



BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES



Summer Internship Report 2021

STUDENT NAME:

Monalisa Nayak

BPUT REGD. No.:

2006258117

INTERNAL GUIDE

Dr. Prajna Mohapatra

Assistant Professor HR

BIITM, Bhubaneswar

EXTERNAL GUIDE

Ms. Ankita Panda

HR Associate

Clans Machina



PROJECT REPORT ON
"CAREER PROGRESSION AND PLANNING & THE IMPACT
ON EMPLOYEES IN ELEVATOR AND ESCALATOR
INDUSTRY"

AT
CLANS MACHINA



As the partial fulfillment for the requirement of MBA Degree as per BPUT
Guidelines



BIJU PATTNAIK INSTITUTE OF INFORMATION TECHNOLOGY
AND MANAGEMENT STUDIES, BHUBANESWAR

SUBMITTED BY

MONALISA NAYAK

REG NO: 2006258117

UNDER THE GUIDANCE

INTERNAL GUIDE

DR. PRAJNA MOHAPATRA
ASSISTANT PROFESSOR (HR)

EXTERNAL GUIDE

MISS. ANKITA PANDA
HR ASSOCIATE

INTERSHIP CERTIFICATE

CLANS MACHINA



CIN: U93000OR2013PTC017477
CORPORATE OFFICE ADDRESS: 1ST FLOOR DLF CYBER
CITY, PATIA BHUBANESWAR, ODISHA 751024
EMAIL: INFO@CLANSMACHINA.COM
TOLL FREE: 1800-120-223333

DATE: 06 SEPTEMBER 2021

SUMMER INTERNSHIP CERTIFICATE

TO WHOMSOEVER IT MAY CONCERN

WE HEREBY CERTIFY THAT MISS.MONALISA NAYAK, A FULL-TIME STUDENT OF "MASTER OF BUSINESS ADMINISTRATION" DEGREE COURSE 2020-2022, OF BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES(BIITM), , BHUBANESWAR, HAS UNDERGONE HER/HIS SUMMER INTERNSHIP AS MANDATED FOR THE COMPLETION OF THE ABOVE COURSE FROM BIITM, FOR A PERIOD OF 12 WEEKS STARTING FROM 1ST JUNE 2021 IN HUMAN RESOURCE.

THE TITLE AND SCOPE OF HER/HIS PROJECT WAS "CAREER PROGRESSION AND PLANNING & THE IMPACT ON EMPLOYEES IN ELEVATOR AND ESCALATOR INDUSTRY".THE PROJECT WAS CARRIED OUT UNDER THE GUIDANCE OF MR. SWADHIN KUMAR, BUSINESS CONSULTANT, CLANS MACHINA.

WE FOUND HER/HIM TO BE A DEDICATED AND DILIGENT STUDENT. WE TAKE THIS OPPORTUNITY TO WISH HER/HIM EVERY SUCCESS IN HIS/HER FUTURE ENDEAVORS.

SINCERELY,

MISS. ANKITA PANDA
HR ASSOCIATE
CLANS MACHINA, BHUBANESWAR

MR.SWADHIN KUMAR
BUSINESS CONSULTANT
CLANS MACHINA, BHUBANESWAR



CERTIFICATE BY THE INTERNAL GUIDE

This is to certify that the project work entitled “Career Progression And Planning & The Impact On Employees In Elevator And Escalator Industry” at Clans Machina, Bhubaneswar has been prepared by Miss Monalisa Nayak Reg. No. 2006258117, under my supervision and guidance, for the fulfillment of Master in Business Administration. This project work is original and not submitted earlier for the award of any degree/diploma or associate ship of any other University/Institution. Her field work is satisfactory.

Date:

Place:

Signature of the Guide

DECLARATION

I, Monalisa Nayak (MBA) hereby declare that the project work on the topic “CAREER PROGRESSION AND PLANNING & THE IMPACT ON EMPLOYEES IN ELEVATOR AND ESCALATOR INDUSTRY” completed at Clans Machina, Bhubaneswar and submitted under the guidance of Miss. Ankita Panda, Hr Associate, Clans Machina, Bhubaneswar. This report is submitted by me in partial fulfillment of my degree in master of business administrative (MBA) course from BIJU PATNAIK INSTITUTE OF IT AND MANAGEMENT, Bhubaneswar.

