

Summer Internship Project Report

On

**An Analysis of factors improving
Productivity in an Organization”**

at

JK Lakshmipat University, Jaipur

by

Ruchika Shrivastav

(2018BBA026)

Under supervision of

Dr. Upasana Singh

Institute of Management

JK Lakshmipat University

2018

DECLARATION

I hereby declare that the project work entitled “An Analysis of factors improving Productivity in an Organization” submitted to JK Lakshmipat University, Jaipur is recorded of a fulfillment original work done by me. This project work is submitted in partial of the requirements for award of the degree of The Bachelor of business administration. It is not produced or published anywhere else for award or any degree.

Ruchika Shrivastav

Bachelor of Business Administration

ACKNOWLEDGEMENT

The internship opportunity I had with Bridge group solutions was great chance for learning and professional development. Therefore, I consider myself as a lucky individual as I was provided with an opportunity to be a part of it. I express my deepest thanks to Ms. Juhi Tripathi HR Manager in Student Affairs (Bridge group solutions) for taking part in useful decision & guidance and arranged all facilities to make life easier. I chose this moment to acknowledge his contribution.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Dr. Upasana Singh (Faculty Guide) for his careful and precious guidance which were extremely valuable for my study both theoretically and practically. I perceive this opportunity as a big milestone in my career development.

I will strive to use gained skills as knowledge in the best possible way and I will continue to work on their improvement, in order to attain the desired career objective. Hope to continue the corporation in the future.

Ruchika Shrivastav

BBA

Certificate

It is certified that the summer internship Report titled “**An Analysis of factors improving Productivity in an Organization**” submitted by Ruchika Srivastaw is an original piece of research work carried out by the candidate under my supervision.

(DR. Upasana Singh)



Bridgegroup Solutions

We Knot Spaces

Ref No- Bridge Group Solutions/HR/20-21

Date - 14th July 2020

To Whomsoever it may Concern

This is to certify that **Ruchika Shrivastav** D/O **Mr.Durgesh Shrivastav** a student of **BBA** at **JK Lakshmipat University, Rajasthan** has undergone project training in **Human Resource** at our organization from **18th May 2020 to 20th June 2020**.

She completed the training period, with sincerity and dedication and the performance during training period was found to be **SATISFACTORY**.

We wish her all the success in life and Career.

Srashti Jadoun

Head- Human Resource

Unit No 401, Plot No - 8, Ashok Marg, Moti Vihar
South City 1 Gurugram, Haryana 122003
Mail us at - hrteam@bridgegroupsolutions.com
Contact us at - 0124-4284247



CONTENT

DECLARATION	2
ACKNOWLEDGMENTS.....	3
CERTIFICATE.....	4
1. PROJECT SUMMARY.....	6
2. INTRODUCTION.....	7-10
3. INDUSTRY & COMPANY OVERVIEW.....	11-13
4. RESEARCH OBJECTIVE.....	14
5. RESEARCHR METHODOLOGY.....	15
6. DATA ANALYSIS & INTERPRETATION and RESPONDANT ANALYSIS.....	16-21
7. OBSERVATIONS AND SUGGESTIONS.....	22
8. RECOMMENDATION.....	23
9. CONCLUSION.....	24
10. REFERENCES.....	25
11. APPENDIX(QUESTIONNAIRE).....	26-31

PROJECT SUMMARY

The internship in “Bridge group solutions company” under the supervision of Juhi Tripathi (industry guide) on the project titled “An analysis of factors improving productivity in an Organization”. Under the supervision of my industry guide and his team.

The study examines factors affecting the performance of insurance companies in a bridge group solutions company. We utilized secondary data from twenty-five employers. And use survey questions and circulated to the industry employers. Descriptive and analytical methods For collection and analysis of the data based on secondary sources. Sample data Field survey based on the use of the questionnaire. The questionnaire has been used as a tool for primary data collection, which is specially prepared for the purposes of the study. And the survey was conducted by 30 employers in an organization used factor analysis and multiple linear regression models to determine the factors affecting performance and identifying their impact. Our findings revealed that expense ratio, claims ratio and the size of a company significantly affect insurance companies’ performance positively. Whilst leverage and liquidity affect performance positively.

