

TRIDENT AUTOMOBILES PRIVATE LIMITED

1, Lower Palace Orchards, Sankey Road, Bangalore - 560 003.

Tel: 91-80-4343 3333 Fax: 91-80-2336 8152 CIN: U50500KA1997PTC023159

Date: 16-02-2019

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Madhushree C, (USN 1AY17MBA25)** who is studying MBA at Acharya Institute Of Technology, has successfully completed her Project on “**Employee Relationship Management**” in our organization during the period from 3rd January 2019 to 16th February 2019

We Wish Her Good Luck For Her Future Endeavor.

Yours Sincerely

For **Trident Automobiles Pvt Ltd.,**



Metha Nanjappa

Dy. General Manager – HR




ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)


Date: 25/03/2019

CERTIFICATE


This is to certify that **Ms. Madhushree C** bearing **USN 1AY17MBA25** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **“A Study on Employee Relationship Management, at TRIDENT Automobiles Pvt. Ltd, Bengaluru”** is prepared by her under the guidance of **Dr. M M Bagali**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.



Signature of Internal Guide



Signature of HOD
Head of the Department
Department of MBA
Acharya Institute of Technology
Soladevanahalli, Bangalore-560 107



Signature of Principal/Dean Academics

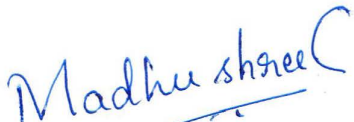
Dr. Devarajaiah R.M.
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Bengaluru-107

DECLARATION

I, MADHUSHREE C, hereby declare that the Project report entitled “**EMPLOYEE RELATIONSHIP MANAGEMENT**” with reference to “**TRIDENT AUTOMOBILES PRIVATE LIMITED**” prepared by me under the guidance of **Dr. M M Bagali**, Head of the Department, MBA, Acharya Institute of Technology and external assistance by **Mr. Sandeepa K S, Deputy Manager (Human Resource)** . I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place:

Date:


Signature of Student

ACKNOWLEDGE

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Dr. M M Bagali**, Head of the Department, MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Sandeepa K.S, Deputy Manager (Human Resource)**, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my Parents, Friends and all the Staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: BENGALURU

(MADHUSHREE. C)

Date: 08/04/2019

(1AY17MBA25)

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EXECUTIVE SUMMARY

Employee Relationship Management is the important factor that lies in the current competitive organisation. This relationship stands on organisation communication among all the workers and the management which is the essential part to build a good working community. With respect to the growth of the company and to enhance work performance employee must get feedback in both positive and critical, Appreciation and Gratitude which is necessary. The negativity in the employee employer relation, the management might fail to know the issues with regard to the employees who do not achieve long term achievement in the enterprise.

In this current competitive world the accomplishment of good relationship is based on employee job satisfaction. Employees are treated as assets of the company. The employees must try their level best to adjust with each other and should compromise to the extent. And the employees need to enter the office positively. Observation says that the relationship among the employees goes in a long way in motivating the employees and increases the confidence level and morale of the employees.

CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE PROJECT

A Project Report is a record which provides overall view of the proposed business. It is prepared out of details obtained from technical analysis, financial analysis, profitability analysis, economic analysis etc., are put together. It mainly focuses on consistency, flexibility and transparency. It is a great opportunity to enhance knowledge and also having practical experience in the organisation with reference to a particular topic.

The main purpose of doing project report is to enrich classroom learning through exposure to the future on the job experience and to assist in the determined career goals.

During my internship period I am going to learn lot of things like Company profile, Industry profile, company services and their products and dealerships. Also gain lot of practical knowledge about corporate world, improving my skills and communication, by developing my knowledge, and co-ordination with the other employees.

1.2 INDUSTRY PROFILE:

The Automobile industry started in 1860s with only few manufactures. It is a huge range of companies involved in designing, creation, production, marketing, and selling motor vehicles, some are called automakers. Automobile manufacturing is considered as chief mode of transportation and also the world's huge economic field in the revenue.

Maintaining of Automobiles like Repairs and motor fuel filling stations is not included in this industry. The India's automobile industry has risen as 'sunrise sector' in the Indian economy. It is a home for largest motor cycle manufacturers and also fifth largest commercial vehicle manufacturer. India is standing up as world's fastest moving traveler car markets and second huge two wheeler manufacturer. Across the world, Indian manufacturers are concentrating more to introduce new products, adopting new technologies and supply chains. India is the largest base to export compact cars to the Europe. Somehow, electronic motor and hybrid vehicles are new inventions on the automobile canvas and India is key market.

Automobile manufacturing company produces and sell self-powered vehicles, including truck, passenger motor cars, and farm equipments. A vehicle is a machine where it is occupied for the transportation of travellers and goods. Trident is dealing only Cars and other commercial vehicles.

The Automobile manufacturing companies has moulded the inventions of an exclusive road system which is made available for growth and shopping centres across major cities, and played a major role in the growth of accessory industries, such as the travel ling and oil businesses. Automobile is a self drive vehicle which is taken for transportation of travellers and goods upon the ground.

Toyota Motor Corporation, Hyundai, Volkswagen Group, Daimler AG, BMW (Bayerische Motoren Werke), Honda, General Motors, Tesla Inc., Ford, Nissan, Mercedes Benz are the top Automobile Companies in the world.

- ❖ The Journey of an Automobile Industry
- ❖ The first motorized car arrived in India and bought by Calcutta in the year 1887.
- ❖ Jemshedji Tata and 3 others become the first to own a car in Bombay in 1998
- ❖ An American company starts off India's first taxi service in Mumbai with a fleet of 50 cars.
- ❖ Hindustan Motor is born in the year 1942.
- ❖ Premier Automobiles Limited is formed in 1944
- ❖ Production of motorcycles commenced in India with Royal Enfield in the year 1949.
- ❖ Mercedes-Benz enters the Indian Market with TELCO (now Tata Motors) to manufacture medium commercial vehicles.
- ❖ Tata launches the Indica, India's first indigenous car. Goes on to hold the record for the highest bookings for a single car in India. Hero Honda's Splendor becomes the world's largest selling motorcycle model in the year 1999.
- ❖ CNG buses/ rickshaws introduced in Delhi on 2001
- ❖ BMW enters India. Standard Motor Products of India shuts shop. On the other hand, Suzuki Motorcycle re-enters the Indian Market in 2006.
- ❖ Mahindra enters the passenger car business with the Renault, goes on to launch the logan in 2006.

- ❖ India becomes the seventh largest vehicle producing nation in the world and Asia's third largest exporter in 2009.
- ❖ Renault enters India in the year 2011.
- ❖ Indian market gets two new auto brands i.e., Triumph Motorcycle and Isuzu in 2013.
- ❖ In 2015, Government of India aims to make automobiles manufacturing the main driver of 'Make in India' initiative, as it expects passenger vehicles market to triple to 9.4 million units by 2026. o

Mini cars and hatchback cars are the mainstay for automobile industry in India, with share around 50 percent and growth of 6 to 7 percent in the financial year. These segments continue to maintain leading position but the majority of growth is expected to come from new divisions such as compact SUVs, sedans and luxury vehicles.

1.3 COMPANY PROFILE

Trident Automobiles Private Limited is an automobile company and was established on 16th December 1997 and its head office is at Sankey road, Bengaluru. Trident commenced the automobile retail business in September 1998 when appointed as the first Hyundai dealer in Bengaluru. Samir Choudhry (Whole time Director) and Vivek Kumar (Managing Director) are the Directors of the Company. It also has a sports Academy run by Dravid and Prakash Padukone who are the directors. The company's operation started with single showroom and service centre with just 21 people, and now it has grown to multi brand dealership. Since then, company has grown to include Chevrolet, Renault, Bharat Benz, Isuzu and Honda brands into its fold. Isuzu and Bharat Benz are producing the commercial vehicles with operations spread across Bengaluru and many other parts of Karnataka, today one of the largest automobile dealers in the country and have more than 3000 plus people onboard.

Trident has been founded on strong fundamentals exemplified by the culture that we have adopted over the last 16 years. The company considered privileged to work for one of the most admired automobile dealerships in the country. There are 50 branches all over the Karnataka i.e., Chitradurga, Bengaluru, Mysore, Chikkaballapur and Thumkur.

Company's achievements over the years are manifested in the motto, "***Drive Home A Relationship***" embodies the spirit of our commitment to our customers and our employees. It is

an expression of our resolve to engage with them and sustain a long lasting and mutually rewarding relationship.

COMPANY DETAILS

Company Name	Trident Automobiles Private Limited
CIN	U50200KA1997PTC023159
Company Registration	23159
RoC	RoC-Bengaluru
Class of Company	Private Company
Category	Company limited by shares
Sub-category	Non - government Company
Date of Incorporation	16 th December 1997
Authorized Share Capital	Rs.15,000,000
Paid up Capital	Rs.15,000,000
Activity	Repairs and Maintenance of motor vehicles which includes washing and polishing etc

Trident Automobiles Private Limited conducted its last Annual General Meeting on 27th September 2017 as per records of Ministry of Corporate Affairs and its balance sheet last filed on 31st March 2017.

- ❖ Trident Automobiles was incorporated and commissioned its first Hyundai dealership in September 1998
- ❖ Trident Automobile is proud to be entitled as Mobis Parts Supply Centre since 2000
- ❖ Trident Automobiles first Chevrolet dealership opened in Mysore in July 2006. This was later followed up with another one in Bengaluru.
- ❖ Trident Automobiles first Renault dealership opened in Bengaluru in September 2012

- ❖ Trident Automobiles started commercial vehicle Dealership in Bengaluru with Bharat Benz at Nelamangala with 3S facility in 2012
- ❖ Trident Automobiles started ISUZU semi commercial vehicle Dealership in Bengaluru in the year 2014
- ❖ ASDC recognizes Trident Automobiles capability and accredited our Academy as Training partners to ASDC for Training and up-skilled of people on 7th August 2015.
- ❖ Trident Automobiles new addition is HONDA car dealership in Bengaluru with a 3S facility at Mysore Road in the year 2015.

Trident Groups:

- Trident Hyundai
- Trident Auto Honda
- Trident Renault
- Trident ISUZU
- Trident Chevrolet

Trident is of three types:

1. Trident Automobiles Private Limited: Hyundai, Isuzu, Bharat Benz and Chevrolet
2. Trident Auto Private Limited: Honda
3. Trident Auto Enterprises: Renault

RECOGNITION AND REWARDS

- Appreciation letters.
- Displaying Photographs of achievers.
- Badges of Honour.
- Celebrating Team Performances.
- Periodical departmental get together.
- Quarterly performance dinner with Directors.
- Annual Awards Night celebrations.
- Foreign tour for 50 staff every year for those who have completed 3 years and above.
- Long Service Award
- Rewarding employee's children's who have scored distinction at board exams.

Trident Ambassador

This title would be conferred on the person who is selling the maximum cars except the sale team (New & Pre-owned car). To qualify for this contest one should sell minimum 12 cars. Winner will be given a trophy, a cash award of rupees twenty five thousand and a special uniform.

1.3.1 PROMOTERS:

- ICICI Bank (Industrial Credit & Investment Corporation of India)
- OBC Bank (Oriental Bank of Commerce)

1.3.2 VISION, MISSION AND QUALITY POLICY

Vision: “As a performing organisation, to provide preferred choices for the customers to delivering efficiency, excellence value in design and engineering solutions”

Mission: “To innovate mobility solutions with passion enhance quality of life”

Quality policy: Company is devoted to make sure the supreme standard of quality in processes of interaction with customers and associates to achieve “Total Customer Satisfaction”. In pursuance of the goal, company develop and nurture empowering relationship with customers, associates and employees that reflect on ideology.

1.3.3 PRODUCT / SERVICES PROFILE

Trident offers services to help the customers with automobile needs. Right from finance to insurance, service to exchange, Trident trust to offer the best quality service to the customers.

- **Sales services:** The Company is involved in selling motor vehicles to the customers like Car and other commercial vehicles. Sales service is like attracting a customer by providing descriptions of the product to the customers and makes them to buy the product.
- **Maintenance and Repairs:** It provides services to the vehicles which are purchased in other branches also. It deals with minor and major repairs and has fair prices. The newly purchased vehicles have free services for the first 3 times. Trident holds 25 service centres.

- Pick – up and drop services: The vehicle which has to be serviced is bought from the customers place and after servicing the vehicle is delivered to the customers place. For this service there are special drivers who are appointed in the company.
- Body shopping services: It does services like tinkering painting, offer paintwork repairs to scratches, scuffs, dents and any accidental vehicles are repaired.
- Resale of vehicles: Used cars are bought and sold to customers at the best prices.
- Insurance services: The Company provides Insurance to the vehicle which is purchased and any insurance claim occurs immediate action is taken. For this service the company has tied up with 2 banks i.e., ICICI Bank and Oriental Bank of Commerce.
- Tele-call services: The Company offers Tele-call services like customer feedback is taken for the services given and for the customer queries Tele-callers are available.
- Finance: Provides right loan for the vehicle with best rate of interest.
- Exchange of cars: Exchange of car is one of the easiest and simple ways to move on to new one. Company offers trading of car for a discount on new one and get best value for the exchange of old car for new one.
- Training service: Training program is conducted for the Automobiles and sales. Automobile training includes body shopping, repairs and maintenance and it is provided for the whole year according to the scheduled training programs. Trainee fresher's are provided with 2 months of training and are allotted to the different branches. Automobile training is provided in Hosur road where as for sales training is provided in whitefield.

