

A Study on Productivity & Efficiency Management towards Seikodenki (India) Private Limited, Chennai

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ABSTRACT: In today's industries, improving productivity and efficiency is important for better performance and growth. Many organisations focus on using their resources properly to reduce waste and increase output. The main objective of this study is to analyze productivity and efficiency management at Seikodenki (India) Pvt. Ltd., Chennai. This study also focuses on understanding the level of productivity in the organisation. It examines how efficiency is managed and how well resources are utilized. It also aims to suggest guidelines for improving policies to achieve better productivity and efficient use of resources. This study can support the organisation in improving its operational performance and achieving better use of resources for long-term success. Descriptive research design and simple random sampling method has been used. The sample size of this study is 266. Questionnaire has been used as a primary data. Simple percentage analysis, chi-square analysis, correlation statistical tools have been applied to reach the findings of the study by using SPSS. The study found that employees in Seikodenki (India) Pvt. Ltd. feel the company has good machinery, proper output, and supportive policies for productivity. It revealed that worker participation and skilled labor help in maintaining efficiency, but resource allocation and quality need improvement. It concluded that the company has a moderate level of productivity with some gaps in operations and waste control. It suggested that better resource planning, quality improvement, and efficient practices can help the company achieve higher productivity and better performance.

KEYWORDS: Productivity Management, Efficiency Management, Organizational Performance, Operational Effectiveness, Human Resource Practices

I. INTRODUCTION

According to the definition by European Productivity Agency with adjustment of Japan Productivity Centre (JPC), productivity is as a social concept and introduced as an "attitude of mind". It searches to improve things which already exists continuously and stressed that one can do better in day after day comparing the previous day, in other words every day become better. In 1995, illustrates three definitions which related to productivity: Productivity is output/input, in other words is measure of efficiency (techno-economic view); Productivity is composition of effectiveness and efficiency points out to output/input +output/goal as productivity); and It is referring to broader concept that whatever makes the organization has a better function. The success and failure of a business entity depend highly on how it performs in the market, which is based on three important factors, i.e. productivity, utilization and efficiency. One of the primary objectives of all the organizations worldwide is to improve the productivity and efficiency. So, many misconstrue these two terms which are different in the sense that productivity is the ratio of outputs produced to inputs involved in the process of production.

By the term productivity, we mean the measure, which helps in gauging the efficiency of an organization, person, machine, etc. in manufacturing or producing something. It can be measured by identifying the number of outputs produced with the given set of inputs. It as certain how effectively the resources are combined and used by the firm for getting a maximum possible outcome with available resources.

Objectives of the study

- To study on the Productivity of Seikodenki (India) Pvt. Ltd., Chennai.
- To analyse the efficiency management in the company.
- To examine whether resources are being utilized in the most productive and efficient manner.
- To formulate guidelines for policy frame work which can ensure maximum productivity and efficiency of resources.

II. REVIEW OF LITERATURE

Mohammad Abdul Jabber (2025) The study focused on productivity and supply chain management. The objective was to analyze how sustainable practices influence efficiency. The research used analytical modeling and data analysis. It found that sustainable systems improved productivity levels. It revealed that proper management reduced operational inefficiencies. The study concluded that integration of sustainability improves performance and suggested better planning strategies.

Rajesh Ranjan, (2025) The study focused on time management and its impact on productivity. The objective was to analyze how leadership practices influence efficiency. The research used review-based methodology. It found that better time management improved productivity levels. It revealed that planning and prioritizing tasks increased efficiency. The study concluded that leadership skills are important and suggested training programs for managers.

Alexandra Patzak (2025) The study focused on time management strategies and productivity improvement. The objective was to examine how structured practices improve efficiency. The research used systematic review of multiple studies. It found that time planning improved performance and reduced stress. It revealed that proper scheduling enhanced productivity outcomes. The study concluded that structured strategies are important and suggested adoption of time management practices.

III. RESEARCH METHODOLOGY

The research design adopted for the study is descriptive design. This study is conducted by simple random sampling. Both primary and secondary data have been ensure accuracy and reliability. The study sampling size is 100 employees. The main tools used for analysis include Simple Percentage Analysis, Chi-Square Test, and Correlation Analysis.

Data analysis and interpretation

Table No. 1 AGE OF THE RESPONDENTS

Age Group	Frequency (n)	Percentage (%)
21–30	42	42.00%
31–40	35	35.00%
41–50	17	17.00%
Above 50	6	6.00%
Total	100	100%

Source: Primary data

INTERPRETATION

The age distribution of respondents indicates that 42.0% belong to the 21–30 age group, 35.0% fall within the 31–40 category, 17.0% are in the 41–50 group, and 6.0% are above 50 years, out of a total sample size of 100 respondents. This shows that the respondents are distributed across different age categories, representing a range of age groups within the study population.

Table No. 2 EDUCATION QUALIFICATION OF THE RESPONDENTS

Education Qualification	Frequency (n)	Percentage (%)
Diploma	35	35.00%
UG	42	42.00%
PG	23	23.00%
Total	100	100%

Source: Primary data

INTERPRETATION

The educational qualification of respondents shows that 42.0% have completed undergraduate (UG) education, 35.0% hold a diploma, and 23.0% have postgraduate (PG) qualifications, out of a total sample size of 100 respondents. This indicates that the respondents possess different levels of educational attainment, reflecting a varied educational background within the study population.