The preparation of my report is based on my personal findings, interaction with the official employees and secondary sources. The report is comprehensively prepared and submitted by me is true to the best of my knowledge. It has not been submitted and published anywhere else.

Date:

Monalisa Nayak

Place:

(MBA- 2006258117)

ACKNOWLEDGEMENT

Apart from my own efforts, the success of any project depends largely on the encouragement and guidance of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this project.

I am extremely thankful and pay my gratitude to my corporate guide **Miss. Ankita Panda, Hr Associate and Mr. Subhojit Manna, HR Clans Machina**, for the everlasting support and guidance on the ground of which I have acquired a new field of knowledge. Thank you for giving me this project and guiding me throughout my summer internship research.

A special appreciative “Thank You” is accorded to all staff of CLANS MACHINA, Bhubaneswar for their positive support.

I would like to thank **Dr. P.K. Tripathy, Principal, BIITM**, for giving me a chance to gain an exposure in the corporate world.

I would like to thank, **Mr. K. Chandrasekhar, Placement Head, BIITM**, for giving me a chance to gain an exposure to such a wonderful company.

I would like to thank my project faculty guide **Dr. Prajna Mohapatra, Assistant professor (HR)**, BIITM, Bhubaneswar for her constant follow-up, support, encouragement and guidance to complete this project within the allotted time frame.

PREFACE

As a part of course curriculum of Master of business administration we were asked to undergo 12 weeks business training in CLANS MACHINA, so as to give us exposure to practical management and to get us familiar with various activities taking place in the organization. I have put my sincere efforts to accomplish my objectives within the stipulated time. Despite all limitation obstructs, hurdles and hindrance, I have worked my optimum potential to achieve desired goals. Being new in the highly competitive world of business, I came across some difficulties to make my objective a reality. Anyhow with the kind of help and genuine interest and the guidance of my supervisor I am presenting this hand carved effort. I tried my level best to conduct a research to gain through knowledge about the project on topic, “CAREER PROGRESSION AND PLANNING & THE IMPACT ON EMPLOYEES IN ELEVATOR AND ESCALATOR INDUSTRY” at Clans Machina.

EXECUTIVE SUMMARY

The project was started on 1st June 2021, under the guidance of Miss. Ankita Panda, Hr Associateat Clans Machina, Bhubaneswar. Clans Machina offers end-to-end Vertical Transportation solutions to help you build your Hitech Project Smart and affordable. It is an elevator and escalator industry. My project involves of employees, employee career progression planning. For this we used the method of personal interviews and questionnaires.

To complete my project I circulated questionnaire within five departments- Finance, Operation, Production, Marketing and Human Resource. I have received 16 responses which were later analyzed and also collecting the data from different departments.

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CHAPTER 1-

INTRODUCTION

1.1 DESCRIPTION

Career development is one of those rare steps that address the needs of both employers and employees. Every organization wants its employees to grow in their professional life, so that they can mold themselves to face the future.

A career development plan can take many forms, but the goal is always to encourage your employees to grow with the company and to offer a space for open discussion and future planning. Instilling a career development program at work is an excellent way to demonstrate to your employees that you value their career goals, job satisfaction, and livelihood, while at the same time ensuring a positive and supportive company culture.

In a research study on job satisfaction, The Society for Human Resource Management (SHRM) identified 18 unique conditions that must be present in the workplace for employees to experience engagement. Of those, four of the seven lowest-rated conditions were related to training, professional development, and career development.

The growth and development needs of employees are not a typical priority in many workplaces, in spite of their importance. When employees identify the factors that they must have to be happy at work, career growth and development is one of the top five.

Employers would do well to heed this insight if they wish to attract and retain quality employees. A career development program that offers individualized plans can help employees feel valued. It demonstrates that the company wants to help them grow both personally and professionally. It can also help to align their career goals with the company's mission or reveal where these might differ.

This is the main reason why organizations implement training sessions and introduce many learning curves to integrate their vision with the employee's personal goals. While this process might sound quite seamless, it does offer a lot of challenges during the implementation. The biggest reason is the communication barrier that exists between the management and employees in organizations.

DEFINITION-

The definition of a career progression plan is pretty straightforward: it's essentially a roadmap detailing how a specific employee will advance through your company.

Generally, this plan is created by the employee and their direct manager, and then reviewed and approved by HR.

