A COMPREHENSIVE STUDY OF EMPLOYEES OPINION REGARDING THE PRODUCTS AND SERVICES

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APRIL-2012
(REGISTRATION NO. J4 - 00732- 2010)
Thesis No: 1547
Date: 3-7-12
A COMPREHENSIVE STUDY OF EMPLOYEES OPINION REGARDING THE PRODUCTS AND SERVICES

A PROJECT WORK

SUBMITTED TO THE

JUNAGADH AGRICULTURAL UNIVERSITY

IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF DEGREE

OF

MASTER OF BUSINESS ADMINISTRATION

IN

AGRI-BUSINESS

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ABSTRACT

The wide range of communication is evaluated to assess the quality products. These are generally classified into different age groups and market segments. This study is undertaken to evaluate the quality of the products. The study has been conducted to evaluate the quality of the products and services of "West Coast Agro", a major brand in the field of agricultural products. The study is based on primary data collected from the employees working in the company. The data collected includes the employees' perception of the products and services. The study also includes the evaluation of "West Coast Agro" as a company.

In the study, it observed that out of 41 employees, 10 percent of the employees have worked for more than 2 years, 10 percent of the employees are working from less than 1 year and about 60 percent of the employees have recently joined the "West Coast Agro" Group since 1 year.
A COMPREHENSIVE STUDY OF EMPLOYEES OPINION REGARDING THE PRODUCTS AND SERVICES

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ABSTRACT

The wide range of diversification in cultivation of crops is seen in Andhra Pradesh. More over Andhra Pradesh acts as a hub for different agri input industries showing competitiveness to achieve maximum share of market. Makhteshim Agan is providing different products and haired large number of employees for the sales and promotion of the products. This study has been completed under following objectives (1) To know the status of products and services of the company. (2) To identify the packing and leaking problems of the products. (3) To find the reasons for stock outstandings and stock returns. (4) To know the opinions of the employees regarding job satisfaction

For this study, total 61 employees have been observed out of total nine districts. The entire districts in which company has focused more for the market development and engaged more employees have been selected for sampling. These districts are East Godavari, Guntur, Khammam, Krimnagar, Krishna, Prakasm, Ranga Reddy, West Godavari, and Vizianagaram. From these districts all the employees who are at the levels of Regional Manager, Senior Sales Executive, Marketing Development Manager, Sales Officer and Ware House Manager are selected for the collection of the data. Collection of data is done through the process of an interview of employees using the help of well structured questionnaire. The study is also supported with the collection of the data from secondary sources. The secondary sources include higher authorities of the company, Literature available with company and internet.

In the study I observed that out of 61 employees about 80 per cent of the employees are working from past 2 years, 10 per cent of the employees are working from last 1 year and about 10 percent of the employees have recently joined the Maktheshim Agan Group since 6
months. So I observed that the company is having most potential and experienced resources in large portion which acts as a strong uphold of companies development. Out of total 61 respondents about 95 per cent of the employees stated that they could easily understand the managements views without any communication gap which is a good sign for the companies’ over all potentiality. But about 5 per cent of the employees are facing problems with communication clarity with the management regarding the goals and strategies which company impalement. So the higher authorities should make sure that all the employees have clear picture of what they have been asked to do.

Out of 61 employees about 95 per cent of the employees are much satisfied with the job. The remaining 5 per cent of the employees are having less job satisfaction rates so the management should take a close look towards the employees well beings as it will lead to big loses with the underperformance of the employees. According to the employees Bayer Crop Science stands first with 37 per cent, Syngenta India stands second with 27 per cent, Dupont India stands third with 18 per cent, Tata Rallies stands fourth position with 12 per cent, Nagarjun Agri Chemicals stands fifth with 4 per cent, Dhanuka Agritech Ltd and Indofil Industries Ltd stands in last position with 1 per cent each. As Bayer, Syngenta and Dupont are giving tuff Competition; Company should give concentrate much up on the remaining companies which are with low market area as it will be easy for makhteshim agan to give more competition to small companies than companies with higher market area.

Out of total 61 employees 37 (61%) employees believe that Targa super is the most competitor of Agil. The reason for this is Targa super is having a good brand image among the farmers and dealers, more over it is one of the first product available in the market. Out of the remaining employees 16 (26%) employees believe that Whip super is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities. 8 (13%) of employees believe that Society is the most competitor of Agil it is having a good brand image and network in the market. Out of total 61 employees 28 (46%) employees believe that Amistar is the most competitor of Mirador. Amistar is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 13 (21%) employees believe that Nativo is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities, 11 (18%) of employees believe that Cabritop is the most competitor of Mirador it is having a good brand image and network in the market. Lastly 9 (15%) of employees believes that Ergon is giving a good competition to mirador.
Out of 61 respondents 34 (56%) employees believe that Corazen is the most competitor of Pedestal. Corazen is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 15 (24%) employees believe that Riman is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities. Lastly 12 (20%) of employees believe that fame is also showing a good competition in the market due to its lower price factors. Out of 61 respondents 29 (47%) employees believe that Goal is the most competitor of Galigan. Goal is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 20 (33%) employees believe that Oxygold is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities. Lastly 12(20%) of the employees believe that pendimethalin is also showing a good competition in the market.

Out of total 61 employees 74 per cent of the employees are saying that the promotional activity which company is promoting is self sufficient for the market development in their respective areas. But the remaining 26 per cent wanted to increase the promotional activities in their respective areas for increasing the market potential of the company. Out of 61 employees 69 per cent of the employees stated the issues related to the packing and the remaining 31 per cent of the employees are not having any issues regarding packing of the products. Out of 61 employees 70 percent of the employees are facing the leakage problems of the products of the company. The remaining 30 per cent of the employees are not having any problems regarding products leakage and damage issues. Out of 61 respondents 77 per cent of the employees feel that seasonal factors are the main reasons for the stock out standings and stock returns, 3 per cent of the employees believe that dealer un satisfaction is one of the reason for stock out standings and stock returns, 10 per cent of the employees believe that lack of sufficient brand image is the reason for the stock returns and stock out standings, lastly 10 per cent of the employees believe that lower prices of competitors products is also a reason for the stock out standings and stock returns. From the above all reasons seasonal factors are playing a key role for the stock out standings and stock returns.
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This is to certify that the project work report entitled "A Comprehensive Study of Employees Opinion Regarding Products and Services." submitted by Kolli Jani in the partial fulfillment of the requirements for the award of the degree of MBA (AB) at Junagadh Agricultural University is a record of bonafide research work carried out by him under my guidance and supervision and the project work report has not previously formed the basis for the award of any degree, diploma or other similar title.

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This is to certify that Mr. KOLLI JANI studying in MBA in Agri-business (4th Semester) at Post Graduate Institute of Agri-Business Management, J.A.U., Junagadh has successfully completed the project work in our Marketing department during the period 12-01-2012 to 07-03-2012

DIRECTOR – SALES

BALAJI PRASAD
ACKNOWLEDGEMENT

An individual cannot do project of this scale. I take this opportunity to express my acknowledgement and deep sense of gratitude to the individuals for rendering valuable assistance and gratitude to me. Their inputs have played a vital role in success of this project.

I would heartily acknowledge my guide Mr. S.B.V.R. Prasad, Director Sales & Marketing for South and Central India, Mr. S.K. Mythri Kumar, General Manager (South), Mr. Krishna Reddy, Regional Manager, who gave me the opportunity to have a closer look at the working of Makhshem Agan India Pvt Ltd.

I express my sincere thanks to our Principal, Dr. K. A. Khunt and my project guide, C.R.Bharodia, Assistant Professor (PGIABM, JAU, Junagadh) for his generous support, constant direction and mentoring at all stages of the training.

The author is gratified to record his sincere thanks to Dr. N. C. Patel, honorable vice chancellor and Dr. C. J. Dongaria, Director of Research and PG Dean of JAU Junagadh, for providing the necessary facilities during the course of investigation.

I am also indebted to Dr. N. P. Ramani, Associate Professor (PGIABM, JAU, Junagadh) Mr. Kalpesh Kumar, Assistant Professor (PGIABM, JAU, Junagadh), Mr. H.Y.Maheta Assistant Professor (PGIABM, JAU, Junagadh,) Mrs. J.D.Bhatt (PGIABM, JAU, Junagadh) and Dr. V.M.Thumar (Assistant Extension Education Officer, SSK, JAU, Junagadh) who were real source of help and assistance to me during the course of the project. I take this opportunity to thank all staff members of PGIABM who spared their precious time to provide me with valuable inputs for project without which it would have not been possible.

I express my special thanks to my friends and colleagues Mr. Kessara Muni, Mr. Yashwant Shau, Mr. Prashob.B, Mr.Ambuj Gutpa, Mr.Vinay Kumar and Mr. Raghavender Shukla who have been a constant source of help and encouragement. I firmly believe that there is always a scope of improvement. I welcome any suggestions for further enriching the quality of this report.

Most humble, I bow my head with reverence to my parents and my younger brother K. Kiran and my family friend T. Poojitha whose incessant love, blessing and inspiration made me competent enough to fight the battle of life and to achieve the goal.