SALES SERVICES



MAINTENANCE AND REPAIRS



RESALE OF VEHICLES

BODY SHOPPING SERVICES



FINANCE SERVICE



1.3.4 AREAS OF OPERATION

Registered address: No.1 Lower Palace Orchards, Sankey Road, Bengaluru,
KARNATAKA – 560 003

TRIDENT SERVICE BRAND SPECTRUM



HOSUR ROAD	J P NAGAR	ATTIBELE	SILK BOARD	MYSORE
INDIRA NAGAR	K R PURAM	KALYAN NAGAR		
K R PURAM	MYSORE	CHITRADURA		
SANKEY ROAD	PALACE ORCHARDS	MANGALORE		
YESHWANTHPUR	SARJAPURA ROAD	MYSORE		
	SILK BOARD	NELAMANGA		
	TUMKUR	SHIMOGA		
	YELAHANKA			

TRIDENT SALES BRAND SPECTRUM



HPSC-NAGRUR	RPSC-	NELAMANGA	SILK BOARD	MYSORE ROAD
YESHWANTHPUR	TUMKUR	MYSORE		
SHESHADRIP	SARJAPUR	MANGALORE		
HOSUR ROAD	SILK BOARD	CHITRADURG		
K R PURAM	YELAHANKA	ATTIBELE		
KALYAN	INDIRA			
J P NAGAR	K R PURAM			
JAKKASANDRA	MYSORE			
DOMLUR				
ADUGODI				

1.3.5 INFRASTRUCTURE FACILITIES:

- Land and Building: Company can lease land and buildings for production purpose
- Wash rooms facilities
- Parking facilities
- Electricity facilities
- Labour facilities: Company provides food facilities, tourist facilities and other labour facilities
- Individual section for each department

- First aid service.
- Conference hall
- Security
- Cleanliness
- Tools and machines for training
- Fire extinguisher
- Child Education Support Scheme: Employees will be supported at Rs.250/- p.m. per child for maximum of two children.
- Annual Medical Check up: Annual Medical check up campaign will be held in all units to all the employees during every month of June.

1.4 COMPETITOR'S INFORMATION

- Blue Automobiles Private Limited
- Advaith Automobiles Private Limited
- Express Automobiles Private Limited
- Lakshmi Automobiles Private Limited
- Nandi Automobiles Private Limited
- Magnum Automobiles Private Limited
- Concord Automobiles Private Limited
- Arvind Motors Private Limited

1.5 SWOT ANALYSIS OF TRIDENT AUTOMOBILES PRIVATE LIMITED

STRENGTHS:

- ❖ Strong distribution network all over Karnataka
- ❖ Large pool of engineers
- ❖ Increase in demand for the luxurious commercial vehicles
- ❖ Highly talented technicians
- ❖ Outstanding sales and service delivery.
- ❖ Training for the newly appointed candidates.

WEAKNESSES:

- ❖ Consumers bargaining power
- ❖ Financial crisis for obtaining loans
- ❖ Size of man power of consumers
- ❖ High start up cost

OPPORTUNITIES:

- ❖ Market expansion
- ❖ Women drivers has been increased
- ❖ Launch of Electric cars.
- ❖ Selling of cars in online mode due to digital marketing is getting to boom in future years
- ❖ Promotions and advertisements so that customers will be aware of company and its products.

THREATS

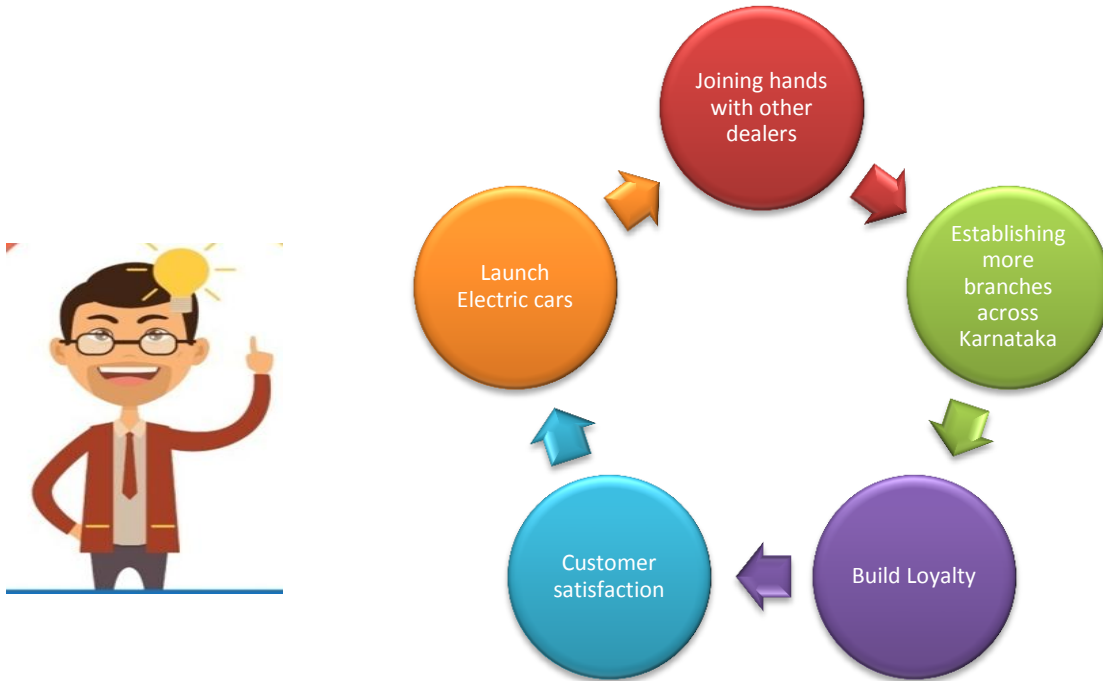
- ❖ Rise in competition
- ❖ Volatility in the fuel prices
- ❖ Government regulations: government policies for emission levels of exhaust fumes, carbon dioxide, noise limitations and safety standards
- ❖ Rapid Growth rate of Automobile Industries

1.6 FUTURE GROWTH AND PROSPECTUS

The growth in the auto industry technology firms is unbelievable. The company likely prove to have a vast inspiration on an auto sector in the coming years, because the skills, technology and needs has to be aligned perfectly – connect value, to add components to the created networks, efficiencies and experiences. The company products are highly demanded due to the vast growth in population and technology. In the Global economy grabbing new opportunities for the growth in this sector is connected.

- Started Operations in Sept 1998
- Started With 21 Employees onboard, today one of the largest automobile dealers in the country and have more than 2,600plus people onboard.
- Rs 1,300+ Crore Turn over

- 1,65,000 plus Vehicles has sold
- Trident Hyundai has won “Best In-House Training Centre – Overall Winner” award in Hyundai 6th All India In-house Trainer Conference 2018 at Faridabad on 20.04.2018.



1. Joining hands with other dealers
2. Establishing more branches across Karnataka
3. Build Loyalty
4. Customer Satisfaction
5. Launch Electric car

1.7 ANALYSIS OF FINANCIAL STATEMENT

Particulars	Current Year	Previous Year
Revenue from Operations	91,448.45	84,086.56
Other Income	425.33	399.65
Total Expenditures	90,398.99	83,047.55
Profit/Loss Before Tax	1,474.78	1,438.66
Tax Expenses	462.98	437.08
Net Profit/Loss After Tax	1,011.90	1,001.58

Performance Review: During the year under review, the Company has registered total turnover of Rs.91,448.45 lakhs as against previous year turnover of Rs.84,086.56 through registering a growth rate of 8.75% as compared to the previous year financial performance. Due to increase in all overhead, the Company has registered a net profit after tax of Rs. 4,011.90 lakhs during the year 2014-15 as against 1,001.58 lakhs. Company Directors expect the Financial year would be much improved as estimated.

CHAPTER – 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

THEORITICAL BACKGROUND

2.1 INTRODUCTION TO EMPLOYEE RELATIONSHIP MANAGEMENT

Employee relationship management refers to company's effort to handle the relationship link of employer and employee. It is an effective way for a company to ensure good relationship among the workers. Employee relation is a part of human resource strategy with the help of people to accomplish the organisation's mission. Employee relation representatives work with the supervisors and employees to resolve the issues and address concerns.

When an employer recruit employee, it is not just getting new member to the work place, the employer starting a new relationship. Though employer and employee work on close quarter, it is necessary to develop relationship. Managing relationship is important for business success. As the strong relationship brings a greater employee happiness and increased productivity. Employer Employee Relationship aims to build commitment and organizational loyalty.



2.2 MEANING:

The Employer and Employee relationship plays a vital role in reaching the organisations growth and objective. The relationship aimed towards building strong relation and maintaining obligation, trust and morale so as to create a productive and secure workforce environment. Maintaining good relationship with employees which results increase in productivity, accomplishment of the objectives of the organisation, retention of employees etc., Providing good working environment to the employees and make them feel the organisation is

strengthening their relationship by identifying and solving workplace issues, employee satisfaction, motivating them to perform actively which will influence for their career growth. Also providing fair and equal treatment to all the employees will create positivity towards organisation

ADVANTAGES

- ❖ Raising Productivity:
- ❖ Utilizes the resources efficiently and effectively, it includes inventory, production resources, financial resources human skills and information technology etc.
- ❖ Minimizes the recruitment, selection and training costs
- ❖ Retention of employees by providing them with good job satisfaction.
- ❖ The management encourage employees to focus on their targets
- ❖ Reduces Conflicts at the work place and create friendly atmosphere among employees.
- ❖ Motivates employees to give complete involvement in working.
- ❖ Enhances Good working environment.
- ❖ Encourages innovation
- ❖ Transparency

FUNCTIONS OF EMPLOYEE RELATIONSHIP MANAGEMENT

- ❖ Employer Employee Relation promotes collective relationship which means relationship between employers association and trade union.
- ❖ Employer and Employee work together often creates benefit packages which is awarded to them as vacation time, health insurance, maternity leave etc.
- ❖ ERM promotes healthy relationship among employees as well as between employer and employee
- ❖ ERM boosts employee confidence, morale and encourages them to give 100% effort in their work.
- ❖ ERM reduces discrimination and bias within the organisation.
- ❖ ERM influence employee to take part in company activities like decision making, seminars, skill development and meetings.

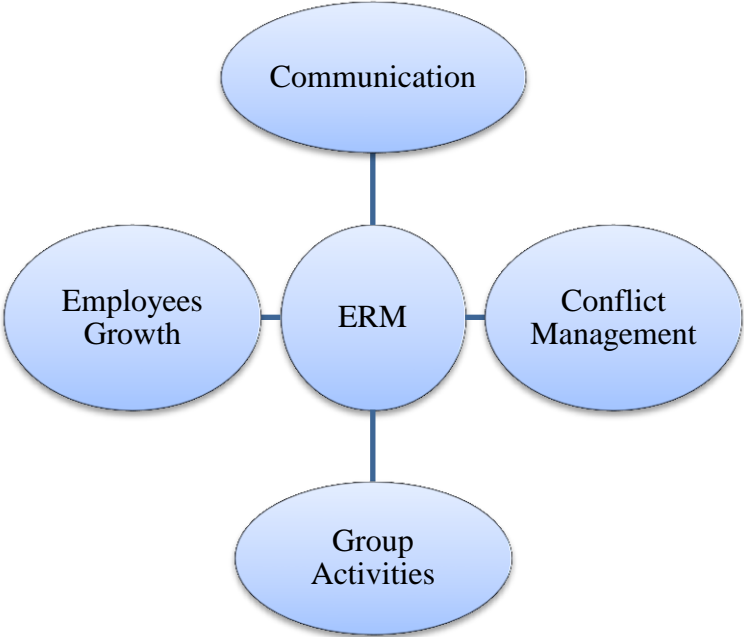
- ❖ It brings out innovativeness and inner potentials of employees and builds their ideas and suggestions.
- ❖ ERM helps employees to be more focused and responsible towards achieving organisations objectives and make them feel their contributions are important to the organisation development.

BASIC CONTENTS OF ERM

Category	Content
Labour Relationship Management	It is concerned with determining and regulating an interaction between workers and management within the organisation. It includes work related issues, problem solving, decision making. Conflicts and worsen relations at workplace is an impact on overall productivity of the organisation. So this Labour Relationship management controls overall disputes.
Employee Information Management	Providing necessary information resources to support for the enterprise plans, policies and to manage Human resource functions.
Enterprise culture construction	A good organisation culture encourages employees to be like a family. Transparency is an aspect of business operations. Identifying the company values and following the same results in rise in goodwill.
Employee Participation Management	Every employee should involve themselves in

	the company’s activity and promote increased productivity. Company drives the knowledge of workers and utilize to the company’s growth as well as organisations self esteem.
Communication Management	An effective way of transmission is important for the growth of the organisation to execute the basic functions of the management like planning, organizing, motivating and controlling. Communication may be of oral or written form. It ensures free flow of information to be communicated from the top level management to lower level management.