Advancement shouldn't be a secret. Employees should clearly know exactly what they need to do in order to achieve their growth goals within your organization, and the career progression plan is the documented strategy for doing so

A career progression plan of employee: 7 steps to follow

1. Start with an honest self-assessment

Development has a starting point, which means you need to get a handle on where any employee is now. That's why it's helpful to begin this process by having them complete some sort of self-assessment.

This could be an existing assessment or it could be a review template that your company creates for employees to evaluate themselves.

This will give you a grasp of where this employee is starting, so you can figure out how to elevate their career and skills from there. After all, you want this progression plan to be as targeted and realistic as possible.

2. Engage in a candid conversation about career goals

This process isn't just about where the employee is now—it's about where they want to be in the future.

So, after that self-assessment is completed, set a one-on-one meeting with that employee to not only discuss their answers, but also connect about their career ambitions.

Where do they see themselves in five years? What do they ultimately hope to achieve professionally? Ask thoughtful questions about their plans and their goals. That's important information to have as you're working together to structure a plan.

3. Evaluate company-wide needs

Unfortunately, there are limitations on what your company can offer. That means there might not always be a clear line to draw between an employee's ambitions and what you have available.

For example, maybe that marketing person would eventually love to head up an email marketing team. But, you're a small office, and it's not in your long-term strategy to have an entire department dedicated to email marketing.

4. Agree on a shared endgame

Now you know where your company stands, and you know where the employee stands. Now it's time to meet in the middle.

Connect with the employee to explain what's possible on your end, so you can connect on a shared endgame that the employee will be working toward.

5. Figure out what resources you can offer

Mapping out development isn't enough—you'll need to clarify how you'll support it. Your employees shouldn't have to go it alone to achieve their goals. You'll need to offer opportunities and resources to help them along the way.

- Bringing in expert speakers on the chosen topic
- Offering courses and other training opportunities
- Pairing them with a mentor in their field
- Providing a budget for conferences, seminars, and other learning events

6. Review the plan with the employee

You don't just want to pull together a development plan and then hand it down to your employee—remember that this is supposed to be a collaborative process.

So, before you finalize that plan or submit it to HR, set an appointment to sit down with the employee and talk through the plan in detail.

7. Document the plan and submit it to your HR department

It's time to submit it to HR so that they can keep a record on file. It's helpful for HR to have this plan stashed away so that they can help support this employee's growth too. They can do things like:

- Prepare you both to have productive growth conversations
- Monitor company-wide growth and development initiatives that could be offered
- Collect more honest employee and manager feedback

1.2 SCOPE OF CAREER PROGRESSION PLANNING-

- Provides individualized employment pathways to meet participants where they are through tools and training
- Connects participants to "better fit" employment (expanding sectors and in-demand occupations, career ladders and benefits) through targeted job development, including on-the-job training.
- Expands skill development and online learning opportunities.
- Uses Strength based employment assessments to help participants identify career pathways

1.3 OBJECTIVES-

- To train employees towards team-building skills and employee's growth and development
- To help in knowing the needs of employees, satisfying their needs and increases their motivation
- To reduces employee turnover and to attract talented employees to the organization

1.4 RESEARCH METHODOLOGY-

SAMPLE SELECTION- The data has been collected from the employees of all the departments of that organization.

SAMPLE SIZE- Around 24 employees working in Clans Machina, Bhubaneswar. All of them were provided with a questionnaire. However, only 16 of them have responded. Thus, the sample size is of our selection is 16.

DATA COLLECTION-Collection of data is done by primary data through questionnaire and secondary data are collected from the different departments of the organization and different websites.

DATA ENTRY & ANALYSIS-After data collection, analysis on employer's view, ideas and opinions was done which would help using EXCEL, SPSS and WORD format.

SAMPLE TECHNIQUE-Using simple random sampling techniques 16 respondents were selected.

SECONDARY DATA-Books, Reports, E-commerce, Official websites

1.5 LIMITATIONS-

- Due to Covid pandemic office was closed, so maximum research work is done through secondary data. Primary data are collected through telephone. So it was very time consuming and many of the employees does not co-operate properly.
- Many employees are unaware about the career planning of the organization so it has also create problems to collect all the data.

CHAPTER –II

COMPANY ANALYSIS

CHAPTER -2

CLANS MACHINA

2.1 COMPANY PROFILE:

Clans Machina offers end-to-end Vertical Transportation solutions to help you build your Hitech Project Smart and affordable. It provide total life cycle solutions for Elevator, Escalator, Parking Systems, Auto gates in the terms of new Installation, maintenance, Spares and Modernization when need them.

