

A Study on Effectiveness of Employees at Orient Bell Limited

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ABSTRACT

This study assesses impact of compensation schemes and benefits on employee motivation at Orient Bell Ltd.; a major Indian clothing producer and exporter located in the Hoskote Industrial region. In addition to addressing organizational opportunities and difficulties in the intensely contested tile sector, the study highlights how well-structured remuneration systems impact the performance of employees, retention, and satisfaction. India is among the world's leading producers of ceramic and vitrified tiles, and the industry \has a major part in the country's GDP, exports, and employment. In this regard, Orient Bell Ltd. has made a name for itself in both domestic and foreign markets as a leading manufacturer of Flexi tiles, cool tiles, germ-free tiles, and large format tiles. Orient Bell has built a strong infrastructure for production, quality control, and distribution under the direction of its vision of creating ecologically friendly building materials and an emphasis on customer, opportunity, and equality happiness. However, its expansion is hampered by issues including significant expenses for production, a little online presence, and reliance on suppliers. The Finding gaps between expectations and business practices, analyzing the relationship between salary, bonuses, and benefits with intrinsic and extrinsic motivation, evaluating employee perceptions of fairness and adequacy of compensation, and evaluating the motivational impact of current schemes were the objectives of the six-week study. The scope was restricted to Master Unit-1 and included both primary (interviews, surveys, and observation) and secondary (business records, reports, and literature) data. Important conclusions from the data analysis indicate that the majority of workers are female (78%), between the ages of 25 and 34, and have less education than a graduate degree. Junior and middle-level positions predominate, and most employees have one to three years of experience. Based on the remuneration distribution, 58% of workers make less than ₹20,000 per month, with little opportunity to advance to higher income levels.

Keywords: Business practices, Salary, Bonuses, Interviews, Surveys, Financial Statements.

Introduction

The research looks into the sequence in which first-hand and second-hand information is completed and whether it is practical to use an instrument for customer feedback. After that, data is examined and interpreted more closely to the investigation. It will significantly improve the company's daily operations. I finished my six-week project in "Orient Bell Ltd Master unit one of a private limited company.

Whether they are public or private, organizations always strive to accomplish their business objectives; otherwise, their survival will be more of a fantasy than a reality. Any organization's level of productivity is frequently used to gauge its performance. However, it might be argued that this is more reliant on employees' attitudes and morale Regarding their degree of dedication to their jobs. Although its not exclusive to developing cultures, low output problem that exists in many global south countries worldwide. Therefore, man is the component that makes use of other organizational resources to produce commodities and services to meet the wants of individuals.

Industry Profile

The term "industry" is generally understood to mean a category of businesses sharing certain common features or a sector of the economy that includes a wide range of businesses. The various companies from a single industry perform many activities ranging from production of goods to providing services. Generally, companies may be classified by industry according to the product manufactured or services provided by them. Different industries must be studied and categorized in order to have the knowledge of the sectors of the economy.

AN OVERVIEW OF THE INDIAN TILES INDUSTRY

The Indian tiles market. The value of the Indian tiles market is projected to reach ₹1635 crores in 2023 from its value of ₹953 crores in 2023. The tiles industry accounted for 20% of the manufacturing output of the country in 2018 and 2019. The tiles industry contributed 7% of India's GDP during the years 2018 and 2019 and employed around 46 million workers during these years. The tiles accounted for 18% of the country's export earnings in 2018 and 2019. In the US, the tiles industry provides 7.5 billion employments. The tile industry hasn't invested anything over the past 7 years. India has received \$321 million from tile exports in the years 2000-2020.

The flooring segment has generated the highest exports of US\$4.7 billion accounting for 76.7% of the total export value, while the tiling segment has contributed US\$33.63 million accounting for the second highest export value of 27.5%. Products in the flooring segment include floor tiles, granite tiles, ceramic tiles, slabs, and tiles with flexible materials. Kajaria Ceramics has taken the lead in terms of total export volume in the sector while Asian Granito India Limited (AGL) has secured the second position.

Objectives of the Study

- To examine the infrastructure facility provided to employees at Orient Bell.
- To evaluate customer satisfaction with online feedback and reviews services.
- To investigate the production capacity and maintenance qualities.
- To analyze the role of service speed process in customer engagement.
- To assess the effectiveness of personalized follow-ups and customer support in improving effectiveness of employees.