The main issues which is needed to be looked by the management for Employee Relationship Management:



Communication: An open communication within the organisation is most important. Employees should feel that management listens to their words and give equal importance at the time of decision making. Lower employee morale might bring lower productivity and efficiency at the work environment. So this kind of friendly atmosphere brings the organisation to deal with the employees and set the goals.

Employees Growth: Providing proper Training and development to the workers can improve the quality of their employees work and conduct skill development program which is needed to perform the job. It nurtures employees to be a reliable resource to the organisation. Encourage them for the self growth, to come out with excess knowledge.

Conflict Management: A conflict is any injustice in relation with one's employment situation which is brought to the notice of the management. Management should identify the conflicts, investigate in depth and breakdown the substances into sub points and find the solution to resolve the issues. For this management has to assign one person or department to handle the conflicts of the employees.

Group Activities: Participation helps to develop speaking skills in professional contexts. It encourages employees to interact with each other and develop listening skills. It also improves body language and tone of the voice which develops individual behaviour of the employee when they cope up with other employees. So Group activities are important to survive in the organisation.

COMPONENTS INFLUENCE ERM

Human Resource practices:

- Job Analysis
- Recruitment and Selection
- Training and Development
- Performance appraisal system
- Compensation and Benefits
- Labour Relations
- Managerial Relations

Communication: The main element for successful relationships among all employees is communication. The actual communication is important for managers to perform the functions of management i.e., Planning, Organising, Leading and Controlling. To engage employees in the business, the employees are needed to be informed about what’s going on in the company, what management is planning and how it is executed. However, management has to communicate effectively to their subordinates to achieve the organisation goals. Communication is considered as the source for the members for the decision making process.

Shared goals and Values: There is a good co-ordination with the employees of the company who works with the thought “Company First, then the department and then the Individual”. Likewise even the management does all the necessary arrangements for the wellbeing of its employees. It strictly prohibits unethical practices in all forms.

Leadership style: Leadership style is a characteristic behaviour where the employees are motivated to give their complete interest towards their job. Leadership style provides direction, implementing plans, motivates workers and manages group of people. The leader should listen to the employee’s opinions and encourage them to stand on their ground. A leader is one who guides and takes work from the workers to achieve the set goals and also motivate the workers to develop their skills too.

Trust: The trust is an important component in ERM. Trust impacts on management performance effectively. The employees trust on employer’s plans and policies. Also management has to respect employee’s opinions and suggestions before making any decision. It enhances productivity, and also maintains strong relationship between employer and employee. Trust is important at workplace for successful growth of the organisation.

2.2 REVIEW OF LITERATURE

Author/ Researcher	Title of the Article/Study	Objectives, Outcome or Findings	Gap Identified
1.Dr. D. S. Chaubey	“Analysis of ERM and its impact on Job	To measure the determinants of employee relationship management and its significance	This study revealed that encouragement of employee suggestion

	Satisfaction”	in the organisation. To establish the perceived relationship between ERM practices and Job Satisfaction	has a negative relationship with Job satisfaction.
2. Josee Bloemer, Gaby Odekerken-Schroder	“The role of employee relationship proneness in creating employee loyalty	The main practical implication of the study is that banks should incorporate RP when assessing potential employees.	Affective commitment plays a pivotal role in creating all positive loyalty behaviours of employees, whereas NC only supports ITS and BI while it has a negative impact on COM.
3. Roopali Bajaj, Shailni Sinha and Vineet Tiwari (2013),	“Crucial Factors of Human Resource Management for Good Employee Relations”	To comprehend the essential components like training, performance appraisal, career planning, job rotation, motivational measures are not satisfactory. These essential functions has to be observed and practiced to improve employee satisfaction	From this researcher it is found that there is no unity and maintain a friendly attitude between every employee and also between the management and employees. The operative functions are crucial and has to be improved in productivity in the organisation.
4.Sceil Bal	“The impact of employee –	The objective of the study is to analyze the effects of employee	There is a significant Negative impact on

Tastan (2014),	organisation relationship on individuals behavioural outcomes of task-related performance, contextual performance ad intention to turnover; an evaluation with social exchange theory”	– organization relationship (EOR) on the outcomes of individual behaviours based on the information given in social trade hypothesis.	the turnover. This study has to focus on employees present perspective because this is the most important social changes that has to be observed
5.Richard Hannis Ansah	“Importance of Employer Employee Relationship towards the Growth of a Business”	The objective of this research is to present evidence-based on the information to readers on the importance of the Employer Employee relationship for the growth of the business.	Researcher found that the business owner shared a positive result that relationship plays an important role towards businesses as they add up to the growth of the business.
6.Dr. B. Devamaindhan (2014)	“EMPLOYER – EMPLOYEE RELATIONSHIP”	To have healthy relation is vital for the successful running of any business.	The employer should know what the employee is facing the problems then that would be an obstacle to achieve success in

			the business.
7.Thomas Katua Ngui (2016)	“Relationship between employee relations strategies and performance of commercial banks in Kenya”	The objective of this research is to scrutinize the relationship amongst employee relation plans or strategies of employee relation along with the execution of commercial banks.	The researcher concludes that development and documentation of commercial bank strategies and on the whole of the banks strategies has not linked to each other
8.Md. Sahedur Rahman and Rabeya Khatun Taniya	“Effect of Employee Relationship Management (ERM) on Employee Performance	The objective of the research is to examine the effects of ERM on employee performance at banking sectors and to provide suggestions on how to implement ERM in the organisation.	The organisation has to implicate in the right way for the effective performance.
9.Mallett, O. And Wapshott, R.	“Small business revivalism: employment relations in small and medium-sized enterprises”	This study provides historical and theoretical key information and suggests the avenue for the exploration of the process. This arrangement of progress influences on business and rise to negotiation but sharpens the employees relationship. This agenda of this research is to develop the understanding of employee relationship.	This study is yet to start to get the grip on understanding employee relations and practices in the business.

<p>10.Stefan Strohmeier (2013)</p>	<p>“Employee Relationship Management”- Realizing competitive advantage through information technology.</p>	<p>ERM constitutes an emerging trend by managing the human resources in developing and maintaining individual and mutual relationship with every employees based on informational technology.</p>	<p>The researcher concluded that providing them with general hint and framework of ERM and in view to this framework, for further development of concepts about ERM are determined to propose ideas for future research.</p>
<p>11.Arun Kumar Agariya and Sri Harsha Yayi (2015)</p>	<p>“ERM Scale Development and Validation in Indian IT Sector”</p>	<p>The objective of the research is to develop a valid ERM scale in form of Indian IT sector. The finding of this research depicts that ERM in Indian IT sector is a multi-dimensional construct consist of five factors i.e., coordination and communication, organisational environment, talent acquisition, knowledge management and organisational policies.</p>	<p>This review overcomes states any issues in written proposed an Employee Relationship Management scale, authoritatively this scale helps top administration association to focus on basic variables reminding ERM and along with these lines makes conferred and persuade representative to propose a win-win</p>

			circumstance through enchanting clients and upgrade the gainfulness of association all in all.
12. Dr. D. Xesha and Dr. K R Subramanian (2014)	“The Impact of Employer Employee Relationships on Business Growth”	The objective of the study is to know the employer employee relationship and impact of organisational response.	. The researcher found that the organisation has to grow and survive in the current business environment they need to find resources to continuously update their technologies and information needs.
13. Iran Abazari and Mohsen Zakeri	“ERM: Realizing competitive advantage through Information Technology”	From this research it has been discussed that ERM comprises a rising pattern for effective overseeing HR by promoting healthy relationship with employees based on the information technology. This study clears the idea of ERM and gives suggestions based on the results of the research carried out. Also from this research it has come to know that ERM concept is based on idea of customer relationship	Based on the overview of ERM, significant ramifications for further observational assessment and theoretical elaboration of ERM are determined to propose the headings for future research.

		management (CRM). The researcher concludes by giving a general idea about the ERM concept	
14. Shilpee A Dasgupta, Damodar Suar, Seema Singh (2014)	“Managerial communication practices and employees attitudes and behaviours”	Results revealed that combined approach, respect and flexible working arrangements, recognition, clear direction, trust, autonomous and challenging tasks are key indicators to make employees feel happy and take them towards superior performance	Lack of flexible arrangements, and over work load are the causes for employee’s absenteeism.
15. Richard Saundry, Carol Jones and Gemma Wibberley (2015)	“The Challenge of managing informally”	As line managers holds more responsibility for the management, their priority for informal approach at workplace issues has been replaced by a more rigid adherence to procedure and policy. It is driven by lack of confidence and expertise in conflict management and a fear of repercussions of mishandling difficult issues.	It is not possible to generalise from a limited sample, therefore this suggested changes requires further exploration to assess whether it has been evidenced in organisations more widely.

16.R.R. Fells	“Managing the Process of Negotiation”	The research states that the need is to bridge the gap between theoretical framework of consultation process and the appropriate application of particular settlement techniques. The single approach is to present explanatory framework in the form of motivation of one’s negotiating opponent, usually relying on Maslow’s hierarchy of needs.	The approach does not fully present any principles which is grasped by negotiators, nor a basis for the training of negotiating techniques.
17.Jackie Coyle Shapiro, Lan Kessler	Consequences of the psychological contract for the employment relationship	The concept of psychological contract had four in attempts are described, understood. They are predicted consequences on changes that occurs in employee’s relationship. It includes two parties they set out to examine contents and the state of psychological contract from employee and employer both. These two perspectives permit the examination of the mutuality of the obligations that did not receive empirical attention to date as much. The key suggestions are majority of employee having experienced in contract breach. This supports	The balance in the organisation’s relationship through reducing the commitments and the willing of engaging in citizenship behaviour when perceiving the employers are not been fulfilled in exchange of the process. This study is not fulfilling the obligations to the employees to the extent that it should.

		the view of managers, representatives of the employers, that further indicates the organisation, gives it external pressures	
18.Helen Rainbird, 2003	Workplace learning and the employment relationship in the public sector	Relevant training to the employers are not necessarily enriched for employees thus the author makes an argument on analysis of training and development that are needed in understanding the context of relationship of employees. This article examines the impact on the organisations work on the workplace learning, employee's managers strategies towards the study.	The qualifications of employees existing are purely utilized, development needs are often frustrated, job designs concerning issues, progression routes occupations, entitlement needs are to be addressed.
19.Lynn M Shore, Jacqueline A-M Coyle-shapiro	New developments in the employee organisation relationship	The understanding between the employee and the employer is the main goal of the organisation. This study provides considerable supports in exchange of social as based on understanding of ERO in diverse of culture. More articles on this study provide the empirical evidence to boundary conditions of social exchange as	This study must build on focusing the work; more attentions should be given on aspects of contexts like individual difference may influence EORs.

		framework to understand the EOR.	
20.Richard Brown	“Women as employees: some comments on research in industrial sociology”	Women employees are regarded by sociologists in two ways. One has to be identified as different from men in respect to attitude and action at their work and other way is given rise to special problems for employees or families or committees from where they come. From these both approaches the adoption of either means the comparison of study of expectations and action of men and women in the industry usually lost. This would aid analysis of some problems and industrial sociology.	In majority of cases women as employees in industries have been ignored altogether. The comparison studies on the expectations and the actions of men and women at workplace are generally lost.

CHAPTER – 3

RESEARCH DESIGN

TITLE OF THE STUDY:

“A Study on **EMPLOYEE RELATIONSHIP MANAGEMENT** at TRIDENT AUTOMOBILES PRIVATE LIMITED”

3.1 STATEMENT OF PROBLEM:

The company should have strong relationship between employees and employers that result to productivity, motivation and better performance. HRM establishes and encourages good relationship among employees at organisation and enhance high morale and provides good working condition in an organisation. In order to know the benefits of such relations, the study is an attempt.

3.2 NEED FOR THE STUDY

The Employer and Employee Relation play a vital role in the organisation. It creates a pleasant atmosphere and increases productivity in the organisation. By this, Company can build healthy relation among the employees in motivating them and the employer and employee relation is that part of management, which is concerned, with the manpower of the enterprises.

- To create awareness about ERM at Trident Automobiles Private Limited and its effect on employees performance.
- For suggesting some useful information on ERM to the organisation
- For rectifying the reasons behind why employees jump ship from one job to another.
- To increasing their confidence level and morale which is linked with the organisational objectives.
- This study helps to reach high level of performance by implementing ERM at their work place.

3.3 OBJECTIVES

The objective of the study is to know the employer and employee relation on organisational effect and which is linked to the employee motivation with organisations productivity and effectiveness.

- ❖ To study the nature of Employer Employee relationship.
- ❖ To give some suggest on for further Employer Employee Relationship.
- ❖ To know the reasons for better worse of Employer Employee Relation.

3.4 SCOPE OF THE STUDY

This study has covered the overall training activities, performance appraisal, growth, conflict management, legal compliance, Shared goals and values, rewards and Safety & Health measures. It is carried out to observe the effectiveness and efficiency of ERM on employee's performance and to know the level of satisfaction of employees on various facilities provided by the organisation.