I had a good experience in this internship and with the help of my industry guide Ms. Juhi Tripathi and his team the first time I have seen how the work is done online mode due to covid19 and my experience was good to do online work with my industry guide

Introduction

Early researchers and writers discovered that a limited number of factors had the most impact on the productivity of workers. Taylor (1998) found that four key principles could be applied to dramatically improve workplace productivity. Taylor's principles advised managers to systematically design each job, scientifically select and train the workers, cooperate closely with the workers, and divide the work and responsibility equally between the worker and management. Other studies focused on the premise that the quality of leadership directly affects productivity. Human Resource Management found that poor management was the primary cause of low productivity.

Productivity measures that use one or more inputs or factors, but not all factors, are called partial productivities. A common example in economics is labor productivity, usually expressed as output per hour. At the company level, typical partial productivity measures are such things as worker hours, materials or energy per unit of.

Strategies Increasing Productivity:

Productivity must be measured based on certain indices and for certain periods. These indices show how successful the attempts for increasing productivity have been. An important issue in measuring productivity is to identify the assessment period which depends on such factors as access to information, the nature of production operations, and management goals. The results of measuring productivity can be used as a useful tool for long-term planning at the organizational level. There are some factors affecting are:

- ❖ **Technical factors:** Productivity largely depends on technology. Technical factors are the most important ones. These include proper location, layout, and size of the plant and machinery, the correct design of machines and equipment, research and development, automation and computerization, etc. If the organization uses the latest technology, then its productiveness will be high.
- ❖ **Production factors:** Productivity is related to production-factors. The production of all departments should be properly planned, coordinated, and controlled. The right quality of raw-materials should be used for production. The

production process should be simplified and standardized. If everything is well it will increase the productiveness.

- ❖ **Organizational factor:** Productivity is directly proportional to the organizational factors. A simple type of organization should be used. Authority and Responsibility of every individual and department should be defined properly. The line and staff relationships should also be clearly defined. So, conflicts between line and staff should be avoided. There should be a division of labour and specialization as far as possible. This will increase organization's productiveness
- ❖ **Personnel factor:** Productivity of organization is directly related to personnel factors. The right individual should be selected for suitable posts. After selection, they should be given proper training and development. They should be given better working conditions and work-environment. They should be properly motivated; financially, non-financially and with positive incentives.
- ❖ **Government factor:** Productivity depends on government factors. The management should have a proper knowledge about the government rules and regulations. They should also maintain good relations with the government.
- ❖ **Location factor:** Productivity also depends on location factors such as Law and order situation, infrastructure facilities, nearness to market, nearness to sources of raw-materials, skilled workforce, etc.

There are some important factor increasing productivity in organisation are:

Today, productivity is a key factor in economic growth, but can also be regarded as a culture, a worldview, that can be a determinant in all the aspects of life and work. The most important determinant of a country's per capita income, over the longer term, is the level of and growth in productivity.

1. Developing Trust Among Employees:

Every employee holds specialised value in an organisation, which should be clearly understood by the employer. The main task of the company's owner is to set target goals for their employees and they should leave it to the employees to complete them. In this regard, the employees should have the liberty of taking productive measures into consideration as per their efficiency and strategies the task in a given manner. Rather, the company owner should trust his or her employer

2. Set Realistic Targets:

No organisation can work without having set goals or objectives . This does not mean that the employers should set goals that might not be possible for the employees to achieve on time. It is necessary that the employers should set realistic targets as per employee's capability. This will help the employees to complete their work well on time and exhibit greater productivity. Certainly, it is necessary for the employers to be exceptionally clear about the targets that have been set. In this regard, they can also offer needed guidelines to make things more understandable.

3. Follow Up the Set Targets:

Generally, some employers think that their task gets over after setting the goals for employees to perform. This approach may lead to communicative issues. So, it is necessary for the employers to follow up on the task segregated to the employees. In this manner, the employers will come to know the loop holes existing in the working procedure and tools required to improvise on efficiency. By keeping a track of the work given to employees, the company owner will get to know an employee's performance and measures to be taken on witnessing poor efficiency. Proper follow up will enable the company to increase the individual productivity.

4. Respecting Employees and Acknowledging their Performance:

Employees are said to be the pillars of an organisation that holds the weight of entire business. This calls for employers to respect them completely. By this, it means that no employee should be scolded or degraded in front of the entire office. If there are any issues with the employee; he or she should be called separately in the cabin to discuss issues. In this also, the employer should not use harsh tone as this may bring an amount of disconnection. It is also necessary for the employers to give constant feedback of the employee's work performance. This will enable them to have clear idea about the direction they are moving in. Apart from this, employees should be well acknowledged for their excellent performances. Here, the employers should praise their efforts in front of everyone and even give reward. This enables an employee to feel elated and being respected.