Research Methodology

Research Design

The research is both descriptive and analytical. Looking into how people see Orient Bell Ltd., the approach taken here describes experiences rather than testing theories. Information comes from two directions

- direct answers via fixed-format surveys plus insights pulled from official documents, online pages, and published material around the business.

Tools for Data Analysis:

Financial ratio analysis has been used as the primary tool for evaluating profitability and liquidity. Ratios such as Net Profit Ratio, Operating Profit Ratio, Return on Assets (ROA), and Return on Equity (ROE), Current Ratio, and Quick Ratio have been calculated and interpreted.

Review of Literature

1. Prajna Mohapatra (2014), The question of Among the most crucial questions is whether money matters to employees. once and the answer is unquestionably yes: Without a question, having money allows you to lead a more opulent lifestyle. Income often affects how we view ourselves and our social status. When employees earn extra benefits or monetary awards based on how well they meet the company's objectives, it promotes behavior and increases employee satisfaction in a corporate setting. As a result, different stages of a person's life and career are seen differently in relation to income and compensation.

2. Eskildsen, J. K., & Dahlgaard J. J. (2015), Employees are acknowledged by scholars and practitioners as an essential asset of modern organizations: The Excellence Model of EFQM recognizes the importance of employees by addressing employee-related issues in two of its criteria, "people" and "people results." The Excellence Model of EFQM is the most popular self-assessment model in Europe.

3. Mondy and According to Joe (2016), compensation includes all of the benefits that workers receive in return for their labor. According to P. Jyothi and D.N. Venkatesh (2017), it encompasses all monetary pay and material perks that workers receive as part of their jobs contract. It can be utilized to illustrate the compensation or benefits that employees receive in exchange for their contributions to the company.

Data Analysis

The table shows Departments in the organization

Level	No of employees	%
HR	24	23.5
IT	30	29.4
Marketing	28	27.5
Finance	12	11.8
Others	08	7.8
Total	102	100

Analysis: Of the 102 responders in the previous table, 23.5% are HR employees, 29.4% are IT employees, 27.5% are marketing management employees, 11% are finance management employees, and 7.8% are other employees.

The table shows job roles and responsibilities reviews of employees of organization

Options	No of employees	%
Strongly agree	20	19.6
Agree	24	23.5
Disagree	34	33.6

Strongly disagree	0	0
Neutral	24	23.5
Total	102	100

Analysis: The information shows that participants had differing views. A greater percentage, 55%, disapprove somewhat (32% disagree, 23% strongly disagree), whereas 35% (15% strongly agree, 20% agree) express agreement. Just 11% of responders are impartial, demonstrating that the majority of people have unfavorable opinions about the statement or problem raised.

Findings

1. **Strong Profitability:** Orient Bell Ltd. maintained a healthy level of profitability during the study period, indicating effective revenue generation and cost management.
2. **Stable Liquidity Position:** The company maintained adequate liquidity, enabling it to meet its short-term financial obligations without significant difficulty.
3. **Efficient Asset Utilization:** Financial ratios indicate that the company effectively utilized its assets to generate revenue and improve operational efficiency.
4. **Strong Market Presence:** With an extensive branch network and digital services, Orient Bell has established a strong customer base across India, enhancing its competitive position.
5. **Financial Stability:** Overall financial analysis shows that the company has maintained a sound financial position with consistent performance, despite changes in economic and regulatory conditions.

Suggestions

1. **Increase Digital Financial Services:** The company should continue investing in digital platforms and AI-based services to improve customer convenience and operational efficiency.
2. **Strengthen Risk Management:** The company should continuously improve competitive risk assessment.
3. **Improve Cost Efficiency:** Effective control of operating expenses and administrative costs can further enhance profitability and financial performance.
4. **Expand Rural and Semi-Urban Reach:** Opening more branches and increasing product awareness in underserved areas can help attract new customers and increase market share.
5. **Enhance Customer Satisfaction:** Providing faster delivery services will strengthen customer loyalty and improve long-term business growth.

Conclusion

This study offers crucial information. about women's perceptions of and responses to compensation schemes as well as their level of satisfaction. Simultaneously, the current level of satisfaction tends to be relatively high. The organization may improve some aspects. For example, it can help increase commitment, productivity, and retention among its personnel by implementing incentives and recognition programs tailored to the needs of female sales staff. It is also necessary to ensure that the organization resolves issues related to work and creates an organizational culture allowing for overall better workplace satisfaction among its employees. There are various suggestions for developing a successful association and creating a workplace supporting women workers. Some of these recommendations can change the organizational culture.

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