3.5 RESEARCH METHODOLOGY:

- **Research Design:** In Trident Automobiles Descriptive type of research design is suitable. Descriptive research design does not include predictions or determination of cause and effects. This research helps in finding out different facts and figures in the survey. It can be used to find the relationship and association between two or more variables. The major purpose of this learning research is describing ERM at Trident Automobiles Private Limited by its employees.
- **Sample Design and Sample Size:** There were approximately 250 employees presently working in Trident Automobiles Private Limited. But the sampling technique used in this study was simple random questionnaire. 100 sample units were used for this study.
- A self-designed questionnaire was distributed to the employees of Trident Automobiles Private limited to collect the necessary data. Population can be the employees. Sample size selected is 100.

Tools for data collection:

- **Primary data:** Primary data is original data source which is collected firsthand in the research for a specific reason. This was collected by rising questionnaires personally to employees of various departments. It is also collected by observations and interviews.

- Secondary data also collected through the company's In-house magazine and also from the company's website and related sites. And through company bulletins articles, journals and other type of sources inside the company.
- Statistical tools used after the data collection is done statistical tool helps to analyse the data. The statistical tool used in the study is Ms Excel, SPSS software, ANOVA and CHI-SQUARE.

3.6 HYPOTHESIS:

Hypothesis Testing:

Correlations

		Training is needed to enhance in productivity and performance	Organisation considers training as a part of organisation strategy
Training is needed to enhance in productivity and performance	Pearson Correlation	1	.265**
	Sig. (2-tailed)		.008
	N	100	100
Organisation considers training as a part of organisation strategy	Pearson Correlation	.265**	1
	Sig. (2-tailed)	.008	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

Since calculated value is less than table value there is significant relationship between training as a part of organisation strategy and enhancement in employee productivity and performance.

3.7 LIMITATIONS

- The study period was only for 10 weeks.
- There was insufficient time to collect and explore much information.
- Company was unable to provide some confidential information.
- 20 questionnaires was very less to collect sufficient data.

3.8 CHAPTER SCHEME:

Chapter 1: Introduction

This chapter includes about industry profile and company profile. Where Trident Automobiles Private Limited is into service sector. Where it provides services to the customers. SWOT analysis and other competitors are included.

Chapter 2: Conceptual background and Literature Review

For depth knowledge many articles were revised related to ERM. Theoretical background of the topic is studied and literature review is done.

Chapter 3: Research Design

Research design is done by taking 100 employees of Trident Automobiles and descriptive type of research methodology is used. And for hypotheses testing SPSS software is used.

Chapter 4: Analysis and Interpretation

Data for research study is collected through primary and secondary sources. With reference to company reports, observation and questionnaires data is collected. Analysis is done by showing tables and graphs and resultant as interpretation.

Chapter 5: Findings, Conclusion and Suggestions

This chapter includes summary of findings and suggestions is given how it can be improved in giving services as well as effectiveness of company. In research study conclusion is shown as last part. Bibliography and annexure is also included.

CHAPTER – 4
ANALYSIS AND INTERPRETATION
QUESTIONNAIRE ON EMPLOYEE RELATIONSHIP MANAGEMENT

ANALYSIS AND INTERPRETATION

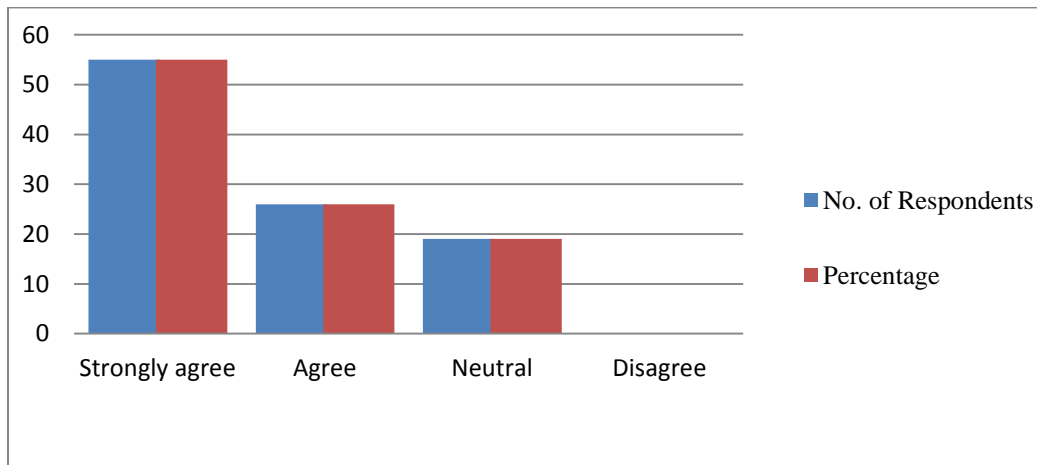
TABLE 4.1 Table showing the responses of employees to the following statement that “Employees are satisfied with the present method of recruitment and selection of candidates”.

1) Strongly agree 2) Agree 3) Neutral 4) Disagree

Rating	Number of respondents	Percentage
1	55	55
2	26	26
3	19	19
4	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 55% respondents strongly agree that they are satisfied with the present method of recruitment and selection of candidates. And 26% respondents agree and 19% respondents are neutral.

Graph -4.1: I am satisfied with the present method of recruitment and selection of candidates



Interpretation : From this graph it is understood that the employees are highly satisfied with the present method of recruitment and selection of candidates.

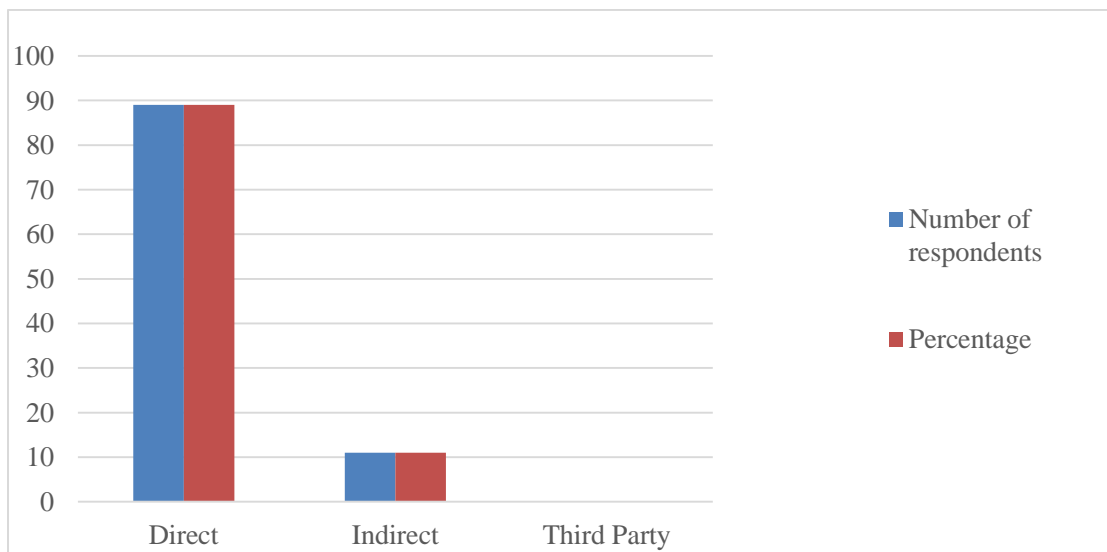
TABLE 4.2 Table showing the responses of employees to the following statement “Method you prefer for recruitment and selection?”

1) Direct 2) Indirect 3) Third Party

Rating	Number of respondents	Percentage
1	89	89
2	11	11
3	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 89% respondents prefer direct recruitment and selection, 11% respondents prefer indirect method of recruitment and selection.

Graph -4.2: Method you prefer for recruitment and selection?



Interpretation: It is understood that workers prefer more on direct recruitment and selection method than Indirect or Third party.

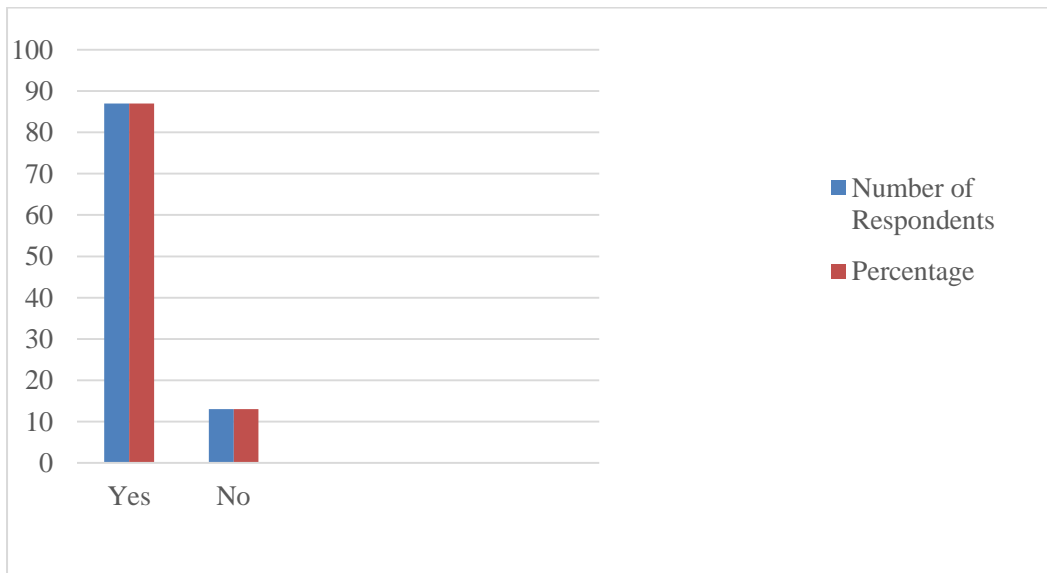
TABLE 4.3 Table showing the responses of employees to the following statement “I am happy with the working facilities provided?”

1) Yes 2) No

Rating	Number of Respondents	Percentage
1	87	87
2	13	13
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 87% respondents are satisfied with working facilities and 13% respondents are dissatisfied with it.

Graph -4.3: I am happy with the working facilities provided?”



Interpretation: It is understood that majority of workers are happy with the facilities provided to them. Few are dissatisfied with it so it is good to have counsel with what facilities they are not satisfied and make them feel comfortable with the facilities.

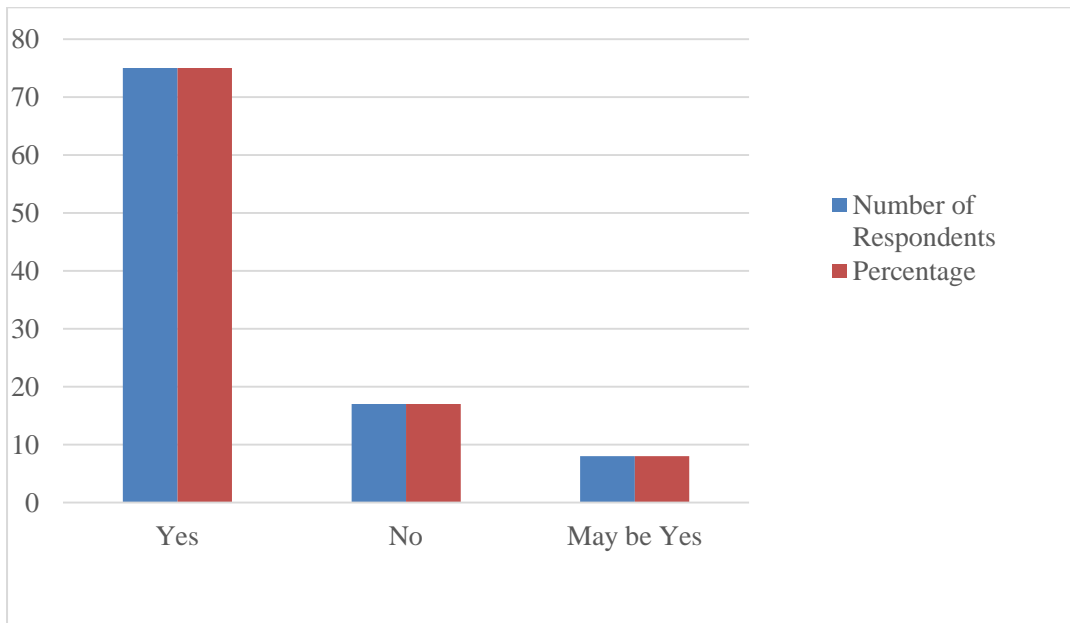
TABLE 4.4 Table showing the responses of employees to the following statement “I would like to work with my employer in future”.

1) Yes 2) No 3)May be Yes

Rating	Number of respondents	Percentage
1	75	75
2	17	17
3	8	8
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 75% respondents agree to work with their employer in future, 17% respondents disagree and 8% respondents says they might work.

Graph-4.4: “I would like to work with my employer in future”.



Interpretation: It is understood that employees of Trident tend to work in future with their employer. Employees are satisfied with the working environment and feeling comfortable with the present work.

