

FUNCTIONAL STUDY ON LUCAS TVS PVT LTD

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ABSTRACT

This report is about our Internship program with LUCAS TVS PVT. LTD. In this comprehensive report, we have discussed every major aspect of the organization, which we observed and perceived during our Internship. In this report, you will find in detail description of the organization from its incorporation to its current position. Along with it, the processes, policies and procedures of the organization are also discussed in detail. During our Internship, we worked in various functional departments. All the job roles are discussed in detail and the processes have been described. The main aim of the internship is to learn by working in a practical environment and to apply the knowledge acquired during the studies in a real-world scenario to tackle the problems using the knowledge and skill learned during the academic process. In this report, a detailed analysis of the organization has been done and the current position of the organization in the market is also analyzed.

Keywords: - Internship, Organization, Process, Environment, Knowledge, Skills.

1. INTRODUCTION

The automotive industry in India is the fourth-largest in the world as per 2021 statistics. In 2022, India became fourth largest country in the world by valuation of automotive industry. As of 2020, India is the 5th largest automobile market in the world, surpassing Germany in terms of sales. Exports were slow to grow. Sales of small numbers of vehicles to tertiary markets and neighbouring countries began early, and in 1987 Maruti Suzuki shipped 480 cars to Europe (Hungary). After some growth in the mid-nineties, exports once again began to drop as the outmoded platforms provided to Indian manufacturers by multinationals were not competitive. This was not to last, and today India manufactures low-priced cars for markets across the globe. As of 18 March 2013, global brands such as Proton Holdings, PSA Group, Kia, Mazda, Chrysler, Dodge and Geely Holding Group were shelving plans for India due to the competitiveness of the market, as well as the global economic crisis.

Currently India's auto industry is worth of more that US\$100 billion and contributes 8% of the country's total export and accounts for 2.3% of India's GDP. India's major automobile manufacturing companies includes Tata Motors, Ashok Leyland, Mahindra & Mahindra, Force Motors, Tractors and Farm Equipment Limited, Eicher Motors, Royal Enfield, Sonalika Tractors, Hindustan Motors, Hradyesh, ICML, Kerala Automobiles Limited, Reva, Pravaig Dynamics, Premier, Tara International and Vehicle Factory Jabalpur. India levies an import tax of 125% on foreign imported cars, while the import tax on components such as gearboxes, airbags, drive axles, is 10%. Therefore, the taxes encourage cars to be assembled in India rather than be imported as completely built units

1.1 Major Players and Market Share

Isuzu's manufacturing plant at Sri City, Andhra Pradesh. The majority of India's car manufacturing industry is evenly divided into three "clusters". Around Chennai is the southernmost and largest, with a 35% revenue share, accounting for 60% of the country's automotive exports, and home of the operations of Heavy Vehicles Factory, Engine Factory Avadi, Ford, Hyundai, Renault, Mitsubishi, Nissan, BMW, Hindustan Motors, Daimler, Caparo, Mini, Citroën and Datsun. Near Mumbai, Maharashtra, along the Chakan corridor near Pune, is the western cluster, with a 33% share of the market. Audi, Volkswagen, and Škoda are located in Aurangabad. Mahindra and Mahindra have an SUV and engine assembly plant at Nashik. General Motors, Tata Motors, Mercedes Benz, Land Rover, Jaguar, Fiat, and Force Motors have assembly plants in the area. The northern cluster is around the National Capital

Region, and contributes 30%. Gurgaon and Manesar, in Haryana, are where the country's largest car manufacturer, Maruti Suzuki, is based.

Uttarakhand with Tata Motors, Telangana with Hyundai, Ordnance Factory Medak, Hyderabad Allwyn and Mahindra & Mahindra, Noida with Honda, and Bengaluru - Karnataka region with Toyota, Volvo and Scania, Andhra with Isuzu and Kia and Kolkata - Jamshedpur belt also known as East India belt with companies such as Hindustan Motors, Heavy Engineering Corporation, Tata Hitachi Construction Machinery, TIL Tractors, Tata Daewoo and Tata Motors are other automotive manufacturing regions around the country.