Place: Junagadh

Date: 13.04/2012

(Kolli Jani)
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CHAPTER 1
INTRODUCTION

1.1 History of Human Resource Management

Some of human resource management's vital principles were used in prehistoric times. Like, mechanisms being developed for selecting tribal leaders. Knowledge was recorded and passed on to the next generation about safety, health, hunting, and gathering. 1900 B.C. to 2000 B.C. saw the development of more advanced HR functions. The Chinese are known to be the first to use employee screening techniques, way back to 1114 B.C. and turns out it was not Donald Trump who started "the apprenticeship" system. They were the Greek and Babylonian civilizations, ages before the medieval times.

HRM has seen a lot of ebb and flow in its age. Since it was recognized as a separate and distinct function. It has changed from "human resources" to "human resources". It is strongly believed that human resource is the most apt name for it. It, quintessentially, proves the importance of the human beings working in the organization. With the Industrial Revolution, came the conversion of the US economy from agriculture-based to industry-based. This led them to ensure an extremely well-organized structure. Further, this led them to recruit a lot of people. More so, the industrial revolution brought in massive amounts of immigrants. Again, to create employment for all the immigrants, recruitment and management of the recruited individuals gained vitality. As such, there was a soaring need for Human Resource Management.

Early human resource management, in general, followed a social welfare approach. It aimed at helping immigrants in the process of adjusting to their jobs and to an "American Life". The main aim behind these programs was to assist immigrants in learning English and acquiring housing and medical care. Also, these techniques tend to promote supervisory training to reduce an increase in productivity. With the return of "labor unions" in the 1790's, the power in the hands of the employees multiplied exponentially and increased at a rapid pace by the 1800's and furthermore in the 1900's.
CHAPTER I

INTRODUCTION

1.1 History of Human Resource Management

Some of human resource management's vital principles were used in prehistoric times. Like, mechanisms being developed for selecting tribal leaders. Knowledge was recorded and passed on to the next generation about safety, health, hunting, and gathering. 1000 B.C. to 2000 B.C. saw the development of more advanced HR functions. The Chinese are known to be the first to use employee screening techniques, way back in 1115 B.C. and turns out it was not Donald Trump who started "the apprentice" system. They were the Greek and Babylonian civilizations, ages before the medieval times.

HRM has seen a lot of nick naming in its age. Since it was recognized as a separate and important function, it has been called "personnel relations" then it evolved to "industrial relations", then "employee relations" and then, finally, to "human resources". It is strongly believed, that human resources is the most apt name for it. It, quintessentially, proves the importance of the human beings working in the organization. With the Industrial Revolution, came the conversion of the US economy from agriculture-based to industry-based. This led them to require an extremely well-organized structure. Further, this led them to recruit a lot of people. More so, the industrial revolution brought in maddening amounts of immigration. Again, to create employment for all the immigrants, recruitment and management of the recruited individuals gained vitality. As such, there was a blazing need for Human Resource Management.

Early human resource management, in general, followed a social welfare approach. It aimed at helping immigrants in the process of adjusting to their jobs and to an "American life". The main aim behind these programs was to assist immigrants in learning English and acquiring housing and medical care. Also, these techniques used to promote supervisory training to ensure an increase in productivity. With the advent of "labour unions" in the 1790's, the power in the hands of the employees multiplied considerably and increased at a rapid pace by the 1800s and furthermore in the 1900s.
This led to the HR department being more capable of politics and diplomacy. The two feats that were quintessential to the importance of HR were; the fact that it was the HR department that got the management and the labour unions to come on common grounds. They basically worked on getting the management to see things from the labour perspective and grant them medical and educational benefits. The other would be Frederick W. Taylor's (1856-1915) Scientific Management. This book had tremendous impact on attaining better productivity from low-level production workers.

Goodrich Company was the pioneers in designing a corporate employee department to address the concerns of the employees in 1900. National Cash Register followed suit in 1902 by forming a separate department to handle employee grievances, record keeping, wage management and other employee-related functions. Personnel Managers started seeing more sunshine since the Wagner's Act (aka National Labour Relations Act) in 1935. There was a shift in focus from workers efficiency to efficiency through work satisfaction, thanks to the Hawthorne studies around the 1930s to 1940s. Between the 1960s and 1970s, the HRM movement gained further momentum due to the passing of several acts like the Equal Pay Act of 1963, the Civil Rights Act of 1964, the Employee Retirement Income Security Act of 1974 (ERISA), and the Occupational Safety and Health Act of 1970. Now, the HR department was the apple of the corporate' eyes because, the corporate placed a lot of importance on human resource management to avoid plausible law suit.

So by the end of the 1970s, HRM had taken over the world! Almost all big and medium scale industries had a department to manage their recruitment, employee relations, record-keeping, salaries and wages, etc. Towards the 1980s, the importance of HR continued to intumesce for several reasons like increase in skilled labour, training, regulation compliance, dismissal, etc. The HR managers were the ones who did the hiring and the firing. (Anon, 2009).

1.2 Human Resource Management in India

It was 25 years ago, our country witnessed the emergence of a new HRD culture in our country with Dr. Udaip Pareek and Dr. T.V.Rao heading the movement. What started as a "Review Exercise of the Performance Appraisal System" for L&T by two consultants, Dr. Udaip Pareek and Dr. T.V. Rao from the Indian Institute Of
Management, Ahmadabad (IIMA), resulted in the development of a new function - The HRD Function.

In the early seventies, this company, in association with IIMA reviewed all aspects of its operations. In 1974, the consultants studied the organisation and prepared a new integrated system called Human Resource Development (HRD) System. This was probably the first of its kind in India. The new system clearly established the linkages between the various personnel related aspects such as performance appraisal, employee counseling, potential appraisal training, etc. Dr. Pareek and Dr. Rao presented an approach paper to the top management on the new ideas and this was accepted.

The company wanted the implementation also to be done by the consultants, as it was not sure that enough expertise was available on the human process within the organization. The consultants however felt that L&T managers had enough competence and insisted that an internal team undertake this task. Thus, the work was undertaken by an internal team with the help of the consultants and this was very satisfying. Based on the recommendations of the approach paper, a very high level role was created at the Board level to give a greater thrust to the new system. A separate HRD Department was created. A high level internal team headed by a General Manager, monitored the progress of implementation of the new system initially, which was subsequently handed over to the HRD Department.

The HRD system has since then been reviewed from time to time and improvements made, retaining the basic philosophy. The original consultancy reports of Dr. Udaipareek and Dr. T.V.Rao have sown the seeds for this new function and new profession. This pioneering work of Dr. Rao and Dr. Pareek lead later top the establishment of HRD Departments in the State Bank of India and its Associates, and Bharat Earth Movers Limited in Bangalore in 1976 and 1978.

The first HRD workshop to discuss HRD concepts and issues was held at IIMA in 1979. Several chapters of the book which was later published by Oxford & IBH as "Designing and Managing Human Resource Systems" were distributed in this workshop. This workshop was the beginning of spreading the HRD message. In subsequent years beginning 1980 a series of workshops were held to develop HRD Facilitators, both at IIMA and in the Indian Society for Applied Behavioral Sciences (ISABS). IIMA workshops focused in the conceptual parts and ISABS on experimental
part. As HRD started growing Larsen & Toubro instituted a HRD Chair Professorship at XLRI, Jamshedpur. Dr. T.V.Rao moved to XLRI as L&T Professor in 1983 to set up the centre for HRD. Subsequently, a National Seminar was organized in Bombay during February 1985 jointly by XLRI centre for HRD and the HRD Department of Larsen & Toubro.

The National HRD Network was conceived during this seminar. The first HRD Newsletter was started consequent to this seminar by the Centre for HRD for XLRI and was sponsored by L&T. the National HRD Network took shape and became a large body with about 20 chapters in the subsequent five year period. The National HRD Network was nurtured by IIMA and XLRI on the one hand and by the corporate sector on the other. The National HRD Network later gave birth to the Academy of Human Resources Development. This is the first family tree of HRD in India. (Anon, 2012).

1.3 Company Profile

1.4 Introduction of Makhteshim Agan Group

Makhteshim Agan Group agrochemicals offer the largest variety of proven branded off-patent crop protection products available in the global marketplace. The company have highly effective products that meet the stringent environmental standards in all major crop growing areas of the world. Makhteshim Agan Group is the world’s leading manufacturer and distributor of branded off-patent crop and non-crop protection products. With over 60 years of field-proven experience and an impeccable reputation for quality, value and attentive service, Makhteshim Agan Group ranks among a handful of the world’s largest makers of crop protection products. Makhteshim Agan Group is unrivalled for its diverse offering of advanced, environmentally friendly products having established itself as the industry’s most reliable one-stop vendor of comprehensive, crop-specific off-patent products for all major crops. Makhteshim Agan Group sells its crop protection products in over 100 countries and together with its strategically located global distribution areas, competes successfully with leading industry peers. The extensive product portfolio includes a full complement of herbicides, insecticides and fungicides for virtually every conventional crop and non-crop category. Makhteshim Agan Group currently ranks fifth overall in the global crop protection market, for both proprietary and branded off-patent products with a global market share of over 5%. In the off-patent segment, the group ranks number one in the
world. In 1998, Makhteshim Agan Group became a publicly traded company, a union of two industry veterans with vast experience in the manufacture and distribution of crop protection products, Agan (1945) and Makhteshim (established 1952). Today, approximately 40 per cent of the company’s shares are held by Koor Industries and the remainder is traded publicly as one of the top ranked on the TASE.