It offer all types of Elevators, Escalator, Parking Systems and Auto gates, Cater to residential, Commercial, Industrial, and Hospital Need. Its products are designed to offer superior performance under a wide range of environmental conditions in India, keeping in Mind harsh Climates, Uncertain Power Supply, and Specific Application.

Clans Machina's journey has resulted in 300 Plus Customers at various locations in India and abroad. This is an ISO 9001:2015 and ISO 45001:2018 Certified fastest growing company in the vertical transport industry.

ISO Standards are a key part of our society as they ensure quality and safety in both products and services in international trade. This certification enables us to help cut costs by improved systems and procedures put in place. So, in turn bringing the best of the products for you.

Orien sol Systems Pvt Ltd was started within the year 2006. The corporate has fashioned effective and economical systems and area unit in an exceedingly position to supply service to any scale of mechanical project They tend to area unit awarded and recognized by several MNCs and Public Sector Units for our commitments and EHS apply.

Due to the coterie effort of the leaders, Company achieved several successes and commenced its own producing (CLANS MACHINA) Units for Engineering Works. A brand-new Company further in cluster (CLANS MACHINA) and dead planning, producing and installation of Elevators, Escalators and Parking Systems.

With the great can of Parental firms like Orien sol, Clans Machina, the cluster started its operations across the Country with twelve branches. the continual repeat orders of existing customers created additional assured and step by step further additional product within the Company profile that facilitate folks to form life smarter, safer and easier. Currently we've several segments and lots of product, Throughout Covid-19 state of affairs Clans started their

new area Clans Bizz and Clans Life and started producing medical aid Systems, Sanitizers, ultraviolet and lots of additional to fulfill the wants of the society within the crucial time

HR POLICY-

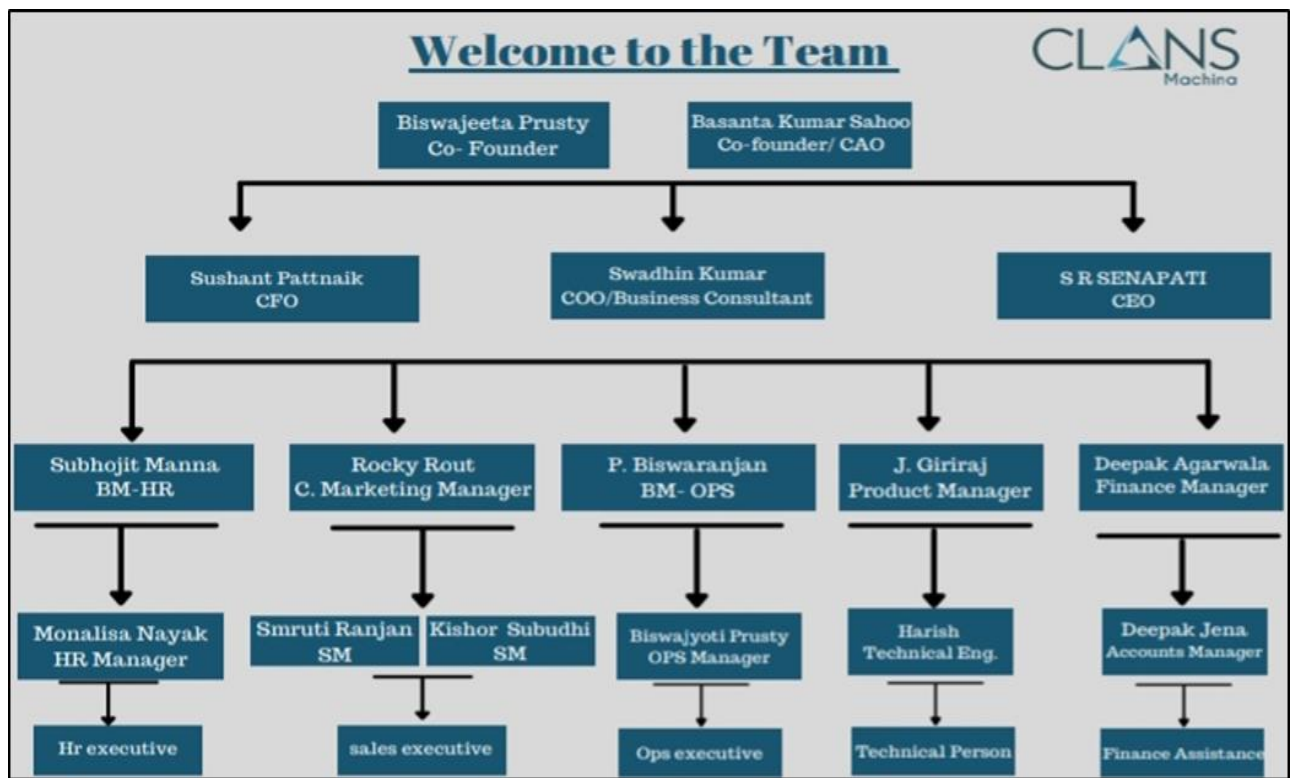
Recruitment done through various processes like Resume Screening, Telephonic Interview, Personal Interview Etc.