Rank	Country	Value (US\$)	Share
1	United States	1.2 billion	8.4%
2	Mexico	\$1 billion	6.9
3	South Africa	\$888.8 million	6.1
4	United Kingdom	\$637.4 million	4.4
5	Sri Lanka	\$596.9 million	4.1
6	Bangladesh	\$592.1 million	4.1
7	Turkey	\$580.4 million	4
8	Nigeria	\$546.8 million	3.8
9	United Arab Emirates	\$433.6 million	3%
10	Colombia	\$428.9 million	3%

1.2 Government Support and Promotion Schemes Specific to the Industry

The Government of India felt the need for a permanent agency to expedite the publication of standards and development of test facilities in parallel with the work of the preparation of the standards - as the development of improved safety critical parts could be undertaken only after the publication of the standard and commissioning of test facilities. The Ministry of Surface Transport (MoST) constituted a permanent Automotive Industry Standards Committee (AISC). The Standards prepared by AISC will be approved by the permanent CMVR Technical Standing Committee (CTSC). After approval, the Automotive Research Association of India (ARAI) will publish this standard. Intelligent Transport Systems (ITS) are globally proven systems to optimize the utilization of existing transport infrastructure and improve transportation systems in terms of efficiency, quality, comfort and safety. Having realized the potential of ITS, Government bodies and other organizations in India are presently working towards implementing various components of ITS across the country.

In the 44th & 45th CMVR-TSC, Chairman had directed - standardization activities to be initiated on Intelligent Transportation Systems (ITS) - Vehicle Location Tracking, Camera Surveillance System and Emergency Request Button. The committee intended to extend the above user requirements to all public transportation namely –buses, taxis, etc. The current document covers the requirements for Vehicle Location Tracking and Emergency Button. The other ITS components like PIS, CCTV system, Fare collection etc. are deliberated and would be addressed in later phase and could be added as separate parts to the current document. Based on these directions, the AISC Panel on ITS has prepared this AIS-140 titled. "Intelligent Transportation Systems (ITS) - Requirements for Public Transport Vehicle Operation". The panel also deliberated and identified the necessary elements for an effective implementation of vehicle level ITS system. For AIS-140 Devices, in India, connectivity to report location, and Emergency Panic Button signal is through wireless cellular connectivity. There are device focused Cellular Connectivity Offerings like 'eSIM4Things' available in India, which cater to connectivity requirements of AIS-140 devices. eSIM4 Things is fully compatible with all AIS-140 devices and with a connectivity manager and a range of tariff plans.

2.1 COMPANY PROFILE – Origin and Establishment

Lucas TVS was established in 1962 as Joint Venture between Lucas Plc. UK and TVS Group, India. Lucas started operations in India from 1930 as Lucas Indian Service for providing warranty and after sales service to many of the imported vehicles which carried Lucas parts. The combination of these two well-known groups has resulted in the establishment of a vibrant company, which has had a successful track record of sustained growth over the last three decades.

Lucas TVS is a leading provider of mechatronic solutions for automotive, consumer and industrial goods companies, with over 50 year's experience in design, manufacturing and supply of products to OEMs in India and abroad. TVS is one of India's twenty large industrial houses with twenty-five manufacturing companies and a turnover in excess of US\$ 1.3 billion. The turnover of Lucas-TVS and its divisions is US\$ 233 million during 2003-2004. Incorporating the strengths of Lucas UK and the TVS Group, Lucas TVS has emerged as one of the foremost leaders in the automotive industry today. Lucas TVS reaches out to all segments of the automotive industry such as passenger cars, commercial vehicles, tractors, jeeps, two-wheelers and off-highway vehicles as well as for stationary and marine applications. With the automobile industry in India currently undergoing phenomenal changes, Lucas-TVS, with its excellent facilities, is fully equipped to meet the challenges of tomorrow. With a work force of over 6,000 people and state of the art engineering and manufacturing facilities integrating TQM, TPM, 6 sigma and lean manufacturing principles. Lucas TVS has end to end product development capabilities. Lucas TVS develops and integrates their products in the vehicles and equipment, from the design stage onwards and carries out application engineering, development, manufacturing and service. We have 7 plants in India and a global network with sales and sourcing offices in USA, China, South Korea, Japan and Germany.

2.2 Vision

To create an environment of Engaged employees who are committed to achieving the Business Objectives and make Lucas TVS a Great Place to Work.

2.3 Mission

We will do this through a spirit of caring, value driven culture that fosters innovation, drives performance and ensures highest global standards in everything we do.