5. Organising Training Sessions from Time to Time:

The learning procedure for an individual never ends, which mandates for the constant learning programs to be developed. Likewise, every employer should keep a track of the latest technical developments in their business favor and organise training sessions in connection with that. It is essential to hire professional and well qualified trainer, who can guide on various prospects associated with newer

technologies. This will enable the employees to stay abreast of the efficient workflow procedures and adopt them on requirement. Also, it is essential for the employers to assist employees in gaining knowledge regarding their profession for improvising on efficiency.

6. Maintain connectivity with the Employees:

This does not mean that the employer should keep poking in the working proficiency of an employee. Rather, they should keep asking about their problems in work or anything that is required by them to improvise on quality. In this manner, employers will get to know what an employee wants from the organisation and are they being given the things as per their requirements. This will ensure the employees that their boss is concerned about them and takes initiative towards understanding their issues.

7. Latest Devices in Office:

It is well known that technology is advancing at a large scale and devices have been developed to carry out tasks at a faster speed. This necessitates for the employer to get newer laptops, tablets, smart phones or likewise products in the office. Such products will ensure better productivity as the procedures will be completed in much less time. As all know that slow systems will have adverse effect on the productivity and employees might not be able to achieve their set targets. It is because of this that technically advanced devices are always helpful.

INDUSTRY OVERVIEW

Industry profile

The one of India's original Project Outsourcing start-ups, with process management and outsourcing. We started as project outsourcing firm and later on moved into different zones with a motto of providing high-quality, low-cost, and applicable interventions to handle gaps. The strong brand equity of the Group has been built through use of latest technologies, continuous research & development and innovation. The Organisation has set up highly reputed Research and Development company in various fields.

BGS enterprise has its presence across varied sectors that include technology, wealth management and talent management solutions. We have expanded to more than 5 cities in less than two years and are going at great velocity towards greater heights. We define a bold ambition with clients, then work together as one team to create such high levels of value that we set new standards of excellence for our industries. We partner with retailers, manufacturers, and distributors to help them improve their customer experience, increase inventory turns, and fulfil cross-channel orders efficiently and profitably. The company have consistently grown with clients through referrals and have a very high customer retention rate.

Their Strength

- ❖ They increase revenue, reduce costs
- ❖ Presence in every corner of India.
- ❖ Nationwide sales and service network of over 10,000 distributors and a large number of retailers and service centres are there.
- ❖ They have satisfied more than 1356 customer service.
- ❖ It's presence across varied sectors that include technology, wealth management and talent management solutions. It has been expanded to more than 5 cities in less than two years . They developed a large database of over 5000 candidates and we keep in touch with all our candidates irrespective of where they are working. Socially responsible corporate with symbiotic relationship with society.

Their Vision & Values

Their vision

- ❖ A dynamic business organisation.
- ❖ A Socially-valued conglomerate

Their core values

- ❖ Caring for people.
- ❖ Commitment to excellence.
- ❖ Integrity, customer delight, trust.
- ❖ Partnership of Bridge group solutions

Main partnership/business

Max life insurance

It was founded in 2000 after the liberalization of the insurance sector in India and its operations began in 2001. Analjit Singh, founder of Max Healthcare, is the chairman of Max Life Insurance. The company is headquartered at New Delhi. The company is a subsidiary of the publicly listed Max Financial Services Limited and is the largest non-bank private-sector life insurer in India. The former owns 68% of the company while the latter owns 26%. After forming the joint venture partnership there increase there share.

Other are :

Aditya Birla capital

Indiafirst life insurance

Drishti

Big Bazaar

Company overview

Bridge group solutions as started their journey from 2012 by an idea courage and loads of blessing and hope. In 2013 they started getting recognized by the people in the filed customized software. It was founded in 2014 as one of India's original Project Outsourcing start-ups, with an aim to bridge gaps in process management and outsourcing. Bridge Group Solutions is an emerging leader in the highly organized and diversified financial sector and aims to provide best investment solutions to the customers and also establish its footprint in this sector. We are here not just to build a customer base but to leave a legacy behind in the minds of our customers. Bridge Group Solutions is promoted by a group of like-minded young professionals having deep knowledge in providing investment solutions and consulting.

Their Vision

Bridge group solutions Vision is to offer unique financial planning opportunities, to individuals, by assisting them, in accomplishing their financial goals and dreams, in a systematic and efficient approach, leading transformed Planned Finance for Life.