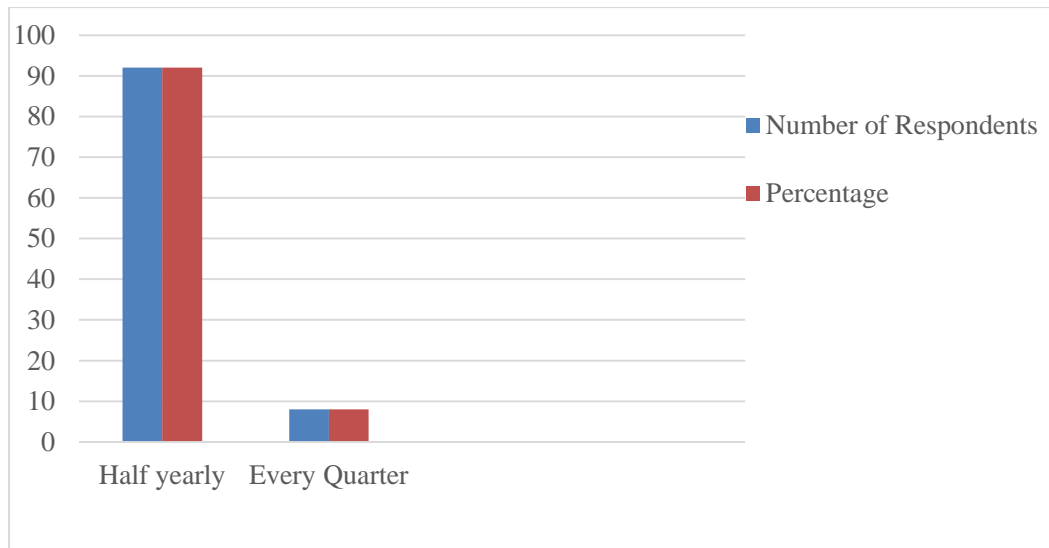
TABLE 4.5 Table showing the responses of employees to the following statement “Employees have opportunity for their creativity, innovation and job development”

1) Yes 2) No

Rating	Number of Respondents	Percentage
1	92	92
2	8	8
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 92% respondents agree that they have opportunity for their creativity, innovation and job development and 8% respondents are disagree for this.

Graph-4.5: “Employees have opportunity for their creativity, innovation and job development”.



Interpretation: It is understood that employees of Trident agree that they have opportunity for their innovative ideas, career growth and creativity in their work. Company is taking their ideas and creations to their consideration and encouraging them for their self growth.

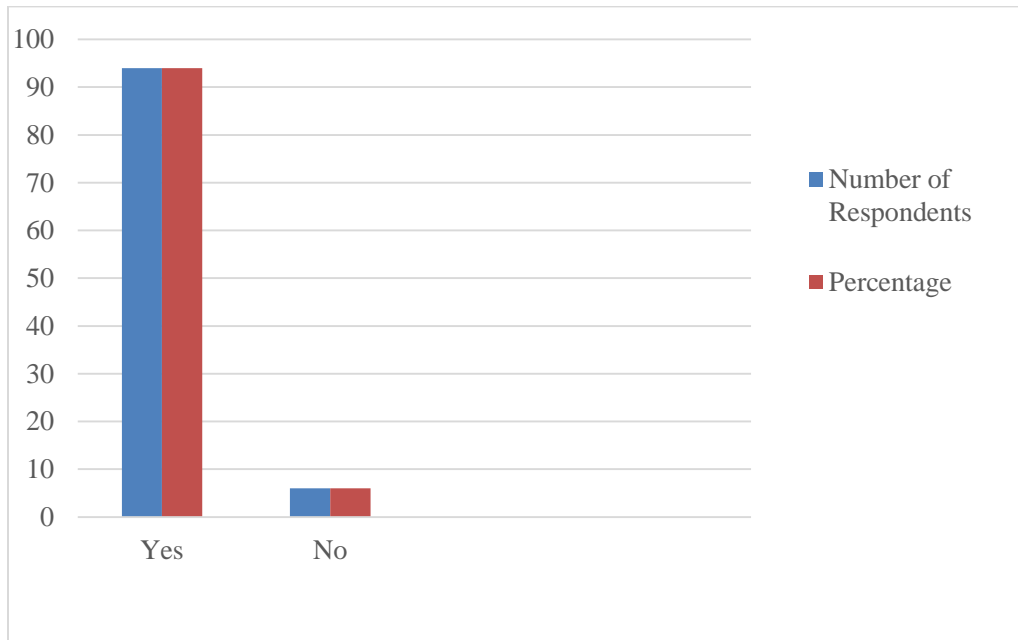
TABLE 4.6 Table showing the responses of employees to the following statement “Management promotes strong competition amongst employees”

1) Yes 2) No

Rating	Number of Respondents	Percentage
1	94	94
2	6	6
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 94% respondents agree that management promotes competition amongst employees and 6% respondents disagree with this statement.

Graph-4.6: “Management promotes strong competition amongst employees”



Interpretation: It is understood that company promotes strong competition among the employees by praising them for their work which make other employees to compete and give their best to achieve and

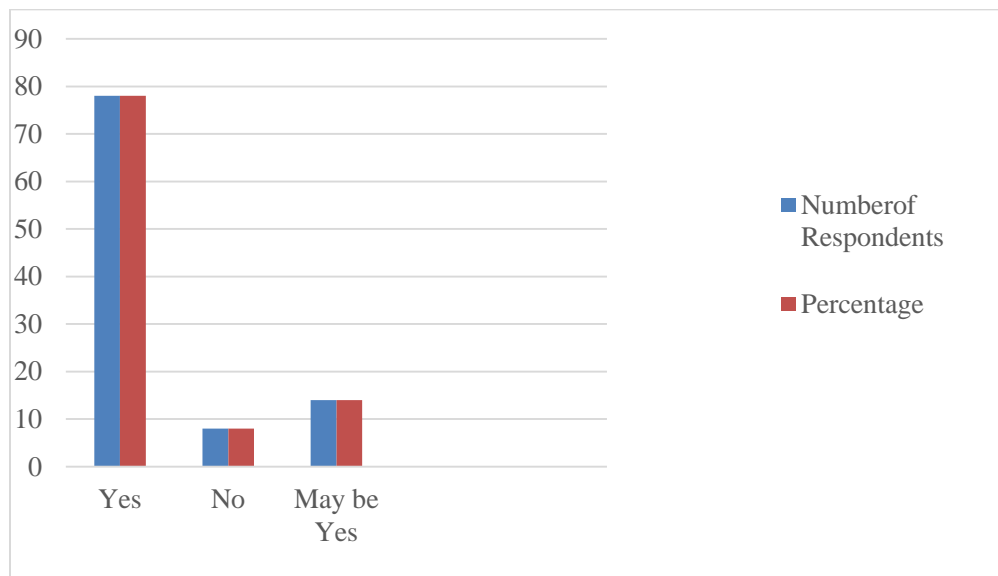
TABLE 4.7 Table showing the responses of employees to the following statement “Does the Training increases employer employee relationship?”

1) Yes 2) No 3) May be Yes

Rating	Number of Respondents	Percentage
1	78	78
2	8	8
3	14	14
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 78% respondents agree that training increases employer employee relationship, 14% respondents are in neutral and 8% respondents disagree with this statement.

Graph-4.7: “Does the Training increases employer employee relationship?”



Interpretation: It is understood that the Training enhance the relationship of employer and employee by providing them with what exactly they need from the employee is been trained after they are appointed and frequently the training is provided to enrich their skills.

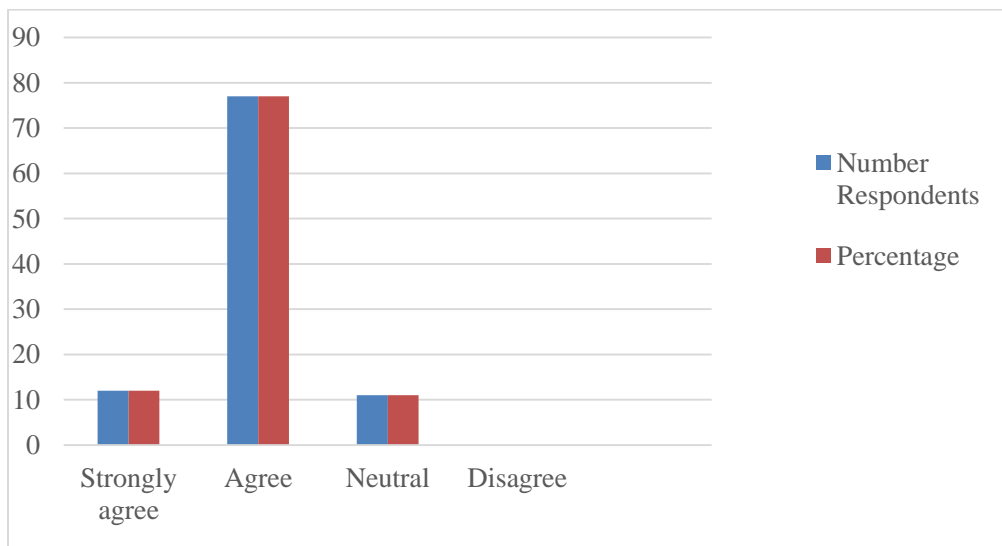
TABLE 4.8 Table showing the responses of employees to the following statement “Training is needed to enhance in productivity and performance”.

1) Strongly agree 2) Agree 3) Neutral 4) Disagree

Rating	Number of Respondents	Percentage
1	12	12
2	77	77
3	11	11
4	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 77% respondents agree that Training is needed to enhance in productivity and performance, 12% respondents strongly agree and 11% respondents are neutral.

Graph-4.8: “Training is needed to enhance in productivity and performance”.



Interpretation: It is understood by the graph that employees need training for the increase of productivity and performance. This in return results in accomplishing the objectives and growth of the company.

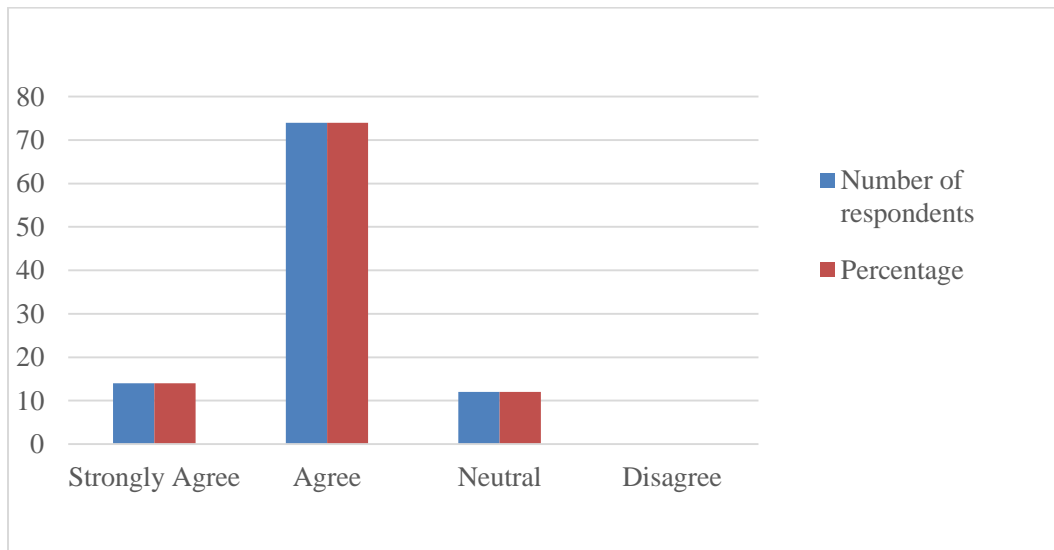
TABLE 4.9 Table showing the responses of employees to the following statement “Organisation considers training as the part of organisational strategy”.

1) Strongly agree 2) Agree 3) Neutral 4) Disagree

Rating	Number of respondents	Percentage
1	14	14
2	74	74
3	12	12
4	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 74% respondents agree that Organisation considers training as the part of organisational strategy, 14% respondents strongly agree and 12% respondents are neutral.

Graph-4.9: “Organisation considers training as the part of organisational strategy”.



Interpretation: It is understood that there is a positive response and employee consider that training as a part of organisation strategy.

