizing various new units is probably going to result in under usage of limit and ensuing loss of financial matters of scale. A best arrangement is increment limit in the current units would accomplish more noteworthy effectiveness and present some opposition in the business.

Gumaste Vasant,5 (1988), endeavored to clarify that the Indian business has reacted to the administrations limited time measures to support in-house innovative work units and the cash they spend have become extensively throughout the most recent four decades. Yet, what are the solid outcomes? How solid is the mechanical ability of Indian industry today? How successful is it in empowering the nation to be innovatively confident? This investigation depends on conversations with the principals, the men in the wings and those off camera in the business the car and subordinate industry.

Kathuria Sanjay,6 (1987), endeavored to show that in spite of the fact that Hindustan Motors and chief cars were set up before freedom, the genuine history of the Indian vehicle industry starts with the Tariff Commission Report of 1953, when firms without a staged assembling program were approached to pull back from India. By 1965 there were seven firms fabricating business vehicles, four of which likewise created traveler vehicles/jeeps. In 1981, the Government endorsed the passage of four new firms (with Japanese joint efforts) into the market for light business vehicles. This was trailed by further progression in modern arrangements, viz, wide banding exception from the arrangements of area 21 and 22 of the MRTP Act, and the declaration of least financial scales.

Kesari Kumar Pradeep and Saggur Mridul,7 (1989), in their work endeavored to break down the determinants of fare execution for fifty five units in the "Hardware and Transport gear" industry of India. The technique received applies pooling of cross segment and time arrangement information throughout the years 1980-81, 1982-83, and 1983-84.

The examination follows the neo-factor extent and neo-innovation draws near. These methodologies came into vogue as the Heckscher (H-O) hypothesis, because of its prohibitive presumptions, was discovered unequipped for clarifying genuine wonder of monopolistic rivalry in the field of International Trade and remote venture. Under the suspicions of the H-O hypothesis, for example, immaculate rivalry and impeccable prescience, steady comes back to scale, nonappearance of item separation, all organizations in

a n industry will approach innovation, elements and item showcases. Accordingly they are required to act in comparative design.

Mukherjee Avinandam and Trilochan Satry,8 (1996), in their work endeavored to clarify the car business in South Korea, Brazil, China, and India is right now experiencing great development. Governments have assumed a key job in the advancement of the business in every one of these nations. South Korea, a generally sum to the car business, has gained the most critical ground, and is presently sending out vehicles to created nations. It is the main nation that put resources into inquire about and advancement for item improvement, held administration control in adventures with worldwide organizations, and had aspiring fare targets. The business in Brazil is a lot greater than that in South Korea, yet indigenous item advancement abilities are missing and fabricating intensity is constrained despite the fact that the business is totally constrained by NINCS. The Indian business is encountering with fast development and the section of the biggest number of MNCs.

III. RESEARCH METHODOLOGY

The aim of the study includes the following factors towards the Productivity growth of Automobile Industry-VUCA world . They are such as poor working condition environments, resident aggression, balance of work and family, work load, inability to deliver quality of care preferred, shift timing, lack of involvement in work process and decision –making, poor relationship between supervisor/ Team Leader, role conflict, lack of recognitions and lack of opportunity to learn new skills.

Training is an important area were the workers can utilize for their self-development and updating of their work knowledge. Ultimately every effort that the management takes for the worker and perseverance of the worker on their physical and the mental wellbeing inside the organization that help in maintaining their motivation and satisfaction level which is important for effective performance of any worker.

3.1 OBJECTIVES OF THE STUDY

- To analyze the working condition of the company
- To analyze the workers participation.
- To analyze the analytical capability of production unit.
- To analyze the relationship between employer and employee in the organization.
- To find out the planning and execution of ideas.
- To find out the employees work skills & talent.

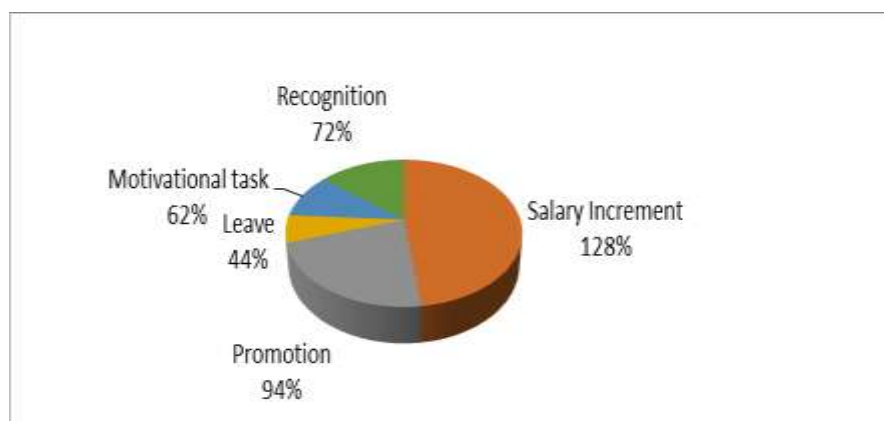
IV. UNIVERSE AND SAMPLING

4.1 Sampling unit /universe

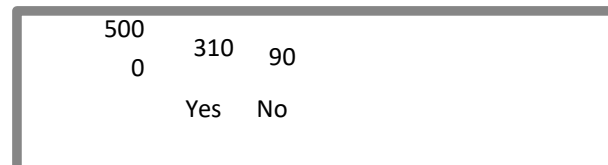
The sample unit consist of 200 employees totally.