Their Values

- ❖ Caring for people
- ❖ Commitment excellence
- ❖ Their mission
- ❖ Bridge group solutions Mission is to provide comprehensive financial planning for individuals, with the
- ❖ whole process driven on systems thereby developing such unique processes that can be
- ❖ controlled, monitored and evaluated by us independently.

OBJECTIVES

The objective of this study was to identify the factors which contribute in Productivities of employees in organizations.

METHODOLOGY

It followed

Descrcaptive and analytical methods

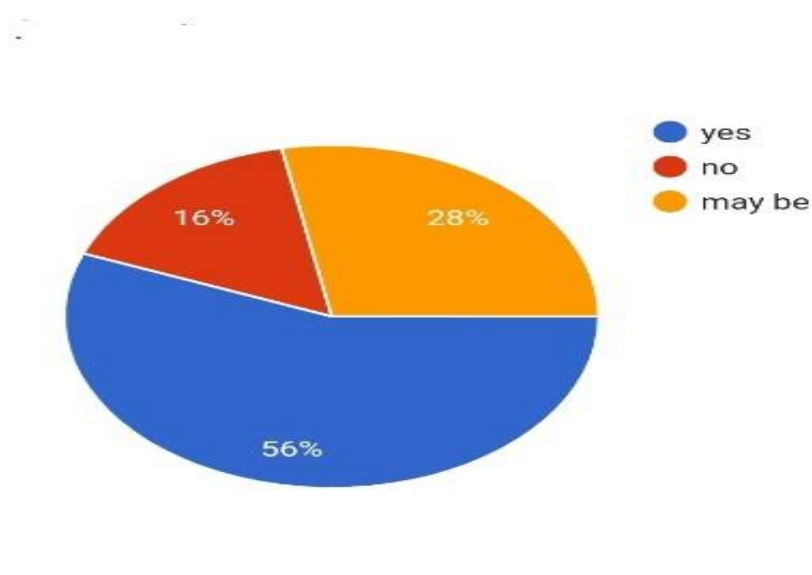
For collection and analysis of the data based on secondary sources.

Sample data

Field survey based on the use of the questionnaire. The questionnaire has been used as a tool for primary data collection, which is specially prepared for the purposes of the study. And the survey was conducted by 30 employers in the organization.

Analysis and Results

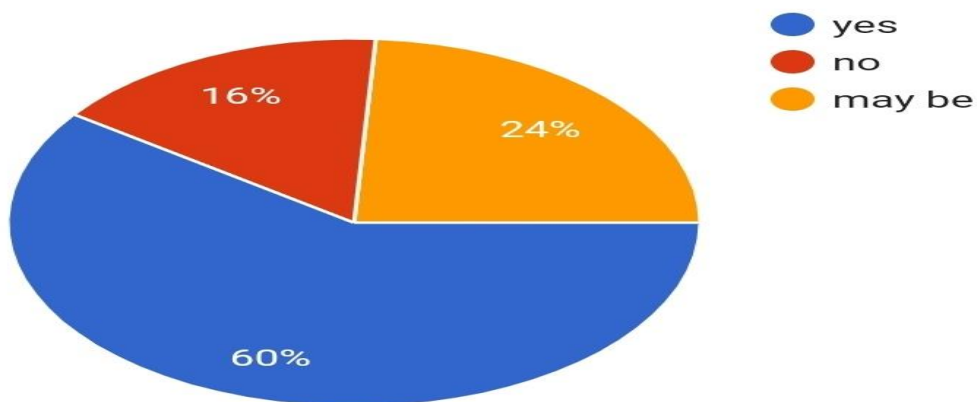
My organization conducts training regularly to upskill the employees.



Interpredation :

In this pie chart is showing that in organization training is regularly conducted and upskills the employee training properly. 86% of employers are satisfied with this organization and the other 16 % and 28% are not sure about that or don't get training regularly based. So organizations should focus on them because it is important to factor in increasing productivity in the Organization.

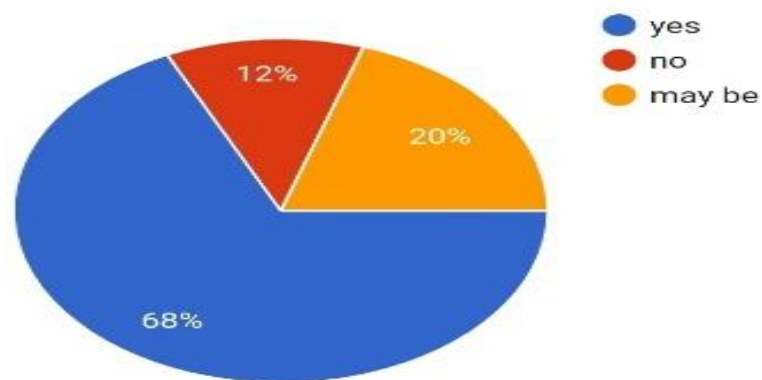
I can freely approach my boss
for information related to the
organization



Interpretation

In an organization, employers are free to approach to boss also 60% of them are satisfied with their boss and the other is 24% are not. And 16% are not sure about that or not satisfied with the organization. So the organization should know. So employers can freely approach the boss if any problem comes.