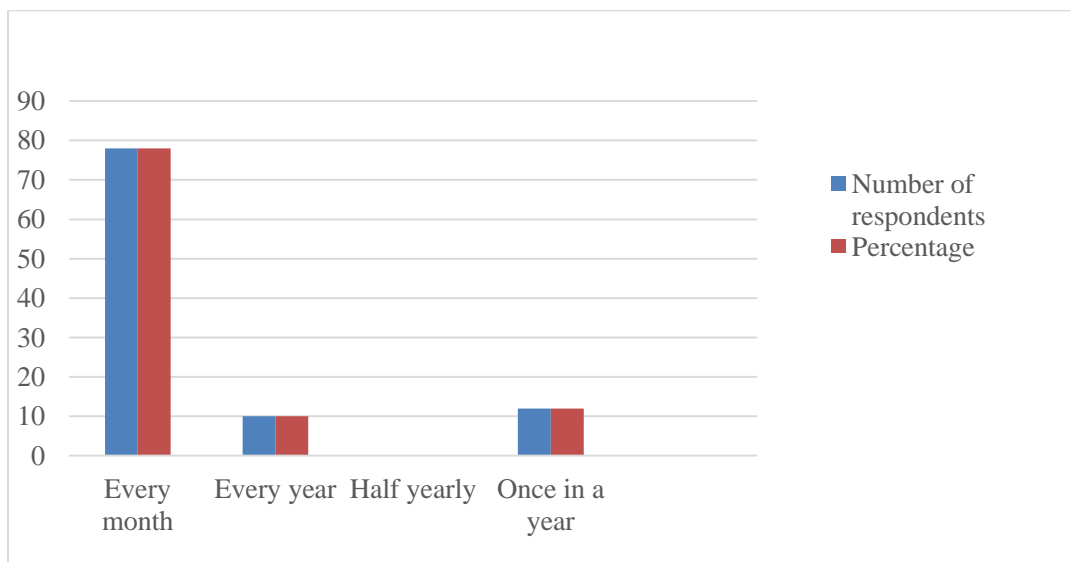
TABLE 4.10 Table showing the responses of employees to the following statement “How often the training programmes are conducted in organisation”?

- 1) Every month 2) Every year 3) Half yearly 4) Once in a year

Rating	Number of Respondents	Percentage
1	15	15
2	76	76
3	6	6
4	2	2
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 76% respondents say that the training is conducted every year, 15% respondents say every month, 6% respondents say Half yearly, and 2% respondents say once in a year.

Graph-4.10: “How often the training programmes are conducted in organisation”?



Interpretation: It is understood that the training program is conducted every month to all the workers which improves their skills which results in performance.

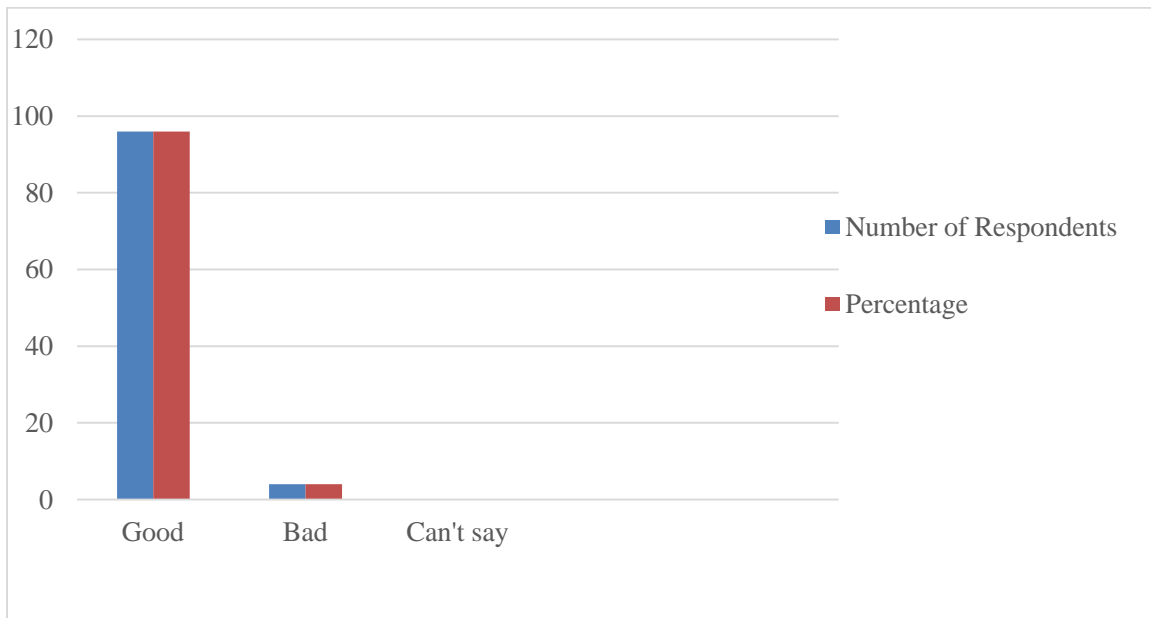
TABLE 4.11 Table showing the responses of employees to the following statement “Relationship between you and your co-worker?”

1) Good 2) Bad 3) Can't say

Rating	Number of Respondents	Percentage
1	96	96
2	4	4
3	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 96% say that relationship between employee and co-worker is good and 4% respondents say it is bad.

Graph-4.11: “Relationship between you and your co-worker?”



Interpretation: It is understood there is a positive response that there is a good relationship among the co-workers which leads to good working environment and good communication among them.

TABLE 4.12 Table showing the responses of employees to the following statement “Is Company providing health, safety and welfare facilities as per the labour laws?”

1) Yes 2) No

Rating	Number of Respondents	Percentage
1	100	100
2	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 100% respondents agree that company provides health, safety and welfare facilities as per the labour laws.

Graph-4.12: “Is Company providing health, safety and welfare facilities as per the labour laws?”



Interpretation: It is understood by the graph that Trident employees has positive response that to all the workers company is providing health, safety and welfare facilities as per the labour laws and everybody are satisfied.

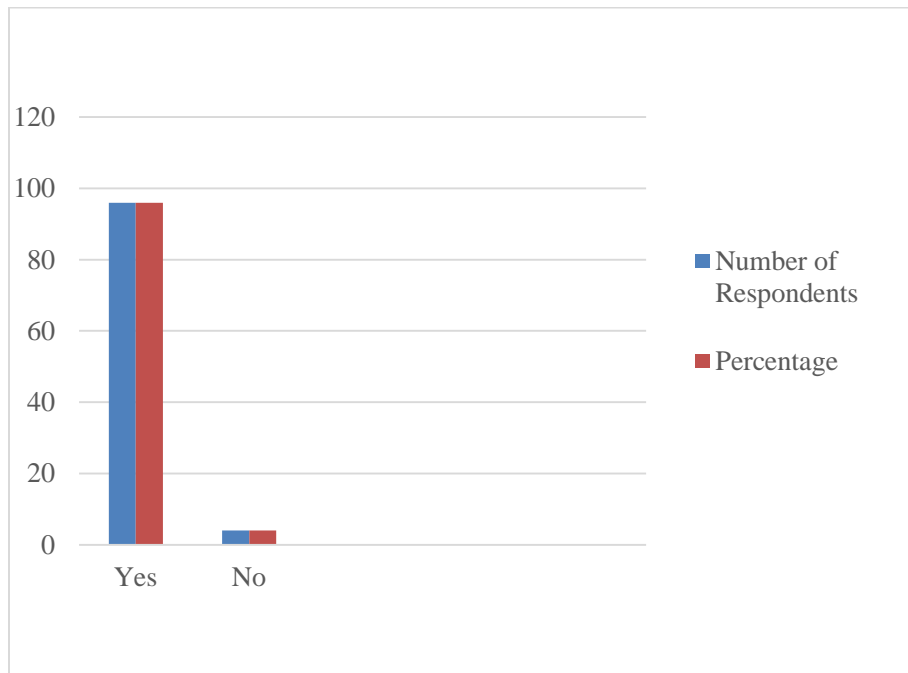
TABLE 4.13 Table showing the responses of employees to the following statement “Rewards and incentives are provided frequently”.

1) Yes 2) No

Rating	Number of Respondents	Percentage
1	96	96
2	4	4
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 96% respondents agree that rewards and incentives are provided frequently and 4% respondents disagree with this statement.

Graph-4.13: “Rewards and incentives are provided frequently”.



Interpretation: It is understood that employees are receiving rewards and incentives frequently for their performances and it is evaluated by the company every year.

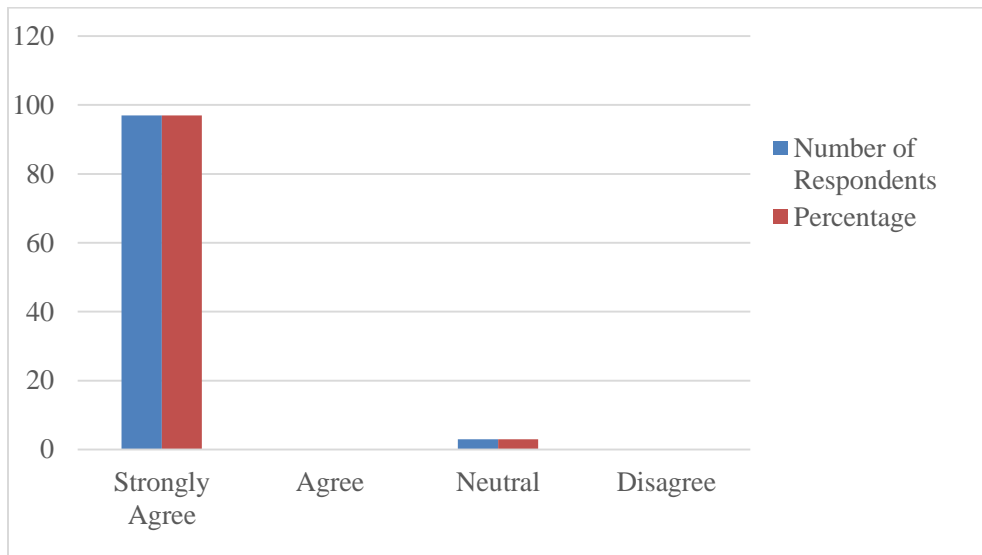
TABLE 4.14 Table showing the responses of employees to the following statement “Salary matches with the responsibility and the level of satisfaction”.

1) Strongly agree 2) Agree 3) Neutral 4) Disagree

Rating	Number of Respondents	Percentage
1	97	97
2	0	0
3	3	3
4	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 97% respondents agree that Salary matches with the responsibility and the level of satisfaction, 3% respondents are neutral.

Graph-4.14: “Salary matches with the responsibility and the level of satisfaction”.



Interpretation: It is understood that the workers are getting good salary and they are satisfied with cost of living and fulfilling their needs and responsibility.

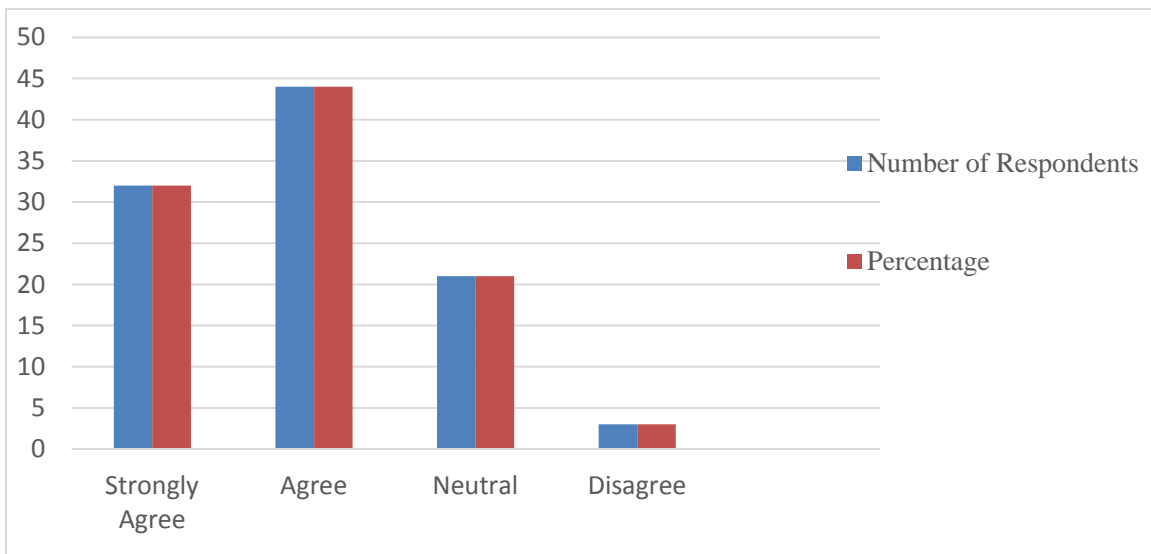
TABLE 4.15 Table showing the responses of employees to the following statement “Fairness and consistency in treating of employees without any discrimination”.

1) Strongly agree 2) Agree 3) Neutral 4) Disagree

Rating	Number of Respondents	Percentage
1	32	32
2	44	44
3	21	21
4	3	3
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 44% respondents agree that there is fairness and consistency in treating of employees without any discrimination, 32% respondents strongly agree, 21% respondents are neutral and 3% respondents disagree.

Graph -4.15: Fairness and consistency in treating of employees without any discrimination



Interpretation: It is understood that the employees are treated equally and there is no discrimination among the employees.