4.2 PERCENTAGE ANALYSIS

TABLE - 1 :- Do the facilities provided by the organization motivates respondents to improve their productivity.



S. No	Do facilities provided motivates to improve productivity	No. of Respondent	Percentage
1.	Yes	155	310
2.	No	45	90
	Total	200	400



INTERPRETATION: The above table states that 310% of the respondent said yes and agreed that the facilities provided by the organization motivates you to improve your productivity and remaining 90% of the respondent have said no and they disagree that that the facilities provided by the organization does not motivates them to improve productivity.

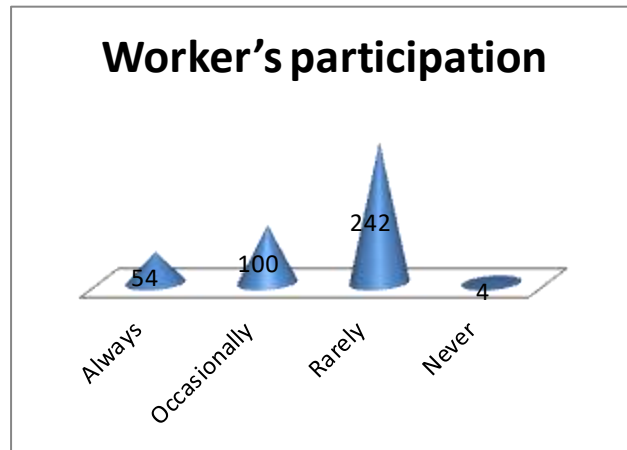
TABLE-2 :- Distribution of the factors which motivates the respondent most.

S.No	Factors of motivation	No. of Respondent	Percentage
1	Salary increase	64	128
2	Promotion	47	94
3	Leave	22	44
4	Motivational talk	31	62
5	Recognition	36	72

INTERPRETATION: The above table shows that half of the respondent 128% agree that increasing salary can motivate them the most 94% of the respondent agree that promotion can motivate them the most 72% of the respondent said that recognition can motivate them the most,62% of the respondent said that motivational talk can motivate them the most and remaining 44% of the respondent said that leave can motivate them the most .

TABLE - 3 :- Organization involves worker's participation in decision - making .

S.No.	Worker's participation	No. of Respondent	Percentage
1.	Always	27	54
2.	Occasionally	50	100
3.	Rarely	121	242
4.	Never	2	4
	Total	200	400



INTERPRETATION: The above table shows that half of the respondent 242% said rarely that organization involves worker's participation in decision - making , 100% of the respondent said occasionally organization involves worker's participation in decision - making ,54% of the respondent said organization always involves worker's participation in decision - making, 4% of the respondent said organization never involves worker's participation.

TABLE - 4 :-Job security provided in the organization satisfy work life.

S.No	Job security	No. of Respondent	Percentage
1.	Yes	128	156
2.	No	72	144
	Total	200	400

INTERPRETATION:

The above table shows that half of the respondent 156% said yes and they agree the job security provided in their organization satisfy their work life and remaining 144% of the respondent said no and disagree that the job security provided in their organization does not satisfy their work life

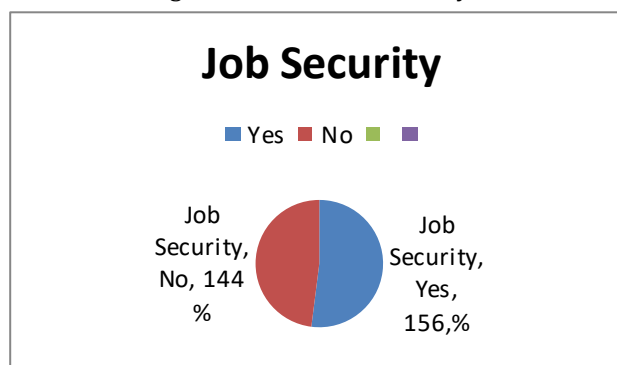
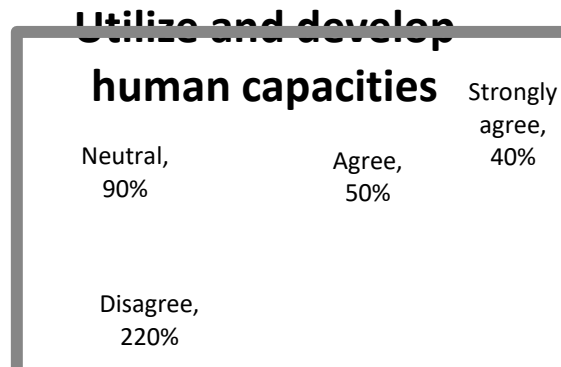


TABLE - 5 Skill and talents are used by the organization to their optimum level.