Attendance and leave are done through an apps i.e Slack during the Covid Pandemic.

Objective- It is the intention of the company to provide a safe plan and a healthy working environment.

Performance appraisal of employees is done once a year according to that the promotion, salary, training will be decided by the organization.

ORGANIZATION CHART



4 P'S OF CLANS MACHINA:

PRODUCT DETAILS-

- Basically Clans Machina provides total life cycle solutions for Elevator, Escalator, parking Systems, Auto gates in the terms of new installation, maintenance, spares and modernization.

ELEVATORS-It provides all types of elevators having ultramodern design to provide a cosmic zone experience to the passengers.

1. PASSENGER ELEVATOR-

Passenger elevators are distributed in various series to fit the requirement of each and every type of building.



2. CAPSULE ELEVATOR-

It act as architectural highlights on prestigious buildings. They can be called the ornaments of a building as they enhance its beauty and bring life into it.



3. HOSPITAL/ STRETCHER ELEVATOR-

For critical application, it provide you with robustly designed elevator which can accommodate a standard hospital bed (stretcher).



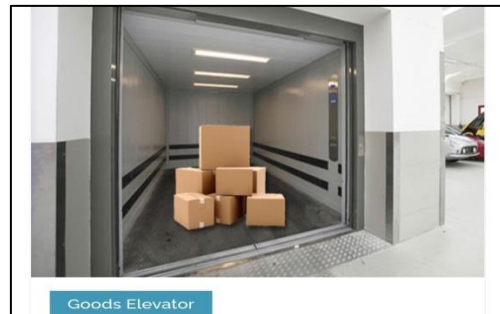
4. HOME ELEVATOR-

Clans Machina home elevator is very effective vertical transportation solution for the house, bungalow, villa, duplex apartment.



5. GOODS ELEVATOR-

The elevators in this series are built to provide robust vertical transport, energy efficiency, faster travel and higher uptime.



Goods Elevator

6. AUTO MOBILE ELEVATORS-

These elevators are specially designed and created for moving vehicles, from place to place. Businesses like car showrooms, Garages, shopping malls & big buildings use it to smooth the process of parking and repairing and much more.



Auto Mobile Car Elevators

7. DUMB WAITER ELEVATOR-

These are small freight elevators not intended to carry people or live animals, but for objects.



Dumb waiter Elevator

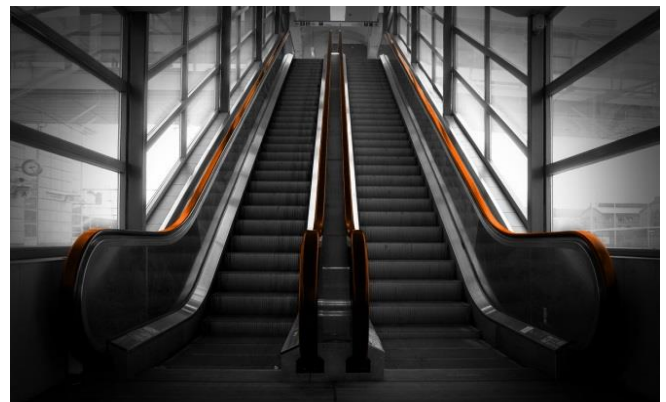
ESCALATORS

Clans manufactures Escalators and Auto walks used for indoors and outdoors. Every Escalator and auto walk is equipped with upgraded technology, power saving and safety features which gives surety of low noise, decent, best product life, cost-effective and improved safety.

Escalator provides the surety of continuous activity of commuters from one floor to another floor without any wastage of time in waiting for commercial centers like shopping malls etc.