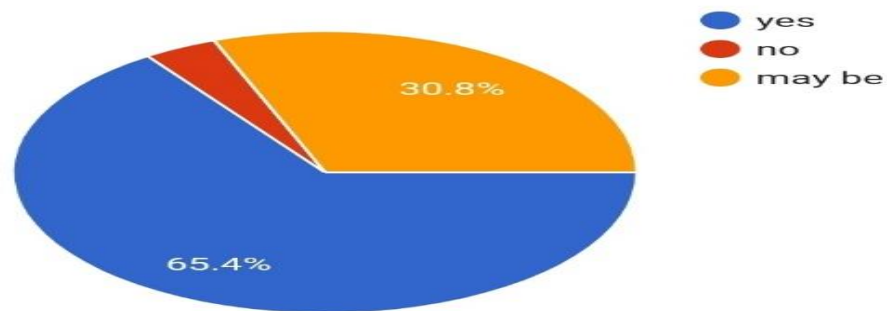
I have the necessary resources and infrastructure in my office which help me in performing better.



Interpretation:

The Bridge Group solutions have the necessary resources and infrastructure in the office which help employees in performing better and improve work quality. So 60% of employers are satisfied with the organization and the other 12% and 20% are not in Organization.

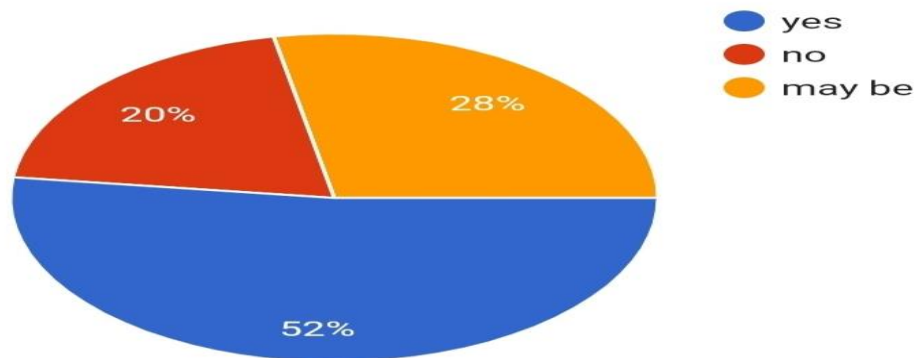
The decisions of the company are always in the interest of the employees



Interpretation:

The company always take decision according to employees interest so 65.5% are satisfied that the organization understands the employers and 30% are not satisfied with their organization .so the Organization should follow the decision according to employers if they don't follow then there will be a misunderstanding between both employees and employers.

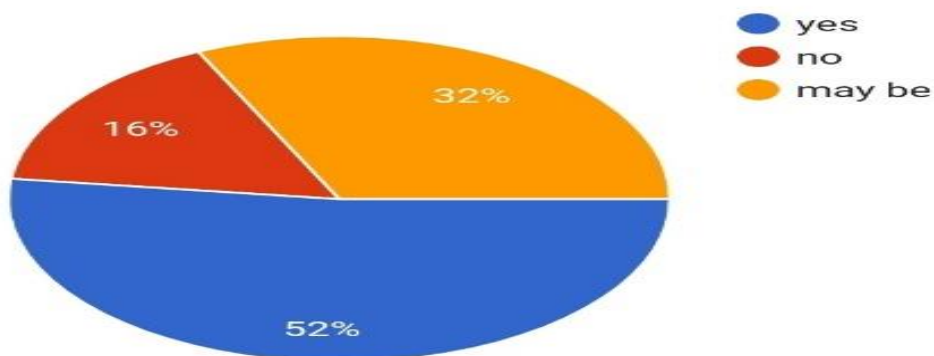
My salary increments and growth are related to my performance



Interpretation:

In organization salary, increment and growth are related to performance that says that 52% of the employer only know about that and other 20% and 28% of employer don't know about that the organization should give performance-based increment rewards to employers so they can work effectively or be motivated to their work. We know that performance-based increment is very important to maintain the employers motivated because if employers are not motivated then they will not perform. so the productivity of the organization will get effected so the company should make aware to those employers who don't know about salary increments related to performance. It will keep employers motivated and improve their performance and make effective.