S.No	Utilize and develop human capacities	No. of Respondent	Percentage
1.	Strongly	20	40

	agree		
2.	Agree	25	50
3.	Disagree	110	220
4.	Neutral	45	90
	Total	200	400



INTERPRETATION: -The above table shows that most of the respondent 90% said neutral that the skills and talents of the employees are used by the organization to their optimum level 220% of the employees disagree to it, 50% of the respondents said agree to that skills and talents are used by the organization and 40% of the respondent said strongly agree that their skills and talents are used by the organization to their optimum level.

V. LIMITATION OF THE STUDIES:

- Material dealing with is intricate in light of sporadic and longer stream
- Production arranging and control is intricate
- Breakdown of one machine may influence the whole creation line
- Product separation is restricted
- Production arranging is entangled
- Work in progress stock is higher contrasted with nonstop creation.
- Higher arrangement cost because of continuous change in arrangement.

VI. SCOPE OF THE STUDIES:

- Compensation the reward for the work ought to be reasonable and sensible.
- The association should deal with wellbeing and security of the representatives.
- Job security ought to be given to the workers.
- Job detail should coordinate the people.
- An association reacts to representative requirements for creating instruments to permit them to share completely in settling on the choices that structure their lives at work.

VII. CONCLUIONS & RECOMMENDATIONS:-

A global, national and local advancement methodology dependent on improved quality and accessibility of instruction and preparing can induce, on the other hand, a prudent hover in which aptitudes advancement fills development, profitability increment and venture improvement, mechanical change, speculation, broadening of the economy, and intensity that are expected to continue and quicken the making of more and better occupations with regards to the Decent Work Agenda, and improve social attachment. A low-aptitude, low-efficiency, low-wage economy is impractical in the long haul and is inconsistent with neediness decrease. This is the endless loop of lacking instruction, poor preparing, low profitability and low quality employments and low wages that traps the working poor and prohibits laborers without applicable abilities from taking an interest in monetary development and social improvement with regards

to globalization. Consistent and consistent pathways of discovering that start with pre-school and essential instruction that sufficiently gets ready youngsters for optional and advanced education and professional preparing; that give vocation direction, work advertise data, and advising as young ladies and men move into the work showcase; and that offer specialists and business people open doors for ceaseless figuring out how to redesign their abilities and learn new aptitudes for the duration of their lives

a) Improvement of center aptitudes – including proficiency, numeracy, relational abilities, collaboration and critical thinking and other applicable abilities – and learning capacity – just as familiarity with laborers' privileges and a comprehension of business enterprise as the structure obstructs for long lasting learning and ability to adjust to change.

b) Advancement of more significant level aptitudes – expert, specialized and human asset abilities to profit by or make open doors for high-caliber or high-wage occupations.

c) Transportability of abilities depends right off the bat on center aptitudes to empower laborers to apply information and experience to new occupations or ventures and furthermore on frameworks that classify, normalize, survey and confirm aptitudes with the goal that degrees of capability can be effectively perceived by social accomplices in various work parts across national, provincial or universal work markets.

d) Employability (for wage work or independent work) results from every one of these components – an establishment of center aptitudes, access to instruction, accessibility of preparing openings, inspiration, capacity and backing to make the most of chances for nonstop learning, and acknowledgment of procured abilities – and is basic for empowering laborers to accomplish not too bad work and oversee change and for empowering undertakings to receive new innovations and enter new markets.

Improving profitability isn't an end in itself, however a way to improving laborers' lives, ventures' supportability, social attachment and financial turn of events. Proceeded with progress of profitability is additionally a condition for intensity and monetary development. Efficiency gains emerging from abilities advancement ought to be shared among endeavors and laborers – including through aggregate bartering – and with society so as to support the prudent hover of improved profitability, business development and advancement, and better than average work.

a) Workers can profit by abilities improvement and profitability gains whenever converted into better working conditions, regard for work rights, further preparing, versatility to changes, better business possibilities, higher wages and different elements that add to a superior personal satisfaction.

b) Enterprises will profit by aptitudes advancement and efficiency gains by reinvesting in item and procedure developments, expanding business exercises, keeping up and improving seriousness and piece of the overall industry.

c) Society will profit by abilities improvement and profitability gains as far as quality occupations, higher business, quality and productivity of administrations, decreased neediness, regard for work rights, social value, and seriousness in changing worldwide markets and dynamic development areas.

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