2.4 Core Culture

- We shall strive for ensuring 'Customer Delight'
- We will work towards high performance as a way of life and is nurtured by team work
- We are driven by innovation and creativity
- We ceaselessly strive for excellence, in all our pursuits □ We believe in Trust, Value and Service, in all our endeavors

2.5 Profile of the Founders

- Tirumala Kumara Balaji
- Mahalingam Seturaman
- Arvind Balaji
- Thirumalaikumarabalaji Priyamvada
- Ranganathan Vijayaraghavan
- Gopal Srinivasan

2.6 Products Offered

2.6.1 Wiper Motor



A windscreen wiper, windshield wiper or wiper blade (American English) is a device used to remove rain, snow, ice, washer fluid, water, or debris from a vehicle's front window. Almost all motor vehicles, including cars, trucks, buses, train locomotives, and watercraft with a cabin—and some aircraft—are equipped with one or more such wipers, which are usually a legal requirement. A wiper generally consists of a metal arm; one end pivots, the other end has a long rubber blade attached to it. The arm is powered by a motor, often an electric motor, although pneumatic power is also used for some vehicles. The blade is swung back and forth over the glass, pushing water, other precipitation, or any other impediments to visibility, from its surface.

On vehicles made after 1969, the speed is normally adjustable, with several continuous speeds, and often one or more intermittent settings. Most personal automobiles use two synchronized radial-type arms, while many commercial vehicles use one or more pantograph arms. On some vehicles, a windscreen washer system is also used to improve and expand the function of the wiper(s) to dry or icy conditions. This system sprays water, or an antifreeze window washer fluid, at the windscreen using several well-positioned nozzles. This system helps remove dirt or dust from the windscreen when it is used in concert with the wiper blades. When antifreeze washer fluid is used, it can help the wipers remove snow or ice. For these types of winter conditions, some vehicles have additional heaters aimed at the windows, embedded heating wire(s) in the glass, or embedded heating wire(s) in the wiper blade; these defroster systems can melt ice or help to keep snow and ice from building up on the windscreen. Less frequently, miniature wipers are installed on headlights to ensure that they function optimally.

2.6.2 Solenoid Switch



Starter solenoid is an electromagnet which is actuated to engage the starter motor of an internal combustion engine. It is normally attached directly to the starter motor which it controls. Its primary function is as the actuating coil of a contactor (a relay designed for large electric currents) which connects the battery to the starter motor proper. All modern cars also use the starter solenoid to move the starter pinion into engagement with the ring gear of the engine. The starter solenoid is sometimes called the starter relay, but many cars reserve that name for a separate relay which supplies power to the starter solenoid. In these cases, the ignition switch energizes the starter relay, which energizes the starter solenoid, which energizes the starter motor.

An idle starter solenoid can receive a large electric current from the car battery and a small electric current from the ignition switch. When the ignition switch is turned on, a small electric current is sent through the starter solenoid. This causes the starter solenoid to close a pair of heavy contacts, thus relaying a large electric current through the starter motor, which in turn sets the engine in motion. The starter motor is a series, compound, or permanent magnet type electric motor with a solenoid and solenoid operated switch mounted on it. When low-current power from the starting battery is applied to the starter solenoid, usually through a key-operated switch, the solenoid closes high-current contacts for the starter motor and it starts to run. Once the engine starts, the key-operated switch is opened and the solenoid opens the contacts to the starter motor. All modern starters rely on the solenoid to engage the starter drive with the ring gear of the flywheel. When the solenoid is energized, it operates a plunger or lever which forces the pinion into mesh with the ring gear. The pinion incorporates a one way clutch so that when the engine starts and runs it will not attempt to drive the starter motor at excessive RPM. Some older starter designs, such as the Bendix drive, used the rotational inertia of the pinion to force it along a helical groove cut into the starter drive-shaft, and thus no mechanical linkage with the solenoid was required.

2.7 Major Clients Served



MAHINDRA, TATA, GENERAL MOTORS, CATERPILLAR, IVECO, DENSO, GODREJ, KENT RO, KAWASAKI, JOHNDEERE, WABCO, YANMAR, FORD, VOLVO, FIAT, SWARAJ, GREAVES, CUMMINS, BHARATBENZ, HERO, SUZUKI, HONDA, TAFE, KIRLOSKAR, GENERAC, WHIRLPOOL, HYUNDAI, PROTON, BAJAJ, ARCTIC CAT, BEML, ASHOK LEYLAND, etc.