1.5 Global presence, local reach: Protecting crops in a field near you

Part of Makhteshim Agan Group’s success as a global enterprise is its ability to make its presence felt locally in every region that it operates in. To that end, Makhteshim Agan Group has deployed the most extensive branded off-patent distribution network in the world, comprising two dozen marketing firms throughout the group’s primary markets in Europe, the US and Latin America. Moreover, the group maintains several manufacturing plants worldwide with key facilities located in Israel and Brazil, and smaller facilities in Columbia, Spain and Greece. With over 3,000 employees working to manufacture, market, and distribute the finest off-patent crop protection products in the market, Makhteshim Agan Group is poised to serve the local farmer efficiently and with care.

1.6 Makhteshim-Agan Group: At a glance

1.7 Background

- 1945 - Agan Chemical Manufacturers, a herbicide maker and distributor, founded near Jerusalem (later relocated to Tel Aviv).
- 1952 - Makhteshim Chemical Works, an insecticide and fungicide maker and distributor founded in the Negev.
- 1970 - Agan moved to new plant facilities near the port of Ashdod.
- 1970 - Agan and Makhteshim entered into partnership for distribution of their products worldwide.
- 1997 - Makhteshim and Agan merged to form Makhteshim Agan Industries
- 1998 - Makhteshim Agan listed for trading on TASE.

1.8 Milestones

- 1970 - Developed its core expertise in the synthesis of chemicals in the production of off-patent crop protection products for the local Israeli market; diversified and expanded its portfolio.
1980 - Focused on familiarizing itself with the regulatory obstacles and considerations surrounding off-patent formulae in a wide variety of global markets, with an eye on increasing its international presence.

1990 - Identified Latin America as a potential exciting market for off-patent crop protection products and swiftly moved in to establish a strong presence through manufacturing and distribution, purchasing a number of strategic local companies in these fields.

2000 - Launched a vigorous, internal cross-enterprise re-organization project in response to difficult market conditions in Latin America; vastly improved efficiencies, refocused product lines and opened new and modern production facilities (Ramat Hovav, Israel).

2001-2003 - Purchased strategic products, licenses and distribution rights for its portfolio (from Bayer, Aventis and Syngenta) and bought local distribution companies (like the German Feinchemie Shwebda) to strengthen its impact in the European markets.

2004 - Expanded its presence in the US and Australia through the purchase of Farm Saver Group, that deals with licensing, import and marketing of crop protection products in America; acquired controlling shares of the US-based Control Solutions, which specializes in providing non-crop solutions, and of Rice Co; and purchased Farmoz, the fourth largest crop protection company in Australia.

2005 - Deepened its activities in many European markets (Hungary, Holland, Belgium, Luxembourg, Denmark, Norway, Sweden and Finland) through the purchase of controlling shares of several respected local crop protection distributors.

2006 - M&A activities in the US, Italy and the Czech Republic with the intention of expanding the Group’s standing in the Non-crop sector.

1.9 Company’s Vision

Harvesting a bountiful crop requires thorough planning; you plough, plant, protect and persevere to fulfilling the promise of a bountiful crop. At Makhteshim Agan Group, we consistently strive to reap an ample harvest of value for our partners through the
implementation of sound crop protection strategies. Year in and year out, we are proud of our growing presence in the generic crop protection field.

- Think Global. Act Local.
- Local expertise. Global integration.
- Capitalizing on attractive growth opportunities
- Building a broad and diversified platform
- Driving operational excellence and managing risks
- Executing successful M&A expansion
- A formula for greater flexibility and efficiency
- Crop protection products: Smart solutions for a complex world
- Environmental responsibility

2.0 Introduction of Makhteshim Agan India

Makhteshim-Agan India Pvt Ltd is the Indian Subsidiary of Makhteshim-Agan Group. Makhteshim Agan India inaugurated Formulation Plant in Gujarat on 21st July 2011. The Company was founded at the beginning of 2009 by a very professional and experienced people. Company mission is to provide the Indian farmers with the best service and solutions for the entire plant protection problems for all the crops. Makhteshim-Agan India is offering comprehensive solutions to the farmers by providing broad product portfolio with high international quality standards. A very professional Quality Control department is assuring the high quality of Makhteshim-Agan Products.

Company motto is to provide the best service to its customers. Makhteshim-Agan India is very sensitive about the farmers needs and hence has established a direct network with the largest number of retailers across the country. The company has established a very good logistic infrastructure for enabling the availability of its products to the farmers. Currently we have 34 warehouses across the length and breadth of the country. These warehouses are equipped with well developed Systems Applications and products system, which are operated by experienced and professional people. Hundreds of vehicles are carrying products to customers.
Makhteshim-Agan India has very qualified, professional and trained field staffs that are interacting daily with the farmers to guiding and providing the best service. Makhteshim-Agan India has established its own Research & Development Centre in India to support global activities and to bring in new technologies and more agrochemicals for the Indian farmers. Makhteshim-Agan India is proud to bring the latest technologies from all over the world to the door step of the Indian farmers.

2.1 Management

President & CEO.

Josef (Yossi) Goldshmilt has 30 years of experience in the Agrochemical industry. In his previous roles he served as Head of Sales, Asia-Pacific and as Head of Fungicides Products. Prior to joining Makhteshim Agan, Josef (Yossi) Goldshmildt was a Product Manager and an Agronomist at Luxemburg Chemicals. Josef (Yossi) Goldshmildt holds a B.Sc and M.Sc in Agriculture from the Hebrew University.

Dr. Narahari Pullahiah Director, Strategic Planning and Business Development. Armed with a doctorate in Plant Pathology, he has had 15 years of successful stints in various organisations such as Indofil Chemicals, Nagarjuna Agrichem and E.I. DuPont India before joining Makhteshim Agan.

S.B.V.R. Prasad Director, Sales & Marketing for South and Central India. SBVR Prasad comes with more than 26 years of experience in the Agrochemical industry. He is a keen Marketing expert with in depth knowledge of Agrochemicals in the markets of South and Central regions of India. He has honed his skills in other companies before such as Union Carbide, Searl (now Isagro) and both in Nagarjuna Fertilisers and Nagarjuna Agrichem.

MVSLV Prasad Director, Sales & Marketing for North and Eastern India. MVSLV Prasad has 26 years of experience in the North and Eastern regions of India. He comes with technical expertise together with sales and business acumen through which he achieves results in the market that is envied by many. His previous stints have been in companies such as – De-Nocil, EID Parry and also both at Nagarjuna Fertilisers and Nagarjuna Agrichem.

Shai Shovali CFO. Shai is a CPA and an MBA in Finance. He did his articleship in the Chartered Accountants office of PWC, Israel as an external auditor in 1999. He was earlier with Baker Tilly and then with Elbit Imaging as Finance Controller. He has been in India for more
than three years having done a stint with Elbit Imaging at Bangalore before he joined MA India as CFO.

Narayanan P. Nair Head-Supply Chain. A Post graduate (masters) in Commerce, with Management from Indian Institute of Materials Management, and advanced Management from IIM, Ahmedabad. He has 30 years of experience having started his career in Fine Chemical Industry, thereafter worked with a leading Pharmaceutical manufacturer, and then in the Agro Chemical Industry. He is responsible for the entire Supply Chain including the Formulation Plant at Dahej, Gujarat.

Kalpanaa Ramakrishna Head-HR & Administration. A Post Graduate in HR & Marketing from XLRI together with a double graduation in English Literature and Law. She has totally 16 years of experience as a HR Generalist. Prior experience in new age technological companies (IT) such as Aptech, NIIT and CSC as well as HR consulting in Organisational Development for various companies. She handles HR operations pan India for Makhteshim Agan. (Anon, 2011a).

2.2 Scope of the Study

The study is completely focused upon the objectives. The result obtained from the objectives will be helpful to the organization in knowing the different opinions showed by the employees about their own company’s products and services. The study will also be helpful for the company to take steps for solving the issues related with packing and leaking problems in the products. In addition, this will be useful in finding out the valid steps for overcome the problems of stock outstandings and stock returns. Lastly, the study will also be a corner stone for improving ideas to bring up positive results in job satisfaction of the employees.

2.3 Objectives of the study

1. To know the status of products and services of the company.
2. To identify the packing and leaking problems of the products.
3. To find the reasons for stock outstandings and stock returns.
4. To know the opinions of the employees regarding job satisfaction.
Review of Literature

The study on "A Comprehensive Study of Employee Opinion Regarding the Products and Services" are very fine and useful. The review of literature available provides frameworks for analytical procedure to be followed and feasible solutions can be produced. Knowing in what the objectives of present study, the project work dealt regarding the employees' opinions reviewed and presented under the following heads:

2.1 To know the status of products and services of the company.

2.2 To identify the packing and leaking problems of the products.

2.3 To find the reasons for stock outstandings and stock return.

2.4 To know the opinions of management.

Osu (2005) investigated about the nature of management and employee relationship in selected agricultural organizations in Rivers State, Nigeria. Specifically, the study ascertain the perceptions of managers about management and the managers' perception of their relationship with their employes. Data were collected from 140 randomly selected respondents made up of 43 management staff and 93 employees in selected organizations, with the use of structured questionnaire. Data analysis was by means of SPSS. Many employees perceive their relationship with their employers to be not very useful because specific situations like operating in a conducive environment was noted low among staff. Apart from this is low found that employees exhibited uncooperating behavior and do not take much about staff welfare.

Antonio et al. (2007) found that packing problems have been of great interest of many diverse reasons for many centuries. The optimal packing of identical objects has been often involved to understand the nature of low-temperature phases of matter. In celebrated work, Kepler conjectured that the densest packing of spheres is achieved by stacking variants of the face-centered cubic lattice and has a packing fraction of .9069072. More recently, an unusually high-density packing of 0.719753 was achieved for congruent ellipsoids. Such studies are relevant for understanding the structures of crystals, glasses, the storage and housing of granular materials, ceramics, and the assembly of viral capsid structures. Here, we carry out analytical studies of the stacking
CHAPTER- II

REVIEW OF LITERATURE

The studies on “A Comprehensive Study of Employees Opinion Regarding the Products and Services” are very few and scanty. The review of literature available provides framework for analytical procedure to be followed and feasible solutions can be produced. Keeping in view the objectives of present study, the project work done regarding the employees opinions reviewed and presented under the following heads.

2.1 To know the status of products and services of the company.

2.2 To identify the packing and leaking problems of the products.

2.3 To find the reasons for stock outstandings and stock returns.

2.4 To know the opinions of the employees regarding job satisfaction.

Onu (2005) investigated about the nature of management and employee relationship in selected agricultural organizations in Rivers State, Nigeria. Specifically, the study ascertains the perceptions of employees about management and the managers' perceptions of their relationship with their employees. Data were collected from 140 randomly selected respondents made up of 47 management staff and 93 employees in selected organizations in the study area with the aid of a structured questionnaire. Data analysis was by use of frequency and percentage. It was found that employees perceive their relationship with their employers to be not very cordial because specific situations like operating in a conducive environment was rated low among staff. Apart from this it was found that employers exhibited uncompromising behavior and do not care much about staff welfare.

Antonio et.al. (2007) found that packing problems have been of great interest in many diverse contexts for many centuries. The optimal packing of identical objects has been often invoked to understand the nature of low-temperature phases of matter. In celebrated work, Kepler conjectured that the densest packing of spheres is realized by stacking variants of the face-centered-cubic lattice and has a packing fraction of . Much more recently, an unusually high-density packing of 0.770732 was achieved for congruent ellipsoids. Such studies are relevant for understanding the structure of crystals, glasses, the storage and jamming of granular materials, ceramics, and the assembly of viral capsid structures. Here, we carry out analytical studies of the stacking
of close-packed planar layers of systems made up of truncated cones possessing uniaxial symmetry. We present examples of high-density packing whose order is characterized by a broken symmetry arising from the shape of the constituent objects. We find a biaxial arrangement of solid cones with a packing fraction of 1/4.

Pashkevich (2009) studied that in new conditions of management requirements to the personnel of the organisations vary, there is a complication of the maintenance of functions of management by the personnel, the volume and methods of their performance vary, and new ones appear (commercial activity, marketing, foreign trade activities, etc.). It focuses on the perfection of management by the personnel on the basis of monitoring of management by the personnel according to the personnel policy of the agricultural organisation.

Zerbetto et.al. (2009) conducted studies to verify the problems of usability found during the manuscript of the plastic packing of 20 liters for agro toxics, i.e. the Coex, the Mauser and the Rectangular one, and based on the raised data and in the problems of usability found in the field research, to elaborate a handbook with a title of Ergonomic Parameters Guide for the Design of the Plastic Packing for Agro toxics, directed to the packing industries. A survey about ergonomics was conducted involving handling, physiological and anatomical aspects of the hand, biomechanics, and anthropometry, general factors that influence the usability, energy of the human being, load manuscript, maximum load capacity and muscular traumas. A greater knowledge on the plastic packing for agro toxics was also studied, involving the study on high density polyethylene, the manufacture processes, the technological transformations of this type of packing, the prohibition, the destination of the empty packing and finally the agro toxics. After this, theoretical data collection defined the methodologies more appropriate for ergonomic requirement verification of this packing usability and concluded this stage through statistical analyses to confirm the hypotheses.

Ananthan (2011) found that specific orientation strategies as employee retention strategies have perceived by employees and management in various organizations in Bangalore, where there is a critical need to investigate the dynamics of employee retention orientation practices among MNCs and Indian firms. Using a structured self completing questionnaire having almost similarity in items for both employees and
management with special reference to orientation strategies and their adaptability, the
data has been collected on 550 respondents (335 employees and 215 management). Contingency coefficient analysis was employed to find out the perceptual differences between employees and management. Results revealed that respondents from management agreed significantly more on the orientation strategies like arranging induction programme for the employees, preparing training and development plan for employees than respondents from employee side. In the case of recognizing employee's family for their best performance as an orientation strategy, employees had higher agreement than respondents from management. Respondents from management and employees side had similar perception on providing initial training for the employees, conveying the company rules and regulations, educating employees about privileges in the organization, preparing training and development plan for employees, providing job description, educating employees about organization vision, mission and expectations. For most of the orientation strategies both management and employees had higher levels of agreement.

Avramova and Yaneva (2011) observed the problems concerning job satisfaction have been a subject of many investigations and deep discussions. The actuality of the topic is determined by the fact that in modern society job satisfaction occupies a key position for forming an appropriate work environment and improving work conditions and results. The basic models connected to determining the conception of job satisfaction are described in the first part of this literature review. Three definitions of job satisfaction have been submitted and the characteristics of the following theories: Affect Theory, Value Theory, Social Information Theory, Dispositional Theory, Two Factor Theory (Motivator Hygiene Theory), Motivation Theories, Core Self-evaluations Model and The Job Characteristics Model.

Rathod (2011) observed that company had a range of weedicide products to cater for the different requirements of the market. This includes both narrow and broad leaf weedicides. It has Agil very popular and established brands in the market. Agil was a product of Makhteshim Agan having a price of Rs 1600 per litter which ranks second highest in cost. Targasuper, a product from Dhanuka and Whipsuper, a product of Bayer have prices of Rs 1300 per litter and Rs 1350 per litter respectively. Companies have adopted skiming price policy for their products. Agil is having high price but comes
with better competition as far as quality contents are concerned. Turnover of Agil by selected dealers was about Rs 43 lakh per year which was the highest when compared with other competitor companies. The turnover of Targasuper, Whipsuper and Society was Rs 22 lakh, Rs 16 lakh and Rs 14 lakh respectively. The turnover of Agil shows that there was a high demand for the product in selected district.

Ahmad et.al. (2012) observed job nature in extension services is associated with works in rural areas, which needs extension workers to show high levels of interest and job satisfaction. A survey of 52 extension workers was conducted in Markazi Province of Iran to explore the relationship between job characteristics and job satisfaction among extension workers using Bray Field and Rothe Job Satisfaction Index. The study found that the majority of the extension workers (65.5%) belonged to the intermediate level of job satisfaction, followed by 29.1 and 5.5 per cent belonging to high and low levels of job satisfaction, respectively. Regression results also explained 30 per cent of the variances in the job satisfaction. Two independent variables that accounted for the explained variances were the job challenge level (22%) and extension workers' ability to serve rural communities (8%). These results may be useful to policy makers both in the public and private sector and directors in general.

Srivastava and Rajput (2012) observed gap between the expectation and experience at workplace affects a lot on the performance and job satisfaction of the employee. If their expectations are fully met then it motivates the employee and increases his productivity. Job satisfaction refers to the extent to which employees gain enjoyment from their efforts at the workplace. The main research question cover is “To what extent is job satisfaction influenced?” At the same time, the empirical research also aims to contribute to a better understanding of Faculties’ expectations and experiences at workplace. The purpose of this paper is to examine expectations and experiences of faculty working in management and engineering institutes. Data were collected regarding the faculties attached with engineering and management institutes through structured interviews.
Materials and Methods

The total geographical area of the Andhra Pradesh is 275,04 lakh hectares. Out of the total geographical area, net soil area was 30.5 per cent, 22.6 per cent is under forest, 9.5 per cent is under various fallow lands, 9.6 per cent is under non-agricultural uses and 7.5 per cent is under barren and uncultivable land. During the year 2007-08, the net sown area is increased to 102.43 lakh ha. (5.5%) from 102.39 lakh ha. during 2006-07. This is attributed to favourable seasonal conditions prevailed in the State during 2007-08.

Based on the climate parameters i.e., rainfall and temperature, the State is broadly divided into 9 (nine) Agro- climatic Zones. The agriculture planning for each zone is...
3.1 Location and study area

Fig.No:3.1 Map of Andhra Pradesh.

The total geographical area of the Andhra Pradesh is 275.04 lakh hectares. Out of the total geographical area, net area sown 50.5 per cent, 22.6 percent is under forests, 9.8 percent is under current fallow lands, 9.6 percent is under non-agricultural uses and 7.5 percent is under barren and uncultivable land. During the year 2007-08, the net area sown is increased to 108.43 lakh ha. (5.9%) from 102.39 lakh ha. during 2006-07. This is attributed to favourable seasonal conditions prevailed in the State during 2007-08.

Based on the climate parameters i.e., rainfall and temperature, the State is broadly divided into 9 distinct Agro-Climatic Zones. The agriculture planning for each zone is
supported with the research and recommendations of a Regional Agriculture Research Station of ANGRAU set up within the particular zone. In an attempt to plan the agricultural operations in much more focused way, these 9 agro climatic zones have been divided into 322 farming situations, which are unique in terms of micro-environment and need specific practices under each situation. Cropping intensity is one of the indices for assessing the efficiency of crop agriculture sector. The cropping intensity i.e., the ratio of gross area sown to net area sown is 1.26. The level of cropping intensity move in consonance to the behaviour of the monsoon and availability of irrigation water.

### Table 3.1 Details of crop production

<table>
<thead>
<tr>
<th>Chillies</th>
<th>Districts</th>
<th>Production</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Guntur</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Warangal</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Khammam</td>
<td>80 %</td>
</tr>
<tr>
<td></td>
<td>Kurnool</td>
<td></td>
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<tr>
<td></td>
<td>Krishna</td>
<td></td>
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<table>
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<tr>
<th>Groundnut</th>
<th>Districts</th>
<th>Production</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Anantapur</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kurnool</td>
<td>80 %</td>
</tr>
<tr>
<td></td>
<td>Chitoor</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Kadapa</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Mahabubnagar</td>
<td></td>
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<table>
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<tr>
<th>Cotton</th>
<th>Districts</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adilabad</td>
<td>21.96 %</td>
</tr>
<tr>
<td></td>
<td>Karimnagar</td>
<td>15.52 %</td>
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<td></td>
<td>Warangal</td>
<td>12.89 %</td>
</tr>
<tr>
<td></td>
<td>Guntur</td>
<td>11.41 %</td>
</tr>
<tr>
<td></td>
<td>Khammam</td>
<td>9.26 %</td>
</tr>
<tr>
<td></td>
<td>Nalgonda</td>
<td>8.75 %</td>
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<table>
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<tr>
<th>Maize</th>
<th>Districts</th>
<th>Production</th>
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<tbody>
<tr>
<td></td>
<td>Karimnagar</td>
<td>13.17 %</td>
</tr>
<tr>
<td></td>
<td>Medak</td>
<td>12.72 %</td>
</tr>
<tr>
<td></td>
<td>Nizamabad</td>
<td>12.46 %</td>
</tr>
<tr>
<td></td>
<td>Mahabunagar</td>
<td>10.83 %</td>
</tr>
<tr>
<td></td>
<td>Guntur</td>
<td>10.51 %</td>
</tr>
<tr>
<td></td>
<td>Warangal</td>
<td>8.79 %</td>
</tr>
<tr>
<td></td>
<td>West Godavari</td>
<td>6.04 %</td>
</tr>
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Methodology

<table>
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<th>Districts</th>
<th>Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mahabunagar</td>
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</tr>
<tr>
<td>Adilabad</td>
<td></td>
</tr>
<tr>
<td>Prakasam</td>
<td></td>
</tr>
<tr>
<td>Ranga reddy</td>
<td></td>
</tr>
<tr>
<td>Kurnool</td>
<td></td>
</tr>
<tr>
<td>Nalgonda</td>
<td></td>
</tr>
<tr>
<td>Guntur</td>
<td>66 %</td>
</tr>
</tbody>
</table>

(Anon, 2011b).

The wide range of diversification in cultivation of crops is seen in Andhra Pradesh. More over Andhra Pradesh acts as a hub for different Agri input industries showing competitiveness to achieve maximum share of market. Makhteshim Agan is also providing different products and hairied large number of employees for the sales and promotion of the products. So, the study is more suitable for this area to analysis the opinions of the employees on products and services of the company.

3.2 Year and Time of Project

The project work was started on 12\textsuperscript{th} January 2012 and ended on 07\textsuperscript{th} March 2012.

3.3 Sampling Technique

For collection of the data complete enumeration of sampling technique is used. In this method complete population is surveyed and analyzed for to producing the result. Data was collected from the selected 9 districts of Andhra Pradesh which include East Godavari, Guntur, Khammam, Karimnagar, Krishna, Prakasam, Ranga reddy, West Godavari, Vizianagaram.

The method of data collection is an essential part of research study. Two types of data were collected

**Primary data**

From these districts all the employees who are at the levels of Regional Manager, Senior Sales Executive, Marketing Development Manager, Sales Officer and Ware House Manager are selected for the collection of the data. Collection of data is done through the process of an interview of employees using the help of well structured questionnaire.
Table No 3.2. Sample size

<table>
<thead>
<tr>
<th>S.No</th>
<th>Name of the district</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>East Godavari</td>
<td>9</td>
</tr>
<tr>
<td>2</td>
<td>Guntur</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Khammam</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>Karimnagar</td>
<td>6</td>
</tr>
<tr>
<td>5</td>
<td>Krishna</td>
<td>9</td>
</tr>
<tr>
<td>6</td>
<td>Prakasam</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>Ranga reddy</td>
<td>3</td>
</tr>
<tr>
<td>8</td>
<td>West Godavari</td>
<td>11</td>
</tr>
<tr>
<td>9</td>
<td>Vizianagaram</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>61</strong></td>
</tr>
</tbody>
</table>

Secondary data

For the collection of secondary data for the related details used in the study was gathered from the reference book, bulletins journals and periodicals of the subject published by authors, organizations, institutions and agencies. The company profile information was gathered using internet from the web site of the company. If any relevant information was need it was taken from the higher authorities.

3.4 Statistical Analysis

3.4.1 Tabular and graphical analysis

Simple Statistical Tools like tabular analysis and graphical method (through bar graph, pie graph, and line graph by using MS Excel).
CHAPTER IV
RESULTS AND DISCUSSION

The results of the study are presented under the following heads:

1. To know the status of products and services of the company.
2. To identify the packing and leaking problems of the products.
3. To find the reasons for stock outstanding and stock returns.
4. To know the opinion of the employees regarding job satisfaction.

4.1 The status of the products and services of the company.

The status of the products and services of the company of study area has been
studied by the collection of the employees. The status of the products and
services of the company is presented in Table 4.1. As per the analysis of collected
data it is concluded that Agil, Miraclor, Pedestal, and other are the main products
which are sold by Multidom Aparat. The employees have given the reasons for
comparing products under performance as follows:

Results and Discussion

Table 4.1: Products and competitors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Products</th>
<th>Competitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agil</td>
<td>Whip, Super</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Targe, Super,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Society</td>
</tr>
<tr>
<td>2</td>
<td>Miraclor</td>
<td>Amilte, Naive</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Calistep, Squa</td>
</tr>
<tr>
<td>3</td>
<td>Pedestal</td>
<td>Costco, Renz</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fuso</td>
</tr>
<tr>
<td>4</td>
<td>Gulliver</td>
<td>Geysgold, Perinolibra, Griel</td>
</tr>
</tbody>
</table>
CHAPTER - IV
RESULTS AND DISCUSSION

The results of the study are presented under the following heads

1. To know the status of products and services of the company.
2. To identify the packing and leaking problems of the products.
3. To find the reasons for stock outstandings and stock returns.
4. To know the opinions of the employees regarding job satisfaction.

4.1 The status of the products and services of the company.

The status of the products and services of the company of study area has been studied by the collection of data through personal interview of employees. The status of the products and services of the company has been judged on the basis of following points

4.1.1. List of Products and competitors

The data regarding products and the respective competitors of the study area is presented in Table 4.1. As per the analysis of collected data it is concluded that Agil, Mirador, Pedestal, Galigan are the major products which are sold by Makteshim Agan. The employees have stated the major competitors of the products and the reasons for competitor products better performance in the market.

Table 4.1: Products and competitors

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Products</th>
<th>Competitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Agil</td>
<td>Whip Super</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Targa super</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Society</td>
</tr>
<tr>
<td>2</td>
<td>Mirador</td>
<td>Amistar</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Nativo</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cabritop</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ergon</td>
</tr>
<tr>
<td>3</td>
<td>Pedestal</td>
<td>Corazen</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Riman</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Fame</td>
</tr>
<tr>
<td>4</td>
<td>Galigan</td>
<td>Oxygold</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pendimethalin</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Goal</td>
</tr>
</tbody>
</table>
4.1.2. Agil

The data presented in Table 4.2 indicates that 61 percent competition is given by Targa super whereas, 26 percent and 13 per cent have taken Whip super and Society respectively.

Table 4.2: Competitors of Agil and their frequency percentage

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Agil Competitors</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Whip super</td>
<td>16</td>
<td>26</td>
</tr>
<tr>
<td>2</td>
<td>Targa super</td>
<td>37</td>
<td>61</td>
</tr>
<tr>
<td>3</td>
<td>Society</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

Fig 4.1 Competitors of Agil

Among 61 employees 37 (61%) employees believe that Targa super is the most competitor of Agil. The reason for this is Targa super is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 16 (26%) employees believe that Whip super is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities. Lastly 8 (13%) of employees believe that Society is the most competitor of Agil it is having a good brand image and network in the market.
4.1.3. Mirador

The data presented in Table 4.3 indicates that 46 percent competition is given by Amistar whereas, 21 percent is given by Nativo, 18 per cent is given by Cabritop and lastly Ergon stands last with 15 per cent.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Mirador competitors</th>
<th>Frequency</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Amistar</td>
<td>28</td>
<td>46</td>
</tr>
<tr>
<td>2</td>
<td>Nativo</td>
<td>13</td>
<td>21</td>
</tr>
<tr>
<td>3</td>
<td>Cabritop</td>
<td>11</td>
<td>18</td>
</tr>
<tr>
<td>4</td>
<td>Ergon</td>
<td>9</td>
<td>15</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

**Competitors of Mirador**

Fig 4.2: Competitors of Mirador

Among 61 employees 28 (46%) employees believe that Amistar is the most competitor of Mirador. Amistar is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 13 (21%) employees believe that Nativo is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities, 11 (18%) of employees believe that Cabritop is the
most competitor of Mirador it is having a good brand image and network in the market. Lastly 9 (15%) of employees believes that Ergon is giving a good competition to mirador.

4.1.4. Pedestal.

The data presented in Table 4.4 indicates that 56 percent competition is given by Corazen whereas, 24 percent is given by Riman, 20 per cent is given by Fame.

Table 4.4. Competitors of Pedestal and their frequency percentage

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Pedestal competitors</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Corazen</td>
<td>34</td>
<td>56</td>
</tr>
<tr>
<td>2</td>
<td>Riman</td>
<td>15</td>
<td>24</td>
</tr>
<tr>
<td>3</td>
<td>Fame</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

![Competitors of pedestal](image)

Fig.4.4. Competitors of Pedestal

Among 61 employees 34 (56%) employees believe that Corazen is the most competitor of Pedestal. Corazen is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 15 (24%) employees believe that Riman is also a major competitor in the market because of the brand image, it is also having a good field work and
promotional activities. Lastly 12 (20%) of employees believe that fame is also showing a good competition in the market due to its lower price factors.

4.1.5. Galigan

The data presented in Table 4.5 indicates that 47 percent competition is given by Goal whereas, 33 percent is given by Oxygold, 20 per cent is given by Pendimethalin.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Galigan competitors</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Goal</td>
<td>29</td>
<td>47</td>
</tr>
<tr>
<td>2</td>
<td>Oxygold</td>
<td>20</td>
<td>33</td>
</tr>
<tr>
<td>3</td>
<td>Pendimethalin</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

Fig. 4.5: Competitors of Galigan

Among 61 employees 29 (47%) employees believe that Goal is the most competitor of Galigan. Goal is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 20
(33%) employees believe that Oxygold is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities. Lastly 12(20%) of the employees believe that pendimethalin is also showing a good competition in the market.

4.2. To identify the packing and leaking problems of the products.

Packaging is a very important marketing strategy to glamorize your product in order to attract the consumer’s attention. Sometimes packaging is so important that it cost more than the product itself in order to lure the consumers to buy it. Packaging should definitely be included in the 4P’s of marketing (product, place, promotion and price). Most consumers judge a product by its packaging before buying. Having attractive packaging doesn’t mean we should neglect quality either. In fact, we need to make high quality products in order to have repeated sales. Converting first time buyers into loyal customers should be the main goal of your business and packaging is the door to it. Packaging is one of those crucial steps that are often neglected in business. There are six main reasons why packaging developed and is in use today

➢ To protect a product from damage or contamination by micro-organisms and air, moisture and toxins.

The product must be protected against being dropped, crushed, and the vibration it suffers during transport. Delicate products such as fruits need to be protected by a rigid package such as a laminated container. The product must also be protected against the climate including high temperatures, humidity, light and gases in the air. It must also be protected against micro-organisms, chemicals, soil and insects.

➢ To keep the product together, to contain it (i.e. So that it does not spill).

Some shapes cannot be easily packaged, for example, certain vegetables. However, there are methods of getting around this problem. Suppliers of canned vegetables such as carrots have developed a particular type of plant that yields carrots that are straight and smaller than the normal variety. These fit into cans. Some products such as fruit juices and sausages need to be contained in packages that hold them together and are sealed to prevent spillage and loss.
➢ **To identify the product.**

Packaging is the main way products are advertised and identified. To the manufacturer the package clearly identifies the product inside and it is usually the package that the customer recognizes when shopping. Advertising is very important when a manufacturer launches a new or existing product. The package, through its color scheme or logo, is what is normally identified by the customer. The package will also contain important information including ingredients and ‘sell by date’.

➢ **Protection during Transport and Ease of Transport.**

A package should be designed to make it easy to transport, move and lift. A regular shaped package (such as a cuboid) can be stacked without too much space between each package being wasted. This means that more packages can be transported in a container of a lorry. Unusually shaped packages can lead to space being wasted and this can be costly if thousands of the same package are been transported.

➢ **Stacking and Storage.**

In supermarkets and shops it must be possible to stack packages so that space is not wasted on the shelves. Lost space on shelves is looked up on a lost opportunity to sell to a customer. Also, the package must be designed in such a way that all the important information can be seen by a potential buyer, especially the product name. The next time you visit the supermarket look carefully at the shape of the packages. They are usually the same rectangular / cuboids shape. It is the selection of colors and shades that determine whether the product inside is regarded as a quality, sophisticated or cheap item. Often packages are stacked on top and alongside each other to reduce wasted space. The shape and form of the package determines how efficiently they can be stacked or stored.

➢ **Printed Information.**

Information that is useful to consumers and companies such as Supermarkets is printed on packaging. This includes, ingredients, sell by dates, price, special offers, manufacturers address, contact information, product title, barcode and more. The bar code is extremely useful to the shop selling the product. When the barcode is scanned, the computer system automatically
determines if the product needs reordering. Also, the price of the product appears at the till.

Table No 4.6. Packing problems of products

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Packing problems</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>42</td>
<td>69</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>19</td>
<td>31</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

In above table out of total respondents about 69 per cent employees have stated that they have seen problems with packing of the products whereas 31 per cent of the employees stated that there are no issues related with the packing of the products.

Fig 4.6: Packing problems of the products

The above pie chart is showing the details regarding the packing problems of the products of Makhteshim Agan. According to the survey details 69 per cent of the employees stated the issues related to the packing and the remaining 31 per cent of the employees are not having any issues regarding packing of the products.
The products showing packing problems

- Pedestal
- Dacomain
- Main star
- Proximain
- Bipmain
- Blastogan
- Boregan
- Mirador
- Macoban
- Macoban-c
- Weedlock

Reasons given by the employees for the packing problems

- Two or more products are having same packing styles.
- Most of the fungicide products are packed in blue color.
- Packing lables are making confusion to the dealers.
- Farmers are giving statement that dealers are always giving same products even if they are asking for different group of pesticide (Insecticides,Fungicide,Weedicide).
- Quality of the packing material is not up to the mark of ISO standards.

Table No 4.7.Leaking problems of products

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Leaking problems</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>43</td>
<td>70</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>18</td>
<td>30</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

In above table out of total respondents about 70 per cent employees have stated that they have seen problems with leaking of the products whereas 30 per cent of the employees stated that there are no issues related with the leaking of the products.
Fig 4.6: Leaking problems of the products

The above pie chart is showing the details of the leakage problems of the products of Makhteshim Agan. According to the survey details 70 percent of the employees are facing the leakage problems of the products of the company. The remaining 30 percent of the employees are not having any problems regarding products leakage and damage issues.

The products showing packing problems

- Pertigan
- Proximain
- Main start
- Benmain
- Boregan 4G
- Premain 20 EC
- Pedestal (50ml)
- Carbomain
- Pendigon
- Daxogan
- Galigan
- Glyphogan

Reasons by the employees for the Leaking problems

- Qualities of the containers or tins used are not as per the ISO standards.
Improper loading of the material in the trucks while transportation crushing of the bottles during transportation.

Sealing of the cap is not done properly.

4.3 To find the reasons for stock outstandings and stock returns.

The reasons for the stock outstandings and the stock returns of the products are judged by collection of the data from the employees of the company working in different areas. Data is collected by process of an interview using a questionnaire consisting of different valid reasons; the employee has to choose the reason or free to share his own experience.

<table>
<thead>
<tr>
<th>Sr.No.</th>
<th>Stock Returns and Stock Returns problems</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Low price of competitors products</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>Lack of sufficient brand image</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>Due to dealer unsatisfaction</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>Seasonal factors</td>
<td>47</td>
<td>77</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td><strong>61</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

The above table shows that 10 per cent of the employees says that stock outstandings and stock returns are because of low prices of competitors products whereas 10 per cent say that lack of sufficient brand image, 3 per cent of them says that dealers unsatisfaction and 77 per cent says that seasonal factors is the main reason for the stock out standings and stock returns.
Fig4.7: Reasons for stock out standings and stock returns

The above graph is showing the reasons for the stock out standings and stock returns. According to the survey details about 77 per cent of the employees feel that seasonal factors are the main reasons for the stock out standings and stock returns, 3 per cent of the employees believe that dealer dissatisfaction is one of the reason for stock out standings and stock returns, 10 per cent of the employees believe that lack of sufficient brand image is the reason for the stock returns and stock out standings, lastly 10 per cent of the employees believe that lower prices of competitors products is also a reason for the stock out standings and stock returns. From the above all reasons seasonal factors are playing a key role for the stock out standings and stock returns.

4.4. To know the opinions of employees regarding job satisfaction.

The opinions of employees regarding job satisfaction of study area have been studied by the collection of data through personal interview of employees. The job satisfaction is judged on the basis of following points.
4.4.1. Working period of employees in the company

Table No. 4.9. Working periods of employees.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Working periods</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>6 months</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>2</td>
<td>1 year</td>
<td>6</td>
<td>10</td>
</tr>
<tr>
<td>3</td>
<td>More than 2 year</td>
<td>49</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

The data presented in Table 4.8 indicates that 80 percent of the employees are working from more than 2 years whereas, 10 per cent of the employees are working since 1 year and 10 per cent of the employees are working since 6 months.

Fig.4.8: Working periods of employees in the company.

The above pie chart is showing the working period of all in employees who are working in makhteshim agan in Andhra Pradesh. According to the survey details about 80 per cent of the employees are working from past 2 years, 10 per cent of the employees are working since 1 year, lastly about 10 percent of the employees have recently joined the makhteshim agan group since 6 months. So we can see that the company is having
most potential and experienced resources in large portion which acts as a strong uphold of companies development.

4.4.2. Clarity of communication between management and employees regarding goals and strategies

The opinions of employees regarding communication between management and employees about goals and strategies of study area have been studied by the collection of data through personal interview of employees.

Table 5.0. Clarity of communication between employees and management.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Clarity of communication</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>58</td>
<td>95</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

The data presented in Table 4.9 indicates that 95 percent of the employees clearly understand when the management communicates, 5 per cent of the employees does not understand when management communicates with them.

Clarity of Communication between Management and Employees Regarding Goals and Strategies

Fig.4.9: Clarity of Communication between Employees and Management.

The above pie chart is showing the clarity of communication between management and employees regarding goals and strategies. According to the survey
details about 95 per cent of the employees stated that they could easily understand the
managements' views without any communication gap which is a good sign for the
companies' over all potential. But about 5 per cent of the employees are facing problems
with communication clarity with the management regarding the goals and strategies
which company impalement. So the higher authorities should make sure the all the
employees have clear picture of which they have been asked to do.

4.4.4. To know the opinion of the employees regarding job satisfaction.

The opinions of employees regarding job satisfaction of study area have been
studied by the collection of data through personal interview of employees.

**Table 5.1. The opinions of the employees regarding job satisfaction.**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Job satisfaction</th>
<th>Frequency</th>
<th>Per cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>59</td>
<td>95</td>
</tr>
<tr>
<td>2</td>
<td>No</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>61</td>
<td>100</td>
</tr>
</tbody>
</table>

The data presented in Table 4.10 indicates that 95 percent of the employees are
satisfied with their job, 5 per cent of the employees are not satisfied with the job

![Pie Chart](image.png)

**Fig.5.0: Employees Opinion Regarding Job Satisfaction.**
The above graph is showing the details of the employee’s satisfaction with the job they are performing. According to the survey details 95 per cent of the employees are much satisfied with the job. The remaining 5 per cent of the employees are having low job satisfaction rates so the management should take a close look towards the employees well beings as it will lead to big loses with the underperformance of the employees.
Summary and Conclusion
CHAPTER V
SUMMARY AND CONCLUSION

Makhteshim employees are represented by a Workers' Council comprised of three historical councils. From time to time, the subsidiary's management and its employees sign collective agreements and pay contracts for predetermined periods, which set forth pay conditions as well as benefits. In late 2007, a collective labor agreement was signed which put an end to the labor dispute in the company, and settled the pay and employment terms for each of the years 2007-2009. This agreement states that the parties thereto accept the principle that allowances be paid only out of Makhteshim profits. It also includes a commitment to industrial peace and avoidance of unilateral steps. Finally, the agreement determines the extent of promotions and makes them contingent on employee performance. On April 8, 2010, Makhteshim received notice under the Resolution of Labor Disputes Law – 1957 ("Resolution Law"), about the Histadrut's intent to declare a strike with respect to the Makhteshim plant in Beer Sheba. For additional details, see the immediate report dated April 11, 2010 (RN 2010-01-444006). Later on, in October 2010, the Company reached agreement with the Histadrut, ending the labor disputes declared with respect to the plants of the Company and its subsidiaries, as provided in this section below. During 2011, a special collective agreement was signed between Makhteshim and the Histadrut and the labor union of Makhteshim, whereby, inter alia, it was agreed to extend the collective agreements in the Company for an additional period until the end of 2011, without derogating from the provisions of the memorandum of understanding (as defined below). The parties are acting in accordance with the collective agreements in effect.

Labor relations in Agan are governed by a special collective agreement signed by the management and the Ashdod Workers' Council on May 31, 1973. From then on, Agan's management and its Workers' Council sign special collective agreements, usually for periods of two years at the time (normally at the end of each such period), which revise select issues included in the historical agreement and introduce new arrangements. The collective agreement was to expire in October 31, 2004 (2004 Agreement) and it governed the following issues, among others: inducting new employees according to employee groups divided into two generations; employee
recruitment and promotion arrangements; working conditions; pay, bonuses and plant-wide allowances; promotions; social and other benefits; professional education; temporary employment, etc. Some Agan workers are employed according to individual contracts. Relations between the Agan management and the employees are correct, with no strikes or labor disputes in the Ashdod plant over the past ten years.

The 2004 Agreement has been extended to December 31, 2010, and it governs mainly the issues detailed above, as well as including a commitment by the employees to maintain industrial peace throughout said period. During 2011, a special collective agreement was signed between Agan and the Histadrut, the labor union of Agan whereby, inter alia, it was agreed to extend the effective period of the collective agreements in the Company for an additional period, until the end of 2012.

So to study the different opinions of the employees about their company study was undertaken under the title of “A Comprehensive Study of Employees Opinion Regarding the Products and Services.” This study has been completed under the following specific objectives.

1. To know the status of products and services of the company.
2. To identify the packing and leaking problems of the products.
3. To find the reasons for stock outstandings and stock returns.
4. To know the opinions of the employees regarding job satisfaction.

The study of Employees working status is one of the main works to know the different opinions regarding the products and services of the company. By knowing working periods of all the employees it helped a lot for the analysis of the data the employees.

The major findings of the study are summarized here under:

In the study of the working status of the employees we observed that out of 61 employees about 80 per cent of the employees are working from past 2 years, 10 per cent of the employees are working since 1 year and about 10 percent of the employees have recently joined the makhsheshim agan group since 6 months. So we can see that the company is having most potential and experienced resources in large portion which acts as a strong uphold of companies development. Out of total 61 respondents about 95 per cent of the employees stated that they could easily understand the
managements views without any communication gap which is a good sign for the companies’ over all potential. But about 5 per cent of the employees are facing problems with communication clarity with the management regarding the goals and strategies which company impalement. So the higher authorities should make sure the all the employees have clear picture of which they have been asked to do.

Out of total 61 employees about 82 per cent of the employees are showing enthusiasm in taking technical training for their better performance of their job. Management should make arrangements for their training regarding the companies’ different products and their usage in different crops so that they could gain deep knowledge about different chemical formulations and molecules which could be used for betterment of the farmer as well as the company development. The remaining 18 per cent of the employees are in no requirement of any training which is also a good sign to the company as it has got the employees with good knowledge. Out of 61 employees about 95 per cent of the employees are much satisfied with the job. The remaining 5 per cent of the employees are having low job satisfaction rates so the management should take a close look towards the employees well being as it will lead to big loses with the underperformance of the employees. Out of total 61 employees about 79 per cent of the employees of the makhteshim agan strongly believe that company is providing maximum potentiality for the market development in Andhra Pradesh. But the remaining 21 per cent of the employees are not satisfied with the market development programmes of the company and they feel that company should increase the development programmes and strategies for increasing the market development.

According to the employees opinions Bayer stands first with 37 per cent, Syngenta stands second with 27 per cent, Dupont stands third with 18 per cent, Tata Rallies stands fourth position with 12 per cent, Nagarjun Agri Chemicals stands fifth with 4 per cent, Dhanuka and Indofil stands in last position with 1 per cent each. As Bayer, Syngenta and Dupont are giving tuff Competition, Company should give concentrate much up on the remaining companies which are with low market area as it will be easy for makhteshim agan to give more competition to small companies than companies with higher market area.
Out of total respondents about 89 per cent of the employees think that makhtshim agan as achieved the market share as expected till now in their respected regions. But the remaining 11 per cent of the employees feel that company has not achieved market share as expected till now in their respective regions. Out of total 61 employees 37 (61%) employees believe that Targa super is the most competitor of Agil. The reason for this is Targa super is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 16 (26%) employees believe that Whip super is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities. Lastly 8 (13%) of employees believe that Society is the most competitor of Agil it is having a good brand image and network in the market. Out of total 61 employees 28 (46%) employees believe that Amistar is the most competitor of Mirador. Amistar is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 13 (21%) employees believe that Nativo is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities, 11 (18%) of employees believe that Cabritop is the most competitor of Mirador it is having a good brand image and network in the market. Lastly 9 (15%) of employees believes that Ergon is giving a good competition to mirador.

Out of 61 respondents 34 (56%) employees believe that Corazen is the most competitor of Pedestal. Corazen is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 15 (24%) employees believe that Riman is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities. Lastly 12 (20%) of employees believe that fame is also showing a good competition in the market due to its lower price factors. Out of 61 respondents 29 (47%) employees believe that Goal is the most competitor of Galigan. Goal is having a good brand image among the farmers and dealers more over it is one of the first product available in the market. Out of the remaining employees 20 (33%) employees believe that Oxygold is also a major competitor in the market because of the brand image, it is also having a good field work and promotional activities. Lastly 12 (20%) of the employees believe that pendimethalin is also showing a good
competition in the market. Out of 61 respondents 65 per cent of the employees feel that agil will have good sales compared to last year. Remaining 35 per cent are feeling that agil will have lower sales compared to last year. Out of total employees 89 per cent of the employees feel that mirador will have better sales compared to last year and remaining 11 per cent of the employees feel that mirador will have lower sales compared to last year. Out of 61 employees 72 per cent of the employees have the opinion that pedestal will have good sales compared to last year in their respective regions. But the remaining of the 28 per cent of the employees are feeling that pedestal will have under sales compared to last year in their regions. Out of 61 employees The 73 per cent of the employees are having the opinion that galigan will have better sales this year compared to last year, remaining 27 per cent of the employees are believing that sales of galigan will be down compared to last in their respective areas.

Out of total 61 employees 74 per cent of the employees are saying that the promotional activity which company is promoting is self sufficient for the market development in their respective areas. But the remaining 26 per cent wanted to increase the promotional activities in their respective areas for increasing the market potential of the company. Out of total 61 employees it is observed that 73 per cent of the employees have not received any complaints from the farmers regarding the company’s products and services. But the remaining 27 per cent of the employees have faced the complaints from the farmers. Out of total 61 employees survey 69 per cent of the employees of the company have got no complaints from any of the dealers in their respective regions or areas. But the remaining 31 per cent of the employees have some issues regarding the products and services of the company.

Out of 61 employees 69 per cent of the employees stated the issues related to the packing and the remaining 31 per cent of the employees are not having any issues regarding packing of the products. Out of 61 employees 70 percent of the employees are facing the leakage problems of the products of the company. The remaining 30 per cent of the employees are not having any problems regarding products leakage and damage issues. Out of 61 respondents 77 per cent of the employees feel that seasonal factors are the main reasons for the stock out standings and stock returns, 3 per cent of the employees believe that dealer unsatisfaction is one of the reason for stock out
standings and stock returns, 10 per cent of the employees believe that lack of sufficient brand image is the reason for the stock returns and stock out standings, lastly 10 per cent of the employees believe that lower prices of competitors products is also a reason for the stock out standings and stock returns.
SUGGESTIONS

An employee of the company plays a major role for the development of the organization. The management has to keep a closer look about the changing behavior by changes in the environment. According to the survey and results, it has been found that expectations which may result into key factors for lowering of the company’s reputation. In order to overcome the limits related to employee performance following suggestions may help organization to choose a feasible solution.

1. The management should hire the employee who are professionals in the related subjects non-technical employees may lead to under-performance of the organization in the long term.

2. The management should make sure that all the goals and strategies which is communicated to the employee are well understood. Cross-checking with the employee will help in improving the performance.

3. The management should make sure that two or more products should not look alike.

4. The management should make sure that the products are of good quality so that defects are avoided and quality products are available as per the ISO standards.

5. The management should make sure that products are placed correctly in the trucks or storage so as to avoid the crashing of the bottles.

6. The three-months locking period is creating problems to the employees or management should come up with feasible solutions. If the employee is under three months lock period and not allowed to sell the products then in the most time company can make the employee work for the extension work to build up the company brand image so that no employee is ideal.

7. Some employees have also stated that over stocking of the products in the desired godown is also a reason for the stock outstanding and stock returns so the management cross-check with employees and bring out suitable solutions.

8. In some areas competitors are having a strong network of dealers and giving very good promotional activities so the management must notice these areas bring out suitable solutions.
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2. The management should make sure that all the goals and strategies which it communicates to the employees are well understood. Cross checking with the employees will help in improving the performance.

3. The management should make sure that two or more products should not look alike as it makes the customers that they are buying same products.

4. The management should make sure that the materials used for packing of the products are of good quality so that leaking problems are avoided and quality products are available as per the ISO standards.

5. The management should make sure that products are placed correctly in the trucks or cargoes so as to avoid the crushing of the bottles.

6. The three months locking period is creating problems to the employees so management should come up with feasible solutions. If the employee is under three months lock period and not allowed to sale the products then in the mean time company can make the employee work for the extension work to build up the company brand image so that no employee is ideal.

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REFERENCES


Appendix

1. What is your POSITION in MAKITESHUM AGAN?
2. What type of job are you working in MAKITESHUM AGAN?

5. How many years:
   a. 6 months
   b. 1 year
   c. More than 2 years

6. Do you think MANAGEMENT clearly communicates its goals and strategies?
   a. YES
   b. NO

7. Have you received any TECHNICAL TRAINING for better performance of your job?
   a. YES
   b. NO

8. Are you SATISFIED with your JOB?
   a. YES
   b. NO

9. Why?

10. Contact:

11. Update:
APPENDIX

QUESTIONNAIRE FOR EMPLOYEE'S OPINION

(1) Name: .............................................. Contact: ..............................................
Address: .............................................................. ..............................................

(2) What is your POSITION in MAKHTESHIUM AGAN?

(3) How long you are working in MAKHTESHIUM AGAN?
   o 6 months
   o 1 year
   o More than 2 years

(4) Do you think MANAGEMENT clearly communicates its goals and strategies?
   (a) YES  (b) NO

(5) Do you require any TECHNICAL TRAINING for better performance of your job?
   (a) YES  (b) NO

(6) Are you SATISFIED with your JOB?
   (a) YES  (b) NO
   If NO Why?
(7) Do you think MAKHTESHIM AGAN is giving its full potential for market development?

(a) YES                      (b) NO

(8) In your opinion which is the MOST COMPETITOR for Makhteshium Agan?

(a) Bayer
(b) Syngenta
(c) Dupont
(d) Tata Rallis

(9) Do you think MAKHTESHIM Agan has achieved its MARKET SHARE as expected up till now?

(a) YES                      (b) NO

If NO why?

(10) Major competitor for AGIL? Why?

(a)

(b)

(11) Major competitor for MIRADOR? Why?

(a)
(12) Major competitor for PEDESTAL? Why?
(a)
(b)

(13) Major competitor for GALIGAN? Why?
(a)
(b)

(14) Do you think Agil will have GOOD SALES compared to last year? Why?
(a) YES  (b) NO

(14) Do you think Mirador will have GOOD SALES compared to last year? Why?
(a) YES  (b) NO

(15) Do you think Pedestal will have GOOD SALES compared to last year? Why?
(a) YES  (b) NO

(16) Do you think Galigan will have GOOD SALES compared to last year? Why?
(a) YES  (b) NO

(17) Are the company’s PROMOTIONAL ACTIVITIES sufficient?
(a) YES  (b) NO
If NO why? In which AREA? Which PRODUCT?
(18) Are there any COMPLAINTS from FARMERS regarding companies' products and services?
(a) YES  (b) NO

(19) Are there any COMPLAINTS from DEALERS regarding companies' products and services?
(a) YES  (b) NO

(20) Did you find any PACKING problems of the Products?
(a) YES  (b) NO
If YES please specify...........................................

(21) Did you find any LEAKING problems in the products?
(a) YES  (b) NO
If YES please specify..........................................

(22) What are the reasons for STOCK OUT STANDINGS and STOCK RETURNS?
(a) Low prices of competitors products
(b) Lack of sufficient brand image
(c) Due to dealer unsatisfaction
(d) Seasonal factors

(23) Any SUGGESTIONS and IDEAS which you would like to share ...