Autowalks are useful at places like big stations or airports where you have to travel a lot of distance on foot. It is also useful for taking trolleys or shopping carts from floor to floor.

Various types of power operated and manual operated are available to suit the site conditions and also to suit the needs of various customers.



PARKING SYSTEM-

Clans provide a world class parking system for your elite infrastructure, to fit the specified requirement of our clients. Our delivery system runs on the smooth structure and timely delivery of our products is assured by us on all levels.

There are few advantages of using a car parking system for urban organizers, entrepreneurs, and vehicle drivers. They offer space for vehicle users and proficient usage of room for urban-based companies. This type of system saves time, money, space and simplifies the tough job of parking. It also helps vehicles to move on the level to other through well protected and secured auto lifts. And can be easily accessible when needed.

- Fully automated.
- Up to 50 cars can be parked in just 3 footprints of the car.

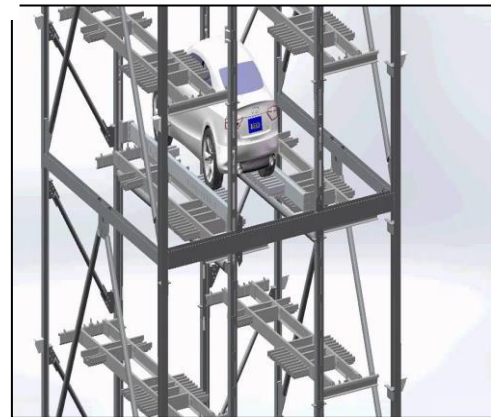
- Safe & Reliable.
- Low operation cost.
- Expert System.

Stack Parking System: This type of parking is usually preferred to double the space of ground or basement parking. They have a horizontal lift system that carries the car into different levels. The framework utilizes cutting-edge servo drives and laser-based direction system. The common parking time is under 1 minute. Carts in each level optimize the parking and recovery time..



Tower Car Parking System: Tower car parking, a lift parking framework with the vertical portion of parking rooms and vertical movement of lifts, is perfect to amplify parking in limit plots. In a space required just for 3 parking spaces, it can build the limit by up to 20 times.

It has completely automated parking option with a vertical allotment of parking areas and vertical movement of lifts is perfect to boost parking in limit plots.



World's First Fully Automatic Aluminum Gates:

Clans Machina takes the privilege of introducing India's smartest Automatic Folding Gates. The Automatic gates manufactured by us have a high preference in the market as it is India's most inclusive range of Automatic gates which are simple, easy to use systems. With our clients in mind, we offer Versatile models of Automatic gates in India.

- Technical Specification:
- Auto Sliding Gate - Opening style - Sliding.
- Usage/Application - Industrial, Apartment, Factory, Malls, Residential.
- Mounting Location - Outside.
- Automation Grade - Automatic.
- Remote Operator - Yes.
- Colour - Customized.
- Warranty - 1 year.

Features & Benefits:

- Fully Customisable
- High Security Technology
- Child safety
- No Repaint Required
- Easy to Clean
- 360 Degree Adjustable



PRICE-

Price varies of each Elevator, Escalator, parking Systems, Auto gates according to their different features like size, capacity, design etc.

Examples-

Clans machina Goods Freight Elevators, Maximum Speed: 1.00 Mps,

Maximum Height: 60 M

₹ 6 Lakh

Capacity	4-5 ton
Brand	clans machina
Max Capacity	5-6 ton
Maximum Speed	1.00 Mps
Maximum Height	60 M
Country of Origin	Made in India

Clans Machina Home Elevators, Without Machine Room

₹ 4.95 Lakh

Brand	Clans Machina
Machine Room	Without Machine Room
AMC/After Sales Service	Provided
Door Style	Manual, Automatic
Door Dimensions	300 kg
Number Of Floors	0-5 Floors

PLACE-

Clans Machina have Branches in Major Cities Like Hyderabad, Bangalore, Mumbai, Kolkata, Lucknow, New Delhi, Bhubaneswar. Its Bhubaneswar Branch is Open to Cater For their Customers at the Coast Region.

In Odisha its branches are located in Bhubaneswar, Cuttack, Puri, Berhampur, Jharsuguda, Sambalpur, Bargarh.

PROMOTION-

The promotion is done through Company Website, Social media like Facebook, Linked In, Instagram, You Tube etc.