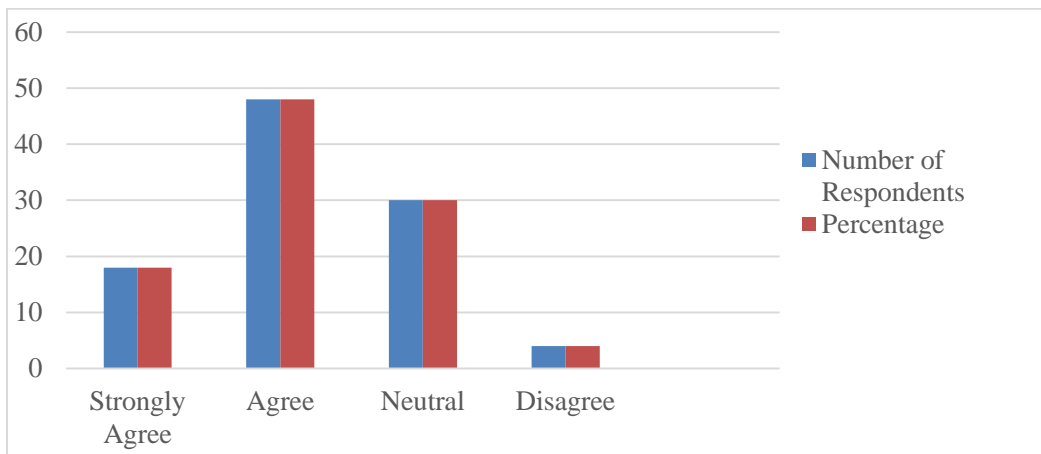
TABLE 4.16 Table showing the responses of employees to the following statement “Employees have freedom to exercise on sub-ordinates for getting work done by them?”

1) Strongly agree 2) Agree 3) Neutral 4) Disagree

Rating	Number of Respondents	Percentage
1	18	18
2	48	48
3	30	30
4	4	4
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 48% respondents agree that Employees have freedom to exercise on sub-ordinates for getting work done by them, 30% respondents are neutral, 18% respondents strongly agree and 4% respondents disagree to this statement..

Graph-4.16: “Employees have freedom to exercise on sub-ordinates for getting work done by them?”



Interpretation: It is understood that the employees have the freedom of getting work done by the sub-ordinates.

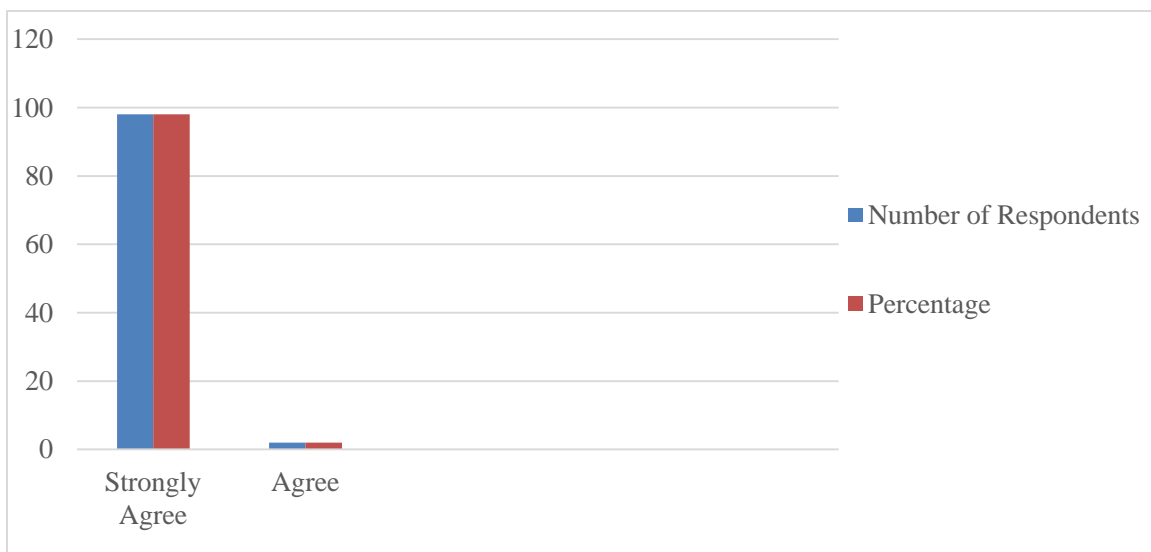
TABLE 4.17 Table showing the responses of employees to the following statement “Securing settlement of disputes and grievance by negotiations conciliation and voluntary arbitration”.

1) Satisfied 2) Dissatisfied

Rating	Number of Respondents	Percentage
1	98	98
2	2	2
3	0	0
4	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 98% respondents are satisfied that company Securing settlement of disputes and grievance by negotiations conciliation and voluntary arbitration, 2% respondents are dissatisfied with this statement.

Graph-4.17: “Securing settlement of disputes and grievance by negotiations conciliation and voluntary arbitration”.



Interpretation: It is understood that the employees disputes and grievances are solved with great importance

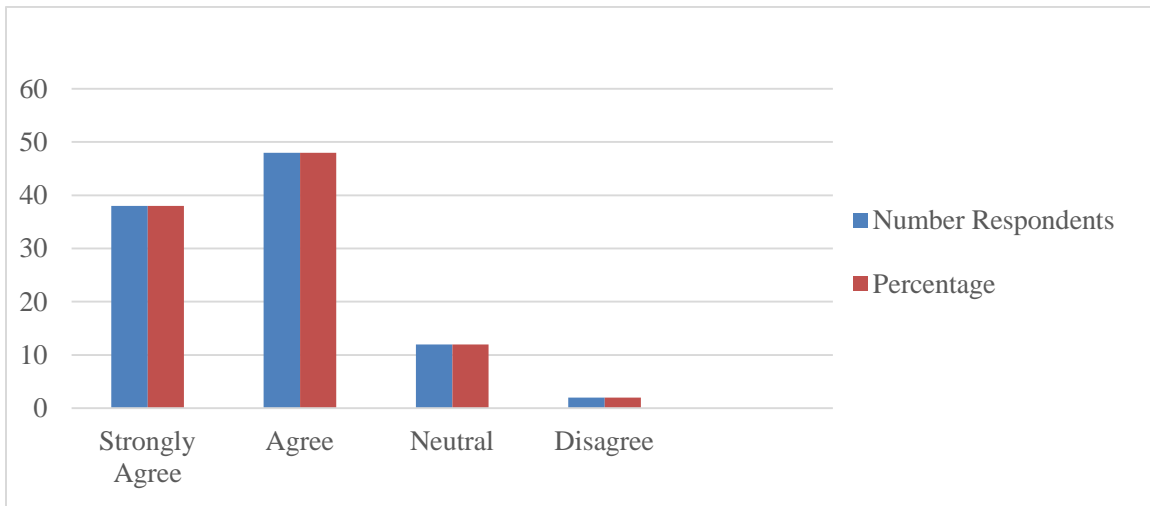
TABLE 4.18 Table showing the responses of employees to the following statement “Employee’s opinion is taken in decision making process”.

1) Strongly agree 2) Agree 3) Neutral 4) Disagree

Rating	Number of Respondents	Percentage
1	38	38
2	48	48
3	12	12
4	2	2
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 48% respondents agree that Employee’s opinion is taken in decision making process, 38% respondents strongly agree 12% respondents are neutral and 2% respondents Disagree with this statement.

Graph-4.18: “Employee’s opinion is taken in decision making process”.



Interpretation: It is understood that the employees opinion is taken in decision making process. By this, employees feel free to share their views and ideas in decision making.

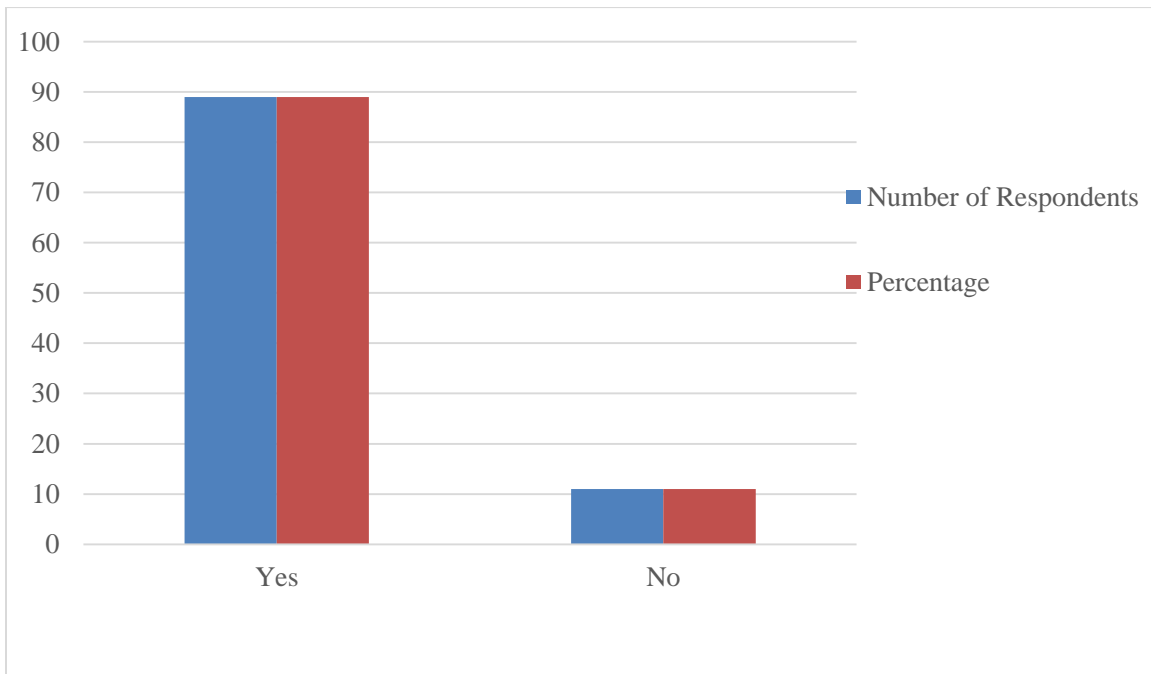
TABLE 4.19 Table showing the responses of employees to the following statement “Receiving necessary information and communication needed to the job from the management”.

1) Yes 2) No

Rating	Number of Respondents	Percentage
1	89	89
2	11	11
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 89% respondents agree that Receiving necessary information and communication needed to the job from the management and 11% respondents disagree with this statement.

Graph-4.19: “Receiving necessary information and communication needed to the job from the management”.



Interpretation: It is understood by the graph that workers are getting necessary information and communication which is needed to perform the job from the top level management.

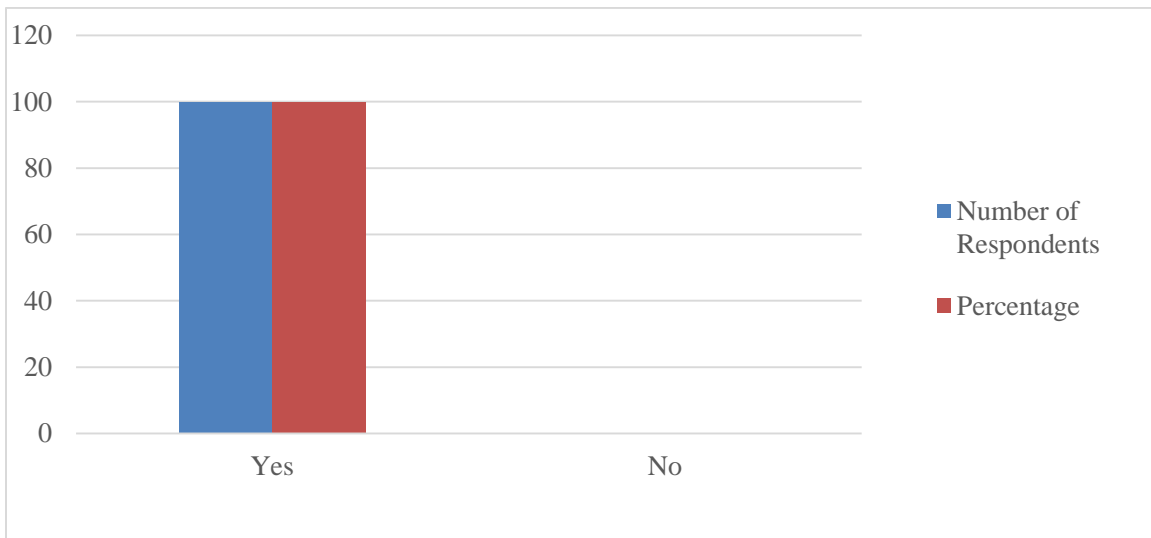
TABLE 4.20 Table showing the responses of employees to the following statement “Management takes employee feedback for continuous growth and development”.

1) Yes 2) No

Rating	Number of Respondents	Percentage
1	100	100
2	0	0
Total	100	100

Analysis: By this table it is analyzed that there were 100 respondents, 100% respondents agree that Management takes employee feedback for continuous growth and development.

Graph-4.20: “Management uses the employee feedback for continuous growth and development”.



Interpretation: It is understood that management is taking employee feedback for the better growth and to collect their views so that company make changes if they find any differences.

CHAPTER – 5

FINDINGS, CONCLUSION AND SUGGESTIONS

5.1 FINDINGS

1. 55% of Employees are satisfied with the present method of recruitment and selection of candidates. The employer of Trident Automobiles implemented best method of recruitment and selection process.
2. 89% of Employees prefer direct recruitment and selection than Indirect or third party. The Trident Automobiles giving importance to Direct Recruitment like Employee Referrals Etc.,
3. 83% of Employees are happy with the working facilities provided by the employer. By this employees can concentrate more on organisational objectives and it enhance to retain talented employees in the organisation by satisfying employees need and as per their interest.
4. 75% of employees would like to work with this employer in future as well. The employees are strongly accepted the behaviour of employer.
5. 92% of employees say that there is an opportunity for all employees to their creativity, innovation and job development. The Trident Automobiles providing individual opportunities for each employee's by this it is understood that employees are encouraged with their new ideas and innovations.
6. 94% of employees are agreed that management promotes strong competition amongst employees. The employer of Trident Automobiles promotes competition among employees the company want every individual to give complete effort on their work to get good result.
7. 78% of employees are agreed that training increases employer and employee relationship. It is understood that by training the employees they will not have any confusions or queries regarding work and also Training is one of the organisation strategy to retain strong and multi talented employees in the organisation

8. 77% of employees say that training is needed to enhance in productivity and performance. It states that training provides skills needed to perform the day to day assignment.
9. 74% of employees agreed that organisation considers training as the part of organisation strategy. To improve the relationship between employer and employee.
10. It was found 76% of employees say that training programme is conducted every year which enhances trainee's performance by training them what the company expects from them and Trident automobiles conducts training and development program for each department especially for Automobiles Technicians and Sales technicians. The training program will be 2months.
11. 96% of employees are said there is a good relationship between employer and employee. It states that there is no misunderstanding in the company and has smooth communication between employer and employee. So the company has to keep up this relationship in the same way.
12. 100% of employees agreed that they are provided with healthy, safety and welfare facilities as per the labour laws. The Company Trident Automobiles is providing all facilities as per labour laws which helps to enhance trusty relationship with the employees.
13. 96% of employees are said they are provided with rewards and incentives frequently. It states that employer identifies the best performer and rewards them and provides incentives for their output.
14. 97% of employees strongly agree that they are satisfied with the salary package which matches with the responsibility and the level of satisfaction which means the employees are happy with the salary which is offered by the employer.
15. 44% of employees agree there is fairness and consistency in treating of employees without any discrimination which means the company should treat all the employees equally without bias.
16. 48% of employees agreed that employees have freedom to exercise on sub-ordinates for getting work done by them. By this it is understood that employees have the authority of taking work by their sub-ordinates.

17. 44% of employees agreed that settlement of disputes and grievance by negotiations conciliation and voluntary arbitration. It is said that the employer give priority for the settlement of disputes between the employees.
18. 48% of employees agreed that employee's opinion is taken in decision making process. The employer of Trident Automobiles considers employees opinions, ideas and suggestions before making any decisions.
19. 89% of employees agreed that they are receiving necessary information and communication needed to the job from the management on timely basis.
20. 48% of employees agreed that management uses employee feedback for continuous growth and development. It is understood that management takes feedback to make proper decisions in company's growth.

5.2 SUGGESTIONS

- The organisation should give recognition and appraisal for the employees for their good work.
- The employees should get freedom to exercise on sub-ordinates for getting work done.
- Employees has to be treated equally without showing discrimination which will affect the company growth as well as goodwill
- The company have to conduct more training programs and soft skills programs as well
- Organisation has to improve the quality of working environment by good equipment and having cleanliness at work place
- Employers should fix counselling session, meetings and communication to each of the individual employees to know the satisfaction level of the employees.
- Some of the employees are not satisfied with the treating employees in the organisation so company have to improve the treating an employees without discriminations and bias.
- The company have to provide necessary information and communication needed to the job frequently.

- The some employees at Trident Automobiles not have a good relationship with the co-worker. So company have to clear grievance and disputes among employees to enhance relationship with co-workers.
- Incentives should be provide on timely basis.
- Some employees at Trident Automobiles are not happy with the present method of recruitment process for the maintaining of good relationship with the employees the company has to change and come up with the new technology in hiring process.

5.3 CONCLUSION

The purpose of this study is to determine the relationship between Employer and Employee at TRIDENT AUTOMOBILES PRIVATE LIMITED. This study helps to understand the behaviour of the employer and perception of employees. It is found that there is high level of job satisfaction with respect to disciplinary issues.

The Reporting Officers should allow all the employees at decision making process and encourage them to involve in all activities and giving importance to their ideas, suggestions and opinions. And what are all the facilities provided by the employer it should be according to the labour laws because which helps to build trust on the employer and sustain in the organisation for a long term period.

Transparency in communication makes employees to be positive and employer has to communicate transparently with all the employees without any discrimination and bias. It is important for all organisation to maintain pleasant working environment and more productive towards organisation objectives.

The most of the employees at Trident automobiles are satisfied with the working facilities provided by the employer and working timings, salary and problem solving skills and behaviour of the employers and they are happy with the training and development programs which was conducted by the organisation it helps to mould employees skills and knowledge which is required for the specific jobs.

From the survey it was found that “TRIDENT AUTOMOBILES PRIVATE LIMITED” should take initiatives to maintain good relationship with the employer and employees it is benefited for the successful organisation. Good relationship between employer and employee wins trustworthiness and it is effect on the employee’s performance and maintains the employer – employee compatibility.

ANNEXURES

Statement of Profit and Loss account for the year ending 31st March 2015 of TRIDENT AUTOMOBILES PRIVATE LIMITED

Particulars	01.4.2014 to 31.3.2015	01.4.2013 to 31.3.2014
Disclosure of revenue from operations (Abstract)	8,30,68,04,224	7,59,51,14,977
Revenue from sale of products	42,27,46,207	38,46,99,235
Revenue from sale of services	41,52,94,406	42,88,41,832
Other operating revenues	9,14,48,44,837	8,40,86,56,044
Total revenue from operations other than finance company	9,14,48,44,837	8,40,86,56,044
Other income	4,25,33,366	3,99,86,21,913
Total revenue	9,18,73,78,203	8,44,86,21,913
Expenses (Abstract)		
Cost of materials consumed	7,87,83,25,291	7,22,81,33,154
Changes in inventories of finished goods, work-in-progress and stock-in-trade	-	
Employee benefit expense	47,12,60,592	43,61,46,706
Finance costs	14,80,19,196	12,88,47,032
Depreciation, depletion and amortization expense (Abstract)		
Depreciation expense	8,50,78,589	7,51,66,191
Total depreciation, depletion and amortization expense	8,50,78,589	7,51,66,191
CSR expenditure	-	
Other expenses	45,74,86,022	43,64,62,019
Total expenses	9,03,98,92,181	8,30,47,55,102
Total profit before prior period items, exceptional items, extraordinary items and tax	14,74,86,022	14,38,66,811
Total profit before extraordinary items and tax	14,74,86,022	14,38,66,811
total profit before tax	14,74,86,022	14,38,66,811
Tax expense (Abstract)		
Current tax	4,60,00,000	4,33,00,000
Deferred tax	2,96,330	4,08,291
Total tax expense	4,62,96,330	4,37,08,291
Total profit (Loss) for period from continuing operations	10,11,89,692	10,01,58,520
Profit (Loss) from discontinuing operations before tax	-	
Tax expense of discontinuing operations	-	
Total profit (Loss) for period before minority interest	10,11,89,692	10,01,58,520
Profit (Loss) of minority interest	-	
Total profit (Loss) for period	10,11,89,692	10,01,58,520
Earnings per equity share (Abstract)		
Basic earning per equity share	(INR/shares) 676.57	(INR/shares) 670.45
Diluted earnings per equity share	(INR/shares) 676.57	(INR/shares) 670.45

Balance Sheet as at 31st March 2015

Particulars	1.4.2014 to 31.3.20115	1.4.2013 to 31.3.2014
Balance sheet (Abstract)		
Equity and Liabilities (Abstract)		
Shareholder's funds (Abstract)		
Share capital	1,50,00,000	1,50,00,000
Reserves and Surplus	78,87,43,104	65,75,53,412
Total shareholder's funds	77,37,43,104	67,25,53,412
Share application money pending allotment		
Minority interest		
Non-current liabilities		
Long term borrowings	33,06,83,851	49,54,29,544
Deferred tax liabilities(net)	40,13,241	37,16,911
Other long-term provisions	-	-
Long-term provisions	-	-
Total Non-current liabilities	33,46,97,092	49,91,46,455
Current Liabilities (Abstract)		
Short-term borrowings	57,77,71,693	66,25,38,845
Trade payables	22,33,16,562	20,31,94,433
Other current liabilities	26,74,97,762	25,79,21,118
Short-term provisions	3,40,88,861	2,91,44,713
Total current liabilities	1,10,26,74,878	1,15,27,99,109
Total Equity and Liabilities	2,21,11,15,074	2,32,44,98,976
Assets (Abstract)		
Non current assets (Abstract)		
Fixed assets (Abstract)		
Tangible assets	1,17,67,36,649	1,17,02,16,122
Intangible assets	-	-
Total fixed assets	1,17,67,36,649	1,17,02,16,122
Non-current investments	2,69,84,941	2,69,84,941
Long term loans and advances	7,04,35,978	6,82,77,607
Total non-current assets	1,27,41,57,568	1,26,54,78,670
Current assets (Abstract)		
Current investments		
Inventories	68,00,63,259	80,80,87,739
Trade receivables	12,43,07,764	7,58,24,946
Cash and bank balances	95,16,089	1,66,78,852
Short-term loans and advances	12,15,33,737	15,28,66,209
Other current assets	15,36,657	55,62,560
Total current assets	93,69,57,506	1,05,90,20,306
Total assets	2,21,11,15,074	2,32,44,98,976

QUESTIONNAIRE ON EMPLOYEE RELATIONSHIP MANAGEMENT

Dear Sir / Madam

I am Madhushree C pursuing my Post graduation in MBA under Visvesvaraya Technological University in Acharya Institute of Technology. As a part of my curriculum I am doing my project report on Employee Relationship Management.

Therefore I kindly request you to fill the questionnaire which is helpful for my study. The information is kept confidential and will be used for academic purpose only.

Please fill in the below demographic details before providing your opinion.

Thanking you

Yours faithfully

(Madhushree C)

Demographic Questions:

Name:

Gender: Male Female

Education Qualification:

- | | |
|--------------------------|--------------------------------|
| a) SSLC/PUC [] | b) Degree [] |
| c) Diploma/ITI [] | d) Post-Graduation [] |

Working Experience:

- | | |
|-------------------|-------------------|
| a) 1 to 5 years | b) 5 to 10 years |
| c) 10 to 15 years | d) above 15 years |

(I) EMPLOYER – EMPLOYEE COMPATIBILITY

- 1) I am satisfied with the present method of recruitment and selection of candidates.
 - a) Strongly agree b) Agree
 - c) Neutral d) Disagree
- 2) Method I prefer for recruitment and selection.
 - a) Direct b) Indirect
 - c) Third party
- 3) I am happy with the working facilities provided?
 - a) Yes b) No
- 4) I would like to work with my employer in future.
 - a) Yes b) No
 - c) May be Yes
- 5) Employees have opportunity for their creativity, innovation and job development.
 - a) Yes b) No
- 6) Management promotes strong competition amongst employees
 - a) Yes b) No

(II) TRAINING AND DEVELOPMENT

- 7) Does the Training increases the Employer and Employee relationship?
 - a) Yes b) No
 - c) May be Yes
- 8) Training is needed to enhance in productivity and performance.
 - a) Strongly agree b) Agree
 - c) Neutral d) Disagree

9) Organisation considers training as the part of organisational strategy.

- a) Strongly agree b) Agree
- c) Neutral d) Disagree

10) How often the training programmes are conducted in organisation?

- a) Every month b) Every quarter
- c) Half yearly d) Once in a year

(III) WORKPLACE RELATIONSHIP

11) Relationship between you and your co-worker?

- a) Good b) Bad
- c) Can't say

12) Is company providing health, safety and welfare facilities as per the labour laws?

- a) Yes b) No

13) Rewards and incentives are provided frequently.

- a) Yes b) No

14) Salary matches with the responsibility and the level of satisfaction

- a) Agree b) Strongly agree
- c) Disagree

15) Fairness and consistency in the treating of employees without any discrimination.

- a) Strongly agree b) Agree
- c) Neutral d) Disagree

16) Employees have freedom to exercise on sub-ordinates for getting work done by them?

- a) Strongly agree b) Agree
- c) Neutral d) Disagree

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ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: MADHUSHREE.C

INTERNAL GUIDE: DR. M M BAGALI

USN: 1AY17MBA25

COMPANY NAME: TRIDENT AUTOMOBILES PRIVATE LIMITED

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3 rd Jan 2019 – 9 th Jan 2019	Industry Profile and Company Profile		
10 th Jan 2019 – 17 th Jan 2019	Preparation of Research instrument for data collection		
18 th Jan 2019 – 25 th Jan 2019	Data collection		
26 th Jan 2019 – 2 nd Feb 2019	Analysis and finalization of report		
3 rd Feb 2019 – 9 th Feb 2019	Findings and Suggestions		
10 th Feb 2019 – 16 th Feb 2019	Conclusion and Final Report		



Company Seal



College Seal

HOD Signature

Head of the Department
Department of MBA
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