2.8 Market Share

In the domestic market, Lucas-TVS has a market share of nearly 45 per cent in the OEM segment for products such as alternators, stop-start systems, brushless motors and wiper motors.

2.9 Financial Performance

Here is a summary of financial information of LUCAS TVS LIMITED for the financial year ending on 31 March, 2021.

- Revenue / turnover of LUCAS TVS LIMITED is Over INR 500 cr
- Net worth of the company has increased by 3.53 %
- EBITDA of the company has decreased by -13.18 %
- Total assets of the company has increased by 10.37 %
- Liabilities of the company has increased by 24.97 %

2.10 Expansion / Future Plans

Electrical components maker Lucas TVS inked a license and services pact with lithium-ion battery technology developer 24M Technologies to set up one of India's first giga factories in Chennai, it was big news. Lucas TVS will use 24M's innovative and disruptive Semi-Solid platform technology to manufacture lithium-ion batteries specifically for the Indian market. It will use different chemistries, in pouch and prismatic cell formats, with high energy density designed for emobility, stationary energy storage, grid-scale markets and lead acid battery replacement.

2.11 Contribution to the Society

LUCAS TVS believe in building a strong corporate constitution. Employees morale and their families disposition towards the company are of utmost importance. As a good corporate citizen, the company promotes CSR activities and sustains bondage with the society. Some of the CSR activities include:

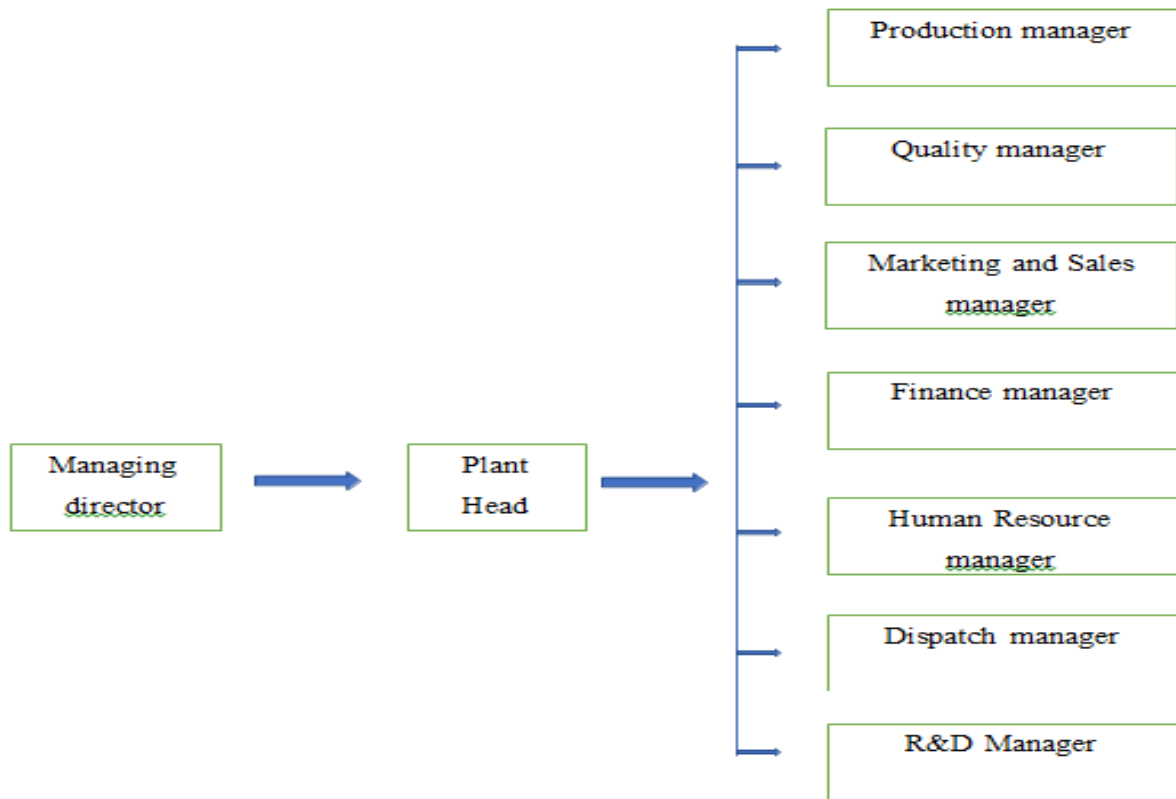
- An Event conducted to felicitate conservancy workers from corporation of Chennai
- Honor Martyrs of Pulwama Terror Attack on 71st Republic Day Celebration
- Employee Driven Forum (Sunday Voluntary Work Team)
- Book donation – Child to Child Foundation
- In lockdown daily Grocery & Food pockets distribution to Employees, Police & migrant people respectively
- LTVS Contribution during COVID-19 Pandemic Situation as a Corporate Social Responsibility
- An Event conducted to felicitate conservancy workers from corporation of Chennai.

2.12 Awards and Recognitions

- Excellence in Export Award
- Technology Award

- Gold Trophy for manufacturing
- Productivity Award
- Automotive Component Manufacturers Association of India (ACMA)
- Green Manufacturing Excellence Award Frost & Sullivan
- Energy Conservation Award, Government of India
- Rajiv Gandhi National Quality Award, Government of India
- National HR Excellence Award (Strong commitment to HR Excellence), Confederation of Indian Industry (CII)
- Export Excellence Award, Government of India
- Product of the Year for SGM 25, Auto Components India Magazine
- India green manufacturing challenge Award (Gold) – 2016 International Research for Manufacturing
- Various customer excellence awards

3. ORGANIZATION STRUCTURE



4. VARIOUS FUNCTIONAL AREAS OF THE COMPANY

4.1 Finance Department

The term, finance has to be understood clearly as it has different meaning and interpretation in various contexts. In the words of Howard and Upton, “finance may be defined as that administrative area or set of administrative functions in an organization which relates with the arrangement of cash and credit so that the organization may have the means of carrying out its objectives as satisfactorily as possible”. To Fabozzi et al., finance is the application of economic principles to decision-making that involves the allocation of money under conditions of uncertainty. As put forth by Bhat in his book titled, “Financial Management: Principles and Practice”, finance is defined as those activities which are concerned with the acquisition and conservation of capital funds in meeting the needs and overall objectives of an organisation. An analysis of the aforesaid definitions made it clear that finance, therefore, is the basic resources used for the creation of and maintenance of other resources in an organization. Finance Department is the part of an organization that is responsible for acquiring funds for the firm, managing funds within

the organization and planning for the expenditure of funds on various assets. It is the part of an organization that ensures efficient financial management and financial control necessary to support all business activities.

- ✓ Bookkeeping
- ✓ Management of Company's Cash Flow
- ✓ Budgeting and Forecasting
- ✓ Advising and Sourcing Long-Term Financing
- ✓ Tax Management
- ✓ Investment Management
- ✓ Financial Reporting and Analysis
- ✓ Assist Managers in Making Key Strategic Decisions

4.2 Operations Department

Operations management is a field of business concerned with the administration of business practices to maximize efficiency within an organization. It involves planning, organizing, and overseeing the organization's processes to balance revenues and costs and achieve the highest possible operating profit. An operations manager is tasked with ensuring that the organization successfully converts inputs such as materials, labor, and technology into outputs in an efficient manner.

- ✓ Product Design
- ✓ Forecasting
- ✓ Supply Chain Management
- ✓ Delivery Management

4.3 Quality Check Department

The matter of developing quality has gained increased awareness from management in modern times. The principle of QM is process development, and operator responsibility is the linchpin of method development. In other terms, QM helps management to help workers to give ideas and work on what they recommend. One of the different quality administration methods and systems will take on and be implemented in work teams.

- ✓ Process Supervision
- ✓ Lead Teams
- ✓ Training Employees
- ✓ Input Management
- ✓ Data Analysis and Interpretation

4.4 Safety Department

Safety is one of the most important departments in an operation. Of course, if there weren't sales or operations, there would be nothing to keep safe, but stick with me for a minute. The value of safety management to an organization is at least equal. Safety is equal to operations, it's equal to sales, it's equal to quality. A safety department is not something that you could just throw away or put to the side. Especially once you understand the value it adds to the bottom line of the company. Unfortunately, during this recession we're seeing that many companies are letting their safety people go. This will turn out to be a huge mistake. because safety has an effect on every part of the operations. Meaning in the long run, it will have a negative impact on every part of the company.