Clans with a new business plan i.e. Clans Business Consultant (CBC). In this plan or program Clans had plan to get in contact and make a contract with every firm and dealers which are directly or indirectly associated with construction activity such as Cement Dealers, Paint dealers, Architects, Builders, Tmt bar suppliers, Brick Suppliers. In the program the interested can join as a dealer and they have to provide potential leads for any of the Clans products. The dealers will get Hoardings, banners and brochures for increasing brand awareness and attracting potential customers.

MARKET SEGMENTATION-



BRANDING STRATEGIES-

Brand awareness is likelihood that consumers are familiar about the life and accessibility of the product. It is how much consumers absolutely associate the brand with the particular product. It is estimated as ratio of specialty show case that as previous information of brand. Brand awareness incorporates both the brand recognition just brand recall.

Clans Machina even after its very good growth is still a new company and is in a growing stage and not many people know about the company. So the company made a business plan of starting franchises, Through franchising system they wanted to reach Pan India and create stores where potential customers can come and observe sample products and feel the quality of product the company is providing but due to huge investments and covid situations the plan didn't go the way it was supposed to be the company received requests for franchise in a large number but were not ready to invest large amount of money. Therefore, the Clans with a new business plan i.e. Clans Business Consultant (CBC).

In this plan or program Clans had plan to get in contact and make a contract with every firm and dealers which are directly or indirectly associated with construction activity such as Cement Dealers, Paint dealers, Architects, Builders, Tmt bar suppliers, Brick Suppliers. In the program the interested can join as a dealer and they have to provide potential leads for any of the Clans products. The dealers will get Hoardings, banners and brochures for increasing brand awareness and attracting potential customers.

As this is a new program the company is giving offer to first 100 companies to join by only giving a deposit of ₹999 and after the 100th dealer every new dealer has to pay Rs ₹10,000 to join the program. The dealer can earn through commission for every converted lead they get a commission of 3%-5% for each product, for example if a CBC brings a potential lead of ₹10,00,000 and if the CBC or Clans is able to convert it then the CBC will be rewarded with 5% commission which is Rs ₹50,000. The CBC can also earn more incentives if they cross the monthly target. The target is in 3 levels, level 1 ₹15 lacs, level-2 ₹30 Lacs, Level-3 ₹50 lacs. If they clear the target then they can receive bonus of ₹20,000 in level 1, ₹30,000 in level 2, ₹50,000 in level 3 and additional goodies. The dealers will also be taken to trips for the annual meetings.

Financial Growth & Risk Mitigation-

Financial Growth plays a very important role in Sustainability. This Company has been Steadily Growing in Revenues and Profits. This Enables to implement various Technology and develop New Products to be competitive in the Industry.

It has been taking Multiple Steps to Mitigate Risks at many Levels including Foreign Exchange Risks, Product Delivery Risks, Product Usage Risks by using Proper Channels

and Methods Available to us and also by complying to and even Exceeding every Norm and standard relevant to our Products.

It'sSuppliers are also Screened For the Various Risks associated with them and it is ensured that they are in compliance with all the Rules, Regulations, Norms and Standards Applicable.

2.2 INDUSTRY ANALYSIS-

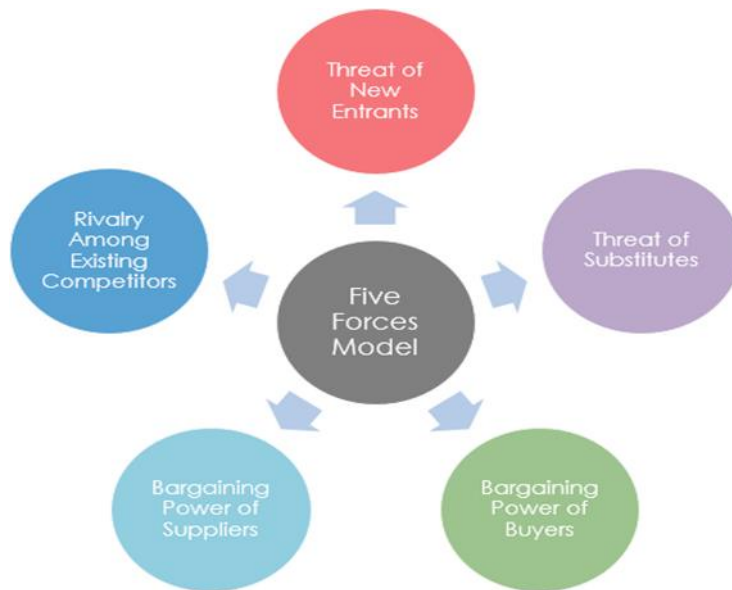
- Clans Machina is a vertical transportation industry or elevator and escalator industry.
- Clans Machina has been in operation for 8 years. It is an ISO 9001:2015 and ISO 45001:2018 Certified fastest growing company in the vertical transport industry.
- Its products are designed to offer superior performance under a wide range of environmental conditions in India, keeping in mind harsh Climates, uncertain Power Supply, and specific application. Clans Machina is one of the accomplished company in the production and manufacturing of Elevators & Escalators in the market today with branches spread across many regions in India.
- It has 300 Plus Customers at various locations in India, 450+ elevator installation, 12 escalators and 42 doors.