I receive acknowledgement
and appreciation for my
performance



Interpretation:

In an organization, they receive acknowledgment and appreciation for my performance only 53% of employer get that and the other 16% and 31% don't get or don't know about the so Organization should go for that and appreciate their performance and acknowledge them so they can perform more efficiently or effectively. Because if we acknowledge or give appreciation for their performance than they will know their mistakes and improve their skills and they will be motivated to work. So everyone in organization employers should receive acknowledgment and appreciate their performance and who don't know about that they should tell and make updated about that. So they work effectively in an organization.

Conclusion

The aim of this study was to determine the factors affecting the productivity in organizations are active and effective leadership, effective two-way communications, the setting of clear goals and objectives, elimination of bureaucracy, creation of teamwork, and positive motivation through frequent recognition of employee achievement.

Increasing competition in the business has raised the demand for efficient functioning, which has enabled companies to strategize ways of improvement in their functional procedures. In fact, growth in the business is a collective effort that can only be achieved if the link between employer and employee is a string. As known, every organization has its set target that demands well-planned procedures and this can be done by keeping a track of the latest technical developments. It requires the active participation of employers and employees on a regular basis for working effectively on the set targets. This entire procedure calls for identifying the problems or loopholes and finding ways to mend them for increasing overall business productivity.

The changing scenario of work platforms in the business world is demanding for newer ways of establishing trust factor with employees. This is making companies come forward with excellent ways of managing their workforce and keeping employees happy. Today, more emphasis is laid on achieving targets with a flexible approach and not on adopting the orthodox ways of achieving goals to meet productivity needs.

Recommendation

According to me that productivity in an organization is one of the least preferred investment alternatives. The companies must take necessary actions to improve employer Productivity in the organization.

In organization salary increment and growth are related to performance that says that 52% of the employer only know about that and other 20% and 28% of employer don't know about that so the organization should give performance-based increment rewards to employers so they can work effectively or be motivated to their work. We know that performance-based increment is very important to maintain the employers motivated because if employers are not motivated then they will not perform. so the productivity of the organization will get effected so the company should make aware to those employers who don't know about salary increments related to performance. It will keep employers motivated and improve their performance and make effective.

In an organization, they receive acknowledgment and appreciation for my performance only 53% of employer get that and the other 16% and 31% don't get or don't know about the so Organization should go for that and appreciate their performance and acknowledge them so they can perform more efficiently or effectively. Because if we acknowledge or give appreciation for their performance than they will know their mistakes and improve their skills and they will be motivated to work. So everyone in organization employers should receive acknowledgment and appreciate their performance and who don't know about that they should tell and make updated about that. So they work effectively in an organization.

References

<https://www.bridgegroupsolutions.com> Bridge Group Solutions

<https://smallbusiness.chron.com> Web results Factors to Improve Productivity | Small Business - Chron.com

www.nzdl.org gsdlmod Chapter 2 - Productivity improvement factors

<https://www.bridgegroupsolutions.com> Web results Internship - Bridge Group Solutions

Appendices

Organizational Performance Survey

Age *

Your answer

I trust my organization and its management

1 2 3 4 5

strong

☐☐☐☐☐

weak



My job-related goals are clear to me

☐ yes

☐ No

☐ may be

The decisions of the company are always in the interest of the employees

- ☐ yes
- ☐ no
- ☐ may be

My performance targets are achievable if I give my best.

- ☐ yes
- ☐ no
- ☐ may be

My superior follow up with my target
and guide me to perform better

- ☐ yes
- ☐ no
- ☐ may be

I receive acknowledgement and appreciation for my performance

- ☐ yes
- ☐ no
- ☐ may be

My salary increments and growth are related to my performance

- ☐ yes
- ☐ no
- ☐ may be

I invest my time is upgrading my skills

- ☐ yes
- ☐ no
- ☐ may be

My organization conducts training regularly to upskill the employees.

- ☐ yes
- ☐ no
- ☐ may be

I can freely approach my boss for information related to the organization

☐ yes

☐ no

☐ may be

I have the necessary resources and infrastructure in my office which help me in performing better.

- ☐ yes
- ☐ no
- ☐ may be