- ✓ Planning
- ✓ Organizing
- ✓ Supervising

4.5 Dispatch Department

Dispatch function in production management executes planning function. It is concerned with getting the work started. Dispatching ensures that the plans are properly implemented. Dispatching is the physical handing over of a manufacturing order to the operating facility (a worker) through the release of orders and instructions in accordance with a previously developed plan of activity (time and sequence) established by the scheduling section of the production planning and control department. Dispatcher transmits orders to the various shops. Dispatch function determines, by whom the job shall be done and it co-ordinates production. It is the key point of a production communications system. It creates a direct link between production and sales. A dispatcher is familiar with the productive capacity of each equipment. He always keeps an eye over the progress of orders which move at different speeds on different routes.

4.6 Human Resource Department

In simplest terms, the HR (Human Resources) department is a group who is responsible for managing the employee life cycle (i.e., recruiting, hiring, onboarding, training, and firing employees) and administering employee benefits. Ask any employee what an HR department is, and you'll get an answer that primarily deals with the most uncomfortable aspects of work: HR violations, layoffs, and firing. But the truth is that human resources is there to support employees. It's quite literally a resource for humans. Here are some of the tasks your HR department is busy completing every day. HR needs to understand the organization's needs and make sure those needs are met when recruiting for new positions. It's not as simple as just throwing an ad up on Indeed: you'll need to analyze the market, consult stakeholders, and manage budgets. Then, once the role is advertised, more research needs to be done to make sure that the right candidates are being attracted and presented. Recruiting is a massive—and costly—undertaking; the right candidate can revitalize an entire organization, but the wrong candidate can upend operations.

Human resources is in charge of arranging interviews, coordinating hiring efforts, and onboarding new employees. They're also in charge of making sure all paperwork involved with hiring someone is filled out and making sure that everything from the first day to each subsequent day is navigated successfully. Payroll is its own beast. Every payday must have taxes calculated and hours collected. Expenses need to be reimbursed and raises and bonuses need to be added in as well. If you think it's a chore doing taxes just once a year, imagine what it must be like to be in HR and make sure they're properly deducted every pay period. This responsibility may be why HR tends to get a bad rap. When navigated inappropriately, disciplinary actions can lead to the loss of a valuable employee and can even result in litigation or a poor reputation. But when handled appropriately, disciplinary action can result in the success of an employee. For instance, if a company notices that a particular employee is routinely late and continues being late even after the employee has received several warnings, HR could step in and investigate the reason for the tardiness. It may be an opportunity to extend benefits such as counseling to the employee or offer additional resources to help the employee learn to be on time. Instead of taking on the cost of firing and then recruiting a replacement for that employee, it could be a learning opportunity that could enhance that employee's career.

On the other hand, sometimes disciplinary action isn't the best course to take and an employee should be let go. The best human resources departments know when an employee isn't the right fit for a company and would be happier somewhere else. It's up to HR to develop a strong enough relationship with managers and employees alike to identify the cohesiveness and health of a team. Policies need to be updated (or at least examined) every year as the organization changes. It's HR's job to make official updates to policies and to suggest changes to policies when they no longer serve the company or the employees. Sometimes a policy should be updated as a reaction to an occurrence. HR should always be included in and consulted with regarding these decisions. Maintaining HR records is mandated by law. These records help employers identify skill gaps to help with the hiring process and to analyze demographic data and comply with regulations. They also contain personal details and emergency contacts for each employee. Staying competitive is of prime importance when trying to attract the best talent. A promising recruit may choose a different company with lesser pay if the benefits are more attractive. HR should routinely investigate similar companies to see if their benefits are competitive.

- ✓ Human Resource Planning
- ✓ Job Analysis and Design
- ✓ Hiring Candidates
- ✓ Training and Development
- ✓ Design Workplace Policies
- ✓ Monitoring Performance
- ✓ Maintaining Work Culture
- ✓ Resolve Conflict
- ✓ Ensure Health and Safety of Employees
- ✓ Rewards and Incentives

4.7 Welfare Department

A welfare officer is the one who is responsible for ensuring the welfare of workers by continuous communication with the factory management and workers. Although welfare officers are needed for all the human resources of an organization, they are mainly assigned to the factory premises to ensure the utmost interest of the workers and factory management. A welfare officer works under the compliance department. It can be a part of the Human Resource department also.