SWOT ANALYSIS OF CLANS MACHINA-

STRENGTH	WEAKNESS
<ul style="list-style-type: none">➤ Quality & safety➤ Affordable price➤ Fast installation➤ Customized products➤ Smooth ride➤ Uptime guarantee➤ Energy conservation	<ul style="list-style-type: none">➤ Low availability of skill full labor➤ High amount of money required for installation and maintenance➤ Company don't have its branches in every district or states in India
OPPORTUNITY	THREAT
<ul style="list-style-type: none">➤ More development, more construction increase in demand of elevators & escalators➤ Encouragement of government for construction of houses➤ Could expand company reach into other states in India & other country	<ul style="list-style-type: none">➤ Local competitors/ intense competition➤ Awareness about the company➤ Changing environment like Covid-19 impact

PORTER'S FIVE FORCE MODEL IN INDUSTRY ANALYSIS-

Porter's Five Forces analysis was created by Professor Michel Porter and is useful to help business to analyse competitor's environment.



1. THREAT OF NEW ENTRY-

- There are many global manufactures of elevator and escalators such as Otis, Kone, Schindler etc as well as local manufactures. The most threat of new entry are the small companies that offer cheaper maintenance service, modern designs & technologies of elevators and escalators.

2. BARGAINING POWER OF SUPPLIERS-

- The bargaining power of suppliers relates to their manufacturing production, Clans Machina provides customers with synergies and cost reduction products therefore it is important that they collaborate with the best suppliers to meet customers requirement.
- Clans has collaboration with Usha Martin for Rope, Monterey for motor and Techno for Elevator kit. Techno provides elevator kits at very cheap price than any other supplier.
- Techno is situated at Ahmedabad and Monterey at Mumbai.

3. BARGAINING POWER OF BUYERS-

- The bargaining power of buyer depends on a number of characteristics of the market situation for example recession and boom periods.
- In clans machina the when the buyer do bargain the company basically doesn't reduces the price rather they provides more facilities at the same cost. For example if there is a warranty of 1 yr for an elevator the negotiation can be done by providing 1.5 yrs of warranty at the same price on that product.

4. COMPETITIVE RIVALRY-

- The main competitors of Clans Machina are Otis, Schindler, Kone, Johnson lifts pvt Ltd etc which are global competitors and some local competitors Ultramodern elevator and escalator Pvt limited, Anchal Elevator, Smooth elevator etc.
- Otis is a part of united technologies group which operates in more than 200 countries. Schindler elevator company is also big competitor well known for suppliers for government buildings.
- However Clans Machina main competitors in Bhubaneswar is small maintenance companies that charges less than Clans Machina, therefore it should be looking at ways to increase customers long term relationship.

5. THREAT OF SUBSTITUTION-

- For clans there is not big risk of substitute products however it is important that Clans Machina should develop new ways of reducing even more energy consumption so it can be ahead of its competitors.

Life Of The Product

Long life of the equipment is important as replacing the product creates waste from the old product and requires energy to manufacture, transport install new equipment and also requires energy to recycle and properly dispose off the old equipment which leaves a carbon foot print.

The life of the product is defined by the life of each component and how well it is put together. hence this aspect is taken care of during the design stage to ensure each component has a good life span thus knowing the product as a whole has a good life span. While ensuring our products are energy efficient, they also ensure that the products have a long life. this ensures saving of financial resources from the customer point of view.

A good life of the equipment also depends on the preventive and breakdown maintenance of the equipment. It offer various types of maintenance to ensure long life of the equipment along with spares so as to keep high uptime.

Innovