THE STUDY ON HUMAN RESOURCE PRACTICE OF ORGANIZATION AND EMPLOYEE PERFORMANCE OF TATA MOTOR IN TAMILNADU, INDIA

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Abstract

In the rapid growth of the industries, indisputably human force is the most valuable asset of every organization. Selection of right person for right work is must. Human resources are knowledge, skills, creative abilities, attitudes and other attributes obtained in the population. Becker has defined human capital as stock of skills and knowledge gained by a worker through education and training. In this competitive business world only those business organizations can prosper which have adequate information about value and efficiency of their human resources. Tata Motors today is India's leading automotive vehicle manufacturing company. Tata Motors is listed in BSE, NSE and New York Stock Exchange. The company's automobile products include all types of commercial and passenger vehicles. The company also provides finance for its customers and distributors. The purpose of this paper is to know human resource practices at Tata Motors. The Study on Human Resource Practice of Organization and Employee Performance of Tata Motor in Tamil Nadu and The primary data and secondary data is collected from annual reports, website and additional information reports provided by Tata Motors from 2010 to 2019.The analysis found that Tata Motors adopted various human resource development practices and provides details of the same to all its stakeholder in annual reports.
Keywords: Human Resource, Practice of Organization, Employee performance of Tata motors.

Introduction

Human resource accounting includes a profile of human assets value, human resource cost. Compensation, training & development, human resource productivity and the total wealth of the concern. It is an accounting technique concerned with the measurement of the cost and economic value of human resources to take decision regarding human resources and measure the financial efficiency of an organization in totality. Tata Motors Limited is an Indian multinational automotive manufacturing company, headquartered in Mumbai, India, which is part of the Tata Group. The company produces passenger cars, trucks, vans, coaches, buses. Formerly known as Tata Engineering and Locomotive Company (TELCO), the company was founded in 1945 as a manufacturer of locomotives. The company manufactured its first commercial vehicle in 1954 in collaboration with Daimler-Benz AG, which ended in 1969. Tata Motors entered the passenger vehicle market in 1988 with the launch of the Tata Mobile followed by the Tata Sierra in 1991, becoming the first Indian manufacturer to achieve the capability of developing a competitive indigenous automobile.[6] In 1998, Tata launched the first fully indigenous Indian passenger car, the Indicia, and in 2008 launched the Tata Nana, the world's most affordable car. Tata Motors acquired the South Korean truck manufacturer Daewoo Commercial Vehicles Company in

2004. Tata Motors has been the parent company of Jaguar Land Rover since the company established it for the acquisition of Jaguar Cars and Land Rover from Ford in 2008.

Review of Literature

Seema Laddha (2016): Critics of Tata Motors' acquisition choice point out that the timing of the deal is affecting the global economy. The demand for commercial and passenger vehicles declined after purchase due to a slowdown in the domestic and global economy. Prior to the acquisition of Tata Motors, Tata Motors mostly generated its revenue from the sale of commercial vehicles.

Jaspreet Singh et al (2018): According to the study, Tata Motors has been conducting outstanding work in a variety of industries since 2013. However, the firm has been doing these activities prior to the government's official announcement in 2013. The investigation discovered the variety of work performed by the company and the positive impact it has on the community. The company has done a variety of various kinds of work, which has benefited people in a variety of ways in different parts of the country. In general, Tata Motors' CSR programmers focus on labor, the environment, and other economic issues. Tata Motors' practice in India is compared to the CSR framework, and the comparative table demonstrates that practically every variable is addressed in the sample firms. It has been shown that a vast number of people have benefited from this research. Tata Motors has invested a lot of money in these areas, and future research can be done by evaluating this data.

Statement of Problem

To Understand the Concept of Human Resource practices of Organization and Employee performance of TATA MOTORS. The Analysis of the Human Resource is a process of evaluating the relationship between the component parts of Human Resource practices to obtain a better understanding of the company position and performance. This study is attempt to analysis the Human Resource practices of organization and employee performance of TATA MOTORS Limited by using various tools.

Objectives of the Study

- To study on Human Resource practice of organization and employee performance of TATA MOTORS.
- To analysis the employee performance of the company.
- To know the employee and organization position of the company.
- To explore human resource practices at Tata Motors.
- To study expenditure on human resource cost at Tata Motors.
- To offer the suitable finding, suggestion and conclusion based on Human Resource practice of organization and employee performance of TATA MOTORS.

Scope and limitations:

- The study cover human resource practice at Tata Motor and analysis the process of internal and external source of recruitment.
- The study is only based on the Tata Motor employee performance and human resource practice.
- The studies based on Tata Motor Company and no other companies are involved.

Research Methodology

- This study is based on primary data and some of the data and information are collected from secondary data. The data will be analyzed by considering various variables like Numbers of employee, Revenue, Total Employee cost, rating perspective etc…
- Research methodology is the process used to collect information and data for the purpose of making each and every decision.

Data

Data indicates the relevant facts. Data is not only in numerical structure but also in descriptive quantitative and qualitative facts. Once the researcher collects a data the half of the research process is completed. Very few are confounded with such experience. Others are as a last resort in search of data. The Researcher must have a clarity in presenting the data in all respects. **Classification of data:**

Data is classified as two forms such as:

- Primary Data
- Secondary Data

1. Primary data:

 Data collected at a pioneer stage through survey is known as primary data.

2. Secondary data:

Data collected through the already collected information and published or unpublished information is known as secondary data.

Data used: Data used for this study is primary data and Secondary data is collected from books, journals and downloaded from websites.

Sampling design:

The research was designed extracted the given mentioned objectives and the following tools were used to collect the required essential data.

Sampling Method:

A sample is considered during the research is when the size of the population is very huge and a set is chosen to represent the all population, these set is called as a sample representative of the population under study. The sample frame represents the Number of respondents that were contacted during the survey it also represents the profession of the respondents that were connected for information.

Sampling Technique:

To carry out of this project Convenience technique would be used.

Data Analysis:

Table 1 Show rating perspective

S.no	Rating	No.of.respondent	Percentage
1	5 Star	38	76%
2	4 Star	10	20%
3	1 Star	2	4%
	Total	**50**	**100%**

Source: Primary Data

Interpretation:

The above table show that 76% of customers respondent 5stars remaining 4stars of 20% and 1star of 4% of customers are responded.

Inference:

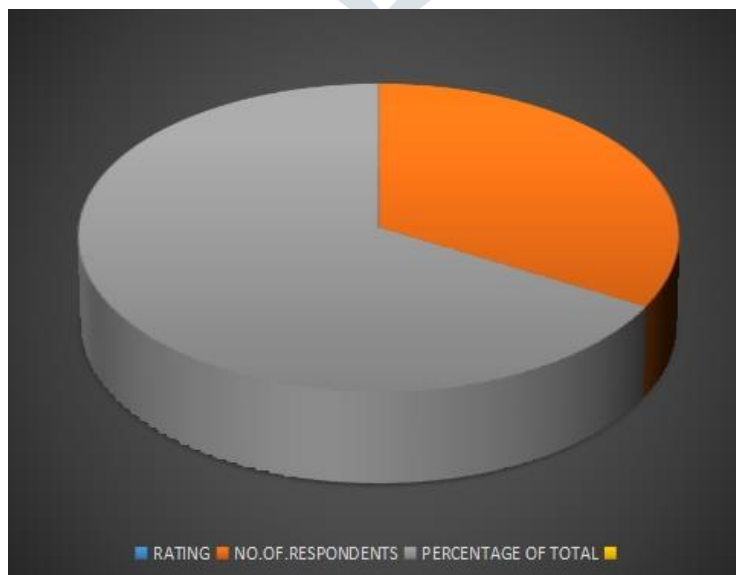Bulk member of customers are responded 76% of 5stars.

Table 2 Show Statisfication with the performance of company

| S.no	Statisfication performance	No.of.respondent	percentage
1	Excellent	32	66%
2	Very good	12	24%
3	Statified	6	12%
	Total	**50**	**100%**

Source: Primary Data

Interpretation:

The above table show that the 66% of person are responded the performance of the company is excellent and remaining 24% persons responded with the performance of the company is very good and remaining 12% of persons are choose satisfied with the performance of the company.

Inference:

Majority 66% of the persons are responded the performance of the company is excellent.
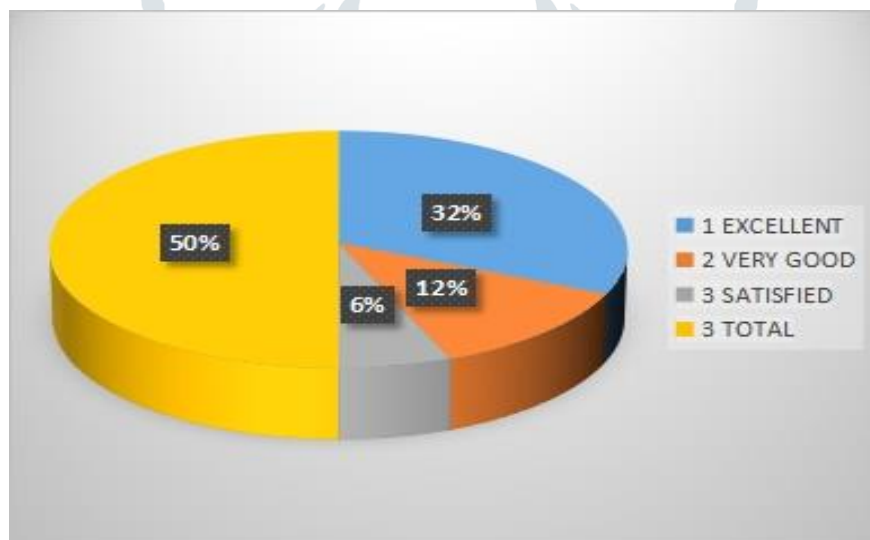
Table 3 show brand of product perfer

S.no	Brand	No.of.respondent	Percentage
1	Tata motor	37	74%
2	Marathi suzki	6	12%
3	Other	7	14%
	Total	**50**	**100%**

Source: Primary Data

Interpretation:

The above table show that 74%of customers respondent to buy the (TATA MOTORS BRAND) and 12% of them specified choose to prefer to buy the (MARUTI SUZUHI BRAND) and 14% of members are choose the other brand.

Inference:

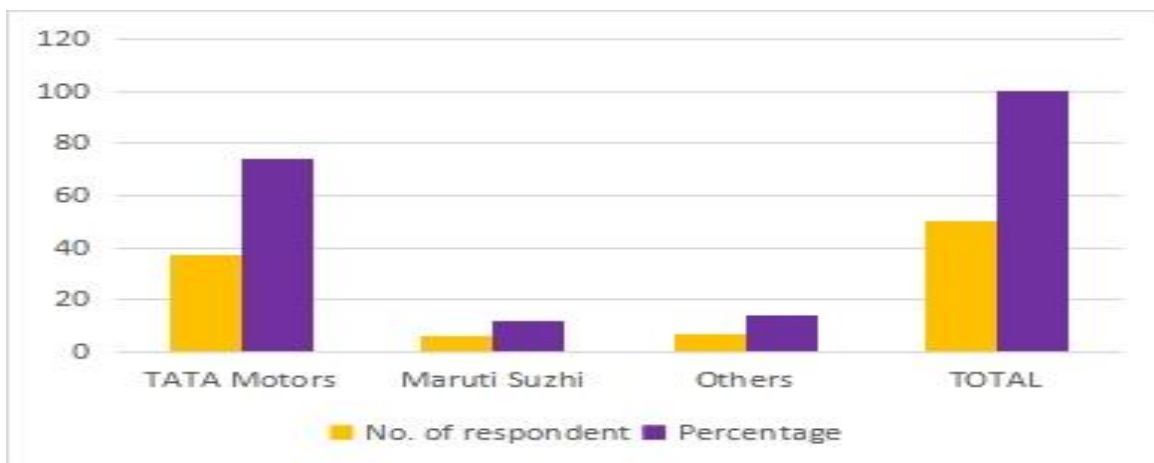Majority 74% of the respondents are choose to buy the TATA MOTORS Brand products

Table 4 show Statsification from Tata motor

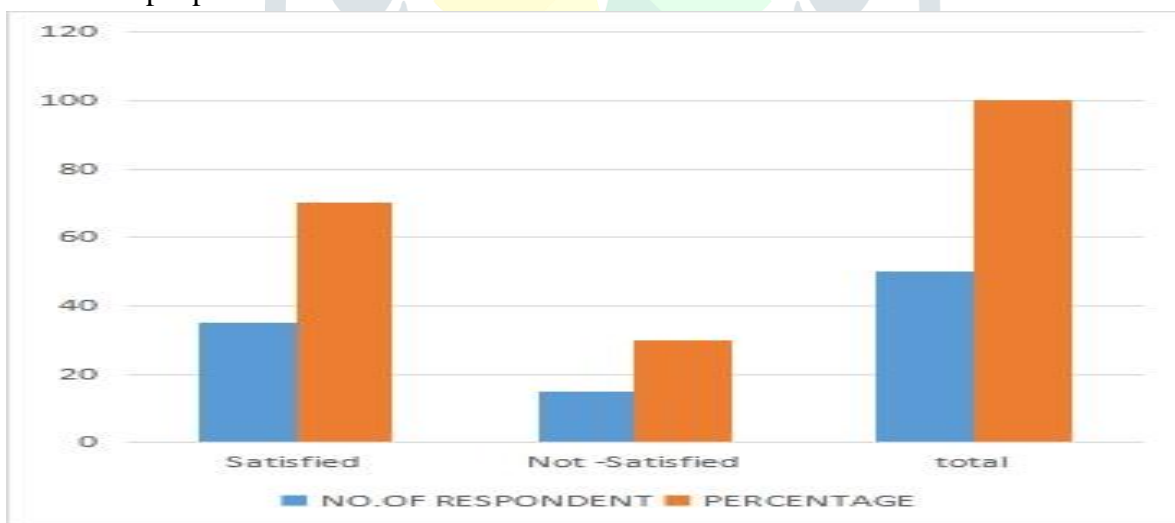| S.NO	Statsification	No.of.respondent	Percentage
1	Satisfied	35	70%
2	Not satisfied	15	30%
	TOTAL	**50**	**100%**

Source: Primary Data

Interpretation:

Thus, the table shows that 70% of the people are satisfied with TATA Motors and remaining 30% of the people are not satisfied with TATA Motors.

Inference:

Majority 70% of the people are satisfied with TATA Motors.

Findings

✓ Bulk member of customers are responded 76% of 5stars.
✓ Majority 66% of the persons are responded the performance of the company is excellent.
✓ Bulk customer 74% are choose to buy the TATA MOTORS Brand products.
✓ Majority 70% of the people are satisfied with TATA Motors.

Suggestion

➢ The following points are the suggestions offer to the role of human resource practice on organizations and employee performance of Tata motors and analysis of the data and information by the respondents.
➢ Most of the customer are satisfied with the Tata motor vehicle and some of them are preferentially said that rate of the vehicle rating point is "Excellent."

➢ Tata motor company is a leading vehicle manufacturing company in the world . Tata motors is one of the best vehicle industry and occupies top position among the vehicle companies in the world, further having subsidiaries and joint ventures throughout the world.

➢ Some of the respondents is said that the Tata motor company is providing moderately pretty good vehicle and affordable price and it is neutral and very reliable; to be make satisfaction they can more proof like providing original evidence.

Conclusion

Tata Motors is a global fortune 500 company. The leads in commercial vehicles in each segment .It has retained it market leadership position in the domestic market for more than six decades and also gained a respectable global standing. Tata Motors truly have confidence in a permissive human value. The company has mix labor force, multi-skilled employees. Tata Motors is increasing knowledge, skills and overall development of its employees through various human resource practices and development programs. Tata Motors is not providing any information related to valuation of human resources and value-added services in annual reports. It is suggested that the company should provide valuation of human resources an devalue-added details to its shareholders and investors along with other data like idle time, loyalty of employees.

Reference

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■ HUMAN RESOURCE IN TATA MOTORS
■ THE HR SCORCARD

Journal:
➢ Dr.Mithra .R The case study of Tata Motors in Tamil Nadu public relation review 2011.
➢ Mr.Ravi Shankar Singh (Ex-HR Head at Tata Motors) Human Resources with demonstrated history of working Tata Motors company.Skilled in HR policies employee training.
➢ Managerial Perceptions and Performance Appraisal Leading to the Development of the Human Capital in a Private 2002. Managing customer services: Human resource practices, quit rates, and sales growth. Academy of Management.

Website:
✓ https://www.tatamotors.com
✓ https://www.winger-tatamotors.com