4.8 Payroll Department

Running payroll is one of the most important responsibilities for business owners, but it doesn't have to be the most stressful. With the right payroll management system, employers may be able to achieve peace of mind and find more time to focus on growing their business. Put simply, a payroll management system is the process by which employers pay wages to their employees. It's also how they demonstrate their commitment to their workers, fulfill their obligations to government agencies and keep financial records in order. Payroll management is an important part of any business because it helps improve employee engagement and regulatory compliance. Without an efficient, accurate means of paying employees, depositing and filing taxes, and maintaining records, employers could face wage claims and expensive penalties.

- ✓ Calculating Employee Wages
- ✓ Taxes
- ✓ Voluntary Deductions
- ✓ Mandatory Deductions
- ✓ Process Payroll Taxes

4.9 IT Department

One of the biggest drivers of a successful business is efficiency, and the ability to automate routine tasks is a great way to increase overall efficiency. Generally speaking, the IT department is responsible for providing the infrastructure for this automation. At an even more basic level, by implementing the governance for the use of network and operating systems, the IT department enables the company's employees to communicate, collaborate and automate routine tasks, and generally provide teams with the functionality they need to perform their duties. It's important to note that although the IT department implements and facilitates the flow of information, it doesn't create the policy that defines which information is correct or accessible to others.

- ✓ Network Contingencies
- ✓ Application Development
- ✓ Communication
- ✓ Company Website
- ✓ Technical Support

4.10 Marketing Department

While every department under the roof -- accounting, human resources, operations, research & development, etc -- plays a specific and important role, aligning the sales and marketing departments is the best way to successfully meet your customers' needs and generate sales revenue for the company. The sales and marketing departments in a manufacturing company work together to:

- ✓ Identify groups of potential customers who are most likely to purchase the company's products or services
- ✓ Develop sales messaging and communication strategies (i.e., email, print, telephone, face-to-face) to best deliver the message to potential customers, and
- ✓ Regularly track and measure the results to optimize the sales strategies.

A recent LinkedIn survey on sales and marketing leaders found that 87% of the participants experienced business growth after aligning the sales and marketing departments. This is not a surprise. To close more deals and make more sales, your manufacturing company must implement a collaborative strategy and integrate the sales and marketing departments who are literally tasked with the important job of gaining and keeping customers.

- ✓ Set Your Goals
- ✓ Develop Pricing Strategy
- ✓ Customer Relations
- ✓ Collaborate with All Departments
- ✓ Innovation

5. COMPETITORS ANALYSIS – SWOT Analysis

5.1 Strengths

- ✓ Strong and Prominent International Image
- ✓ Latest Technology

- ✓ Competitive Workforce
- ✓ ISO Certified Company
- ✓ Better communication skill practice.
- ✓ Better working environment to all employee & employer.
- ✓ Skillful management is main strength.
- ✓ Huge consumer chain & Better image in mind of its clients & shareholder

5.2 Weaknesses

- ✓ Individualism
- ✓ Low Production capacity
- ✓ No opportunity for Training and Development
- ✓ Lack of teamwork
- ✓ Lack of continuity of Policies
- ✓ Too much Specialized Jobs
- ✓ Technological resource not properly use.
- ✓ Lack of promotional activities in any service

5.3 Opportunities

- ✓ New Emerging Markets
- ✓ Bright Local Market
- ✓ Implementation of technology and websites
- ✓ Gathering of more experience & managerial knowledge
- ✓ By providing better service quality, make better relationship with consumer
- ✓ By providing training to employees about latest technological resource use, make them efficient
- ✓ By Providing better remuneration & other benefits to employee to motivate in work

5.4 Threats

- ✓ As the company is operating in numerous countries it is exposed to currency fluctuations especially given the volatile political climate in number of markets across the world.
- ✓ No regular supply of innovative products – Over the years the company has developed numerous products but those are often response to the development by other players. Secondly the supply of new products is not regular thus leading to high and low swings in the sales number over period of time.
- ✓ Increasing trend toward isolationism in the American economy can lead to similar reaction from other government thus negatively impacting the international sales.
- ✓ Intense competition – Stable profitability has increased the number of players in the industry over last two years which has put downward pressure on not only profitability but also on overall sales

6. OBSERVATIONS

- ✓ In finance department, the documents of the bills and invoices are properly maintained but there is a lack in personnel and strategies for the financial improvement.
- ✓ In finance department, the usage of the technology is limited and software's are used only for accounting purposes. No new software for bill recordings are not used.
- ✓ No software was used for the decision making purposes regarding the customer's interest analysis and other requirements for the customer.
- ✓ In human resource department, the joining process of the new joiners are a long process which makes candidate sit idle for two days even after being selected.
- ✓ In human resource department, the recruitment process has been thoroughly monitored and the functioning of the system for recruitment is halted once there is an absence in the HR managers, even though there presence is not required.
- ✓ In operations department, the workers are not reasonably monitored for their late coming or absence.
- ✓ In operations department, the hygiene and other related works can be taught to the employees and see to that they follow them properly and regularly.
- ✓ In safety and security department, the line workers are not proper in wearing their safety gears every day. They even tend to get hurt because of their carelessness but are not willing to be in proper safety gears like shoes and tucking in the shirts.

✓ In welfare department, there is a lack in the processing of the on duty related works for the employees who are required to meet the client for their projects.

✓ In welfare department, there is a delay in the processing of the absenteeism related works which is directly related to the productivity of the company.

7. SUGGESTIONS

✓ Proper financial planning for the improvement of the total revenue of the company can be done.
 ✓ Also new technology for the finance department can be brought in.
 ✓ This can be reduced by properly allocating a system within the organisation and reduce the idle time of the new joiners and make them work as soon as possible.

✓ This can be restricted by reporting the leave related information only to the HR department rather than their supervisors or line heads.

✓ The workers can be given an awareness of the safety gears and the importance of it for both the workers as well as the organisation.

✓ They can be given a couple of warnings, and in spite of all these they fail to do again, they can be fined in their remuneration.

✓ Proper system can be brought in for the on duty forms.

✓ The time delay can be reduced by enquiring the details as soon as possible and grant them permission.

✓ The remuneration of the employees are considerably low compared to other manufacturing company.

✓ Even though there is an absence in the senior officials in the HR department there should be proper functioning of the recruitment and other problems.

✓ Software can be used for the decision making purposes regarding the customer's interest analysis and other requirements for the customer.

✓ Data analysis can be carried out for other improvement related works which helps in the growth of the company.

✓ There must be a career development opportunity for the employees so that they can work energetically in the organization as there is high turnover due to lack of information in the related sector.

✓ Remuneration System must help in motivation as a better remuneration package can do more in this highly competitive environment.

✓ The work environment at LUCAS TVS is such that it does not encourage the staff to work effectively and I recommend that jobs should be such that the worker really enjoys what they are really doing.

✓ The staff as an individual is good but as a team is very bad, this thing should be overcome by promoting the team-based culture by the company.

✓ What I feel while working in LUCAS TVS was that the top management is taking HRD as an expense rather than an investment as in the future the real capital or asset will be in the form of the workforce rather than monetary capital.

✓ The employee outside the world cannot cope easily with the internal environment so the socialization process should perform while recruiting the new employee.

✓ I suggest LUCAS TVS to make a website in a user friendly manner and can upload information which can be useful for the others to know

✓ There are problems in web hosting services as the mail is sent to the spam sector so it should be maintained and the reliable up to date time is 98% only so the web hosting services should be changed.

8. CONCLUSION

We can honestly say that our time spent interning with LUCAS TVS and Company resulted in one of the best learning of our life. Our expectation on this internship learning outcome is mostly fulfilled during our internship period. The atmosphere at the LUCAS TVS office was always welcoming which made us feel right at home. LUCAS TVS is one of the place where you just feel like you belong there because the staff attitude and the working environment is so comfortable and not intimidating for the newcomers. Not only did we gain practical skills but we also had the opportunity to meet many fantastic people. Additionally, we felt like we were able to contribute to the company by assisting and working on projects throughout the course of the internship. For example, we assisted with recruitment of candidates for the company. Also, we helped to organize the company's entire new entry list. In addition to these projects, we also helped evaluation of the recruitment process, and many other day-to-day needs. We experienced that financing, as in many organisations, is an important factor for the progress of projects. This internship have taught us a lot about the real industries are and also help us to know the field we want to pursue for

our better future. However, since the duration of our training is short, we regret that we were not be able to work for a long time in all of the department. The internship was also good to find out our strengths and weaknesses are. This helped us to define what skills and knowledge we have to improve in the coming time. It would be better that the knowledge level of the language is sufficient to contribute fully to projects. Overall, our internship at LUCAS TVS has been a success. We were able to gain practical skills, work in a fantastic environment, and make connections that will last a lifetime. We could not be more thankful.

7. REFERENCES

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