Table No. 3 PRODUCTIVITY

Statements	Strongly Agree	Agree	Neutral	Disagree	Total
Company has modern machineries	24 (24.0%)	36 (36.0%)	20 (20.0%)	20 (20.0%)	100 (100%)
There is proper output for input	22 (22.0%)	38 (38.0%)	18 (18.0%)	22 (22.0%)	100 (100%)
Policy guidelines help to maximize productivity	23 (23.0%)	35 (35.0%)	21 (21.0%)	21 (21.0%)	100 (100%)
Workers participation improves relationship and productivity	25 (25.0%)	34 (34.0%)	19 (19.0%)	22 (22.0%)	100 (100%)
Company has sufficient capital	21 (21.0%)	37 (37.0%)	20 (20.0%)	22 (22.0%)	100 (100%)
Company has 100% productivity	20 (20.0%)	33 (33.0%)	22 (22.0%)	25 (25.0%)	100 (100%)

Source: Primary data

INTERPRETATION

The analysis of responses regarding productivity shows that the majority of respondents have a favorable perception towards productivity-related factors in the organization. For the statement on modern machineries, 60.0% of respondents (24.0% strongly agree and 36.0% agree) expressed agreement, while 20.0% showed disagreement and 20.0% remained neutral. In terms of proper output for input, 60.0% agreed, 22.0% disagreed, and 18.0% were neutral. Regarding policy guidelines to maximize productivity, 58.0% of respondents agreed, 21.0% disagreed, and 21.0% were neutral. For workers’ participation contributing to better relationships and productivity, 59.0% showed agreement, 22.0% disagreement, and 19.0% neutrality. Similarly, for sufficient capital, 58.0% of respondents agreed, 22.0% disagreed, and 20.0% remained neutral, while for achieving 100% productivity, 53.0% agreed, 25.0% disagreed, and 22.0% were neutral.

IV. CHI-SQUARE ANALYSIS: RELATIONSHIP BETWEEN AGE OF THE RESPONDENTS AND POLICY GUIDELINES HELP TO MAXIMIZE PRODUCTIVITY

Null Hypothesis: H₀: There is no significant relationship between age of the respondents and policy guidelines help to maximize productivity.

Alternate Hypothesis: H₁: There is significant relationship between age of the respondents and policy guidelines help to maximize productivity.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.259 ^a	9	.999
Likelihood Ratio	1.293	9	.998
Linear-by-Linear Association	.517	1	.472
N of Valid Cases	266		

a. 6 cells (37.5%) have expected count less than 5. The minimum expected count is 1.45.

INTERPRETATION

From this test, the minimum expected count is 1.45. But more cells have expected count less than 5. So null hypothesis is accepted, reject the alternative hypothesis. There is no significant relationship between age of the respondents and policy guidelines help to maximize productivity.

V. CORRELATION ANALYSIS: RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATIONS OF THE RESPONDENTS AND COMPANY HAS CENT PERCENTAGE PRODUCTIVITY

Correlations			
		EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	COMPANY HAS 100% PRODUCTIVITY
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS	Pearson Correlation	1	.020
	Sig. (2-tailed)		.747
	N	266	266
COMPANY HAS 100% PRODUCTIVITY	Pearson Correlation	.020	1
	Sig. (2-tailed)	.747	
	N	266	266

INTERPRETATION

The above table depicts the relationship between educational qualification of the respondents and company has 100 percentage productivity. These two variables have low degree of correlation i.e. -.020. So there is a negative relationship between these two variables.

VI. SUGGESTIONS

- The company must educate to its employees about the goal of the companies.
- The company must maintain the modern machineries in order to obtain production efficiency in the company.
- The company must ensure that there is proper input for output in the company.
- The company must frame the policy guidelines to maximize the productivity of the concern.
- The organization must take care to harmonize the team in the company.
- There must be workers participation in the company for production efficiency.
- There must be sufficient capital for maximize the production efficiency in the company.
- There must be percentage productivity in the concern in order to maximize the productivity.
- There must be sufficient resource and it must be allocate efficiently.
- The company must ensure to proper resource utilization and it should not be idle.
- There must be minimum failure or to avoid the failure and rejection of the production.
- There should be minimum level of customer compliant and the complaints must be rectified immediately in order to retain the customers.
- The organization must satisfy the customers in the product quality wise and create loyal customers for the firm.
- There must be qualified employers to increase production efficiency.

Volume 15, Issue 4, April 2026**|DOI: 10.15680/IJRSET.2026.1504185|**

- The company has to 100 percentages efficient to survive in the industry for the long term.
- The company must monitor and measure the wastages and take necessary steps to reduce the wastages in the company.
- The concern must retain the experienced and skilled labours to achieve maximum efficiency.
- The concern has seeks the ways and means to attain fair return on investments.

VII. CONCLUSION

The success and failure of a business entity depend highly on how it performs in the market, which is based on three important factors, i.e. productivity, utilization and efficiency. One of the primary objective of all the organizations worldwide is to improve the productivity and efficiency. So, many misconstrue these two terms which are different in the sense that productivity is the ratio of outputs produced to inputs involved in the process of production. If there is continuous production, there will be employment for the employees as well as they can maximise their profit. If there is production efficiency, there will be possibility for long run survival in the industry. Hence the concern should focus all the strategies to improve production efficiency and suggestions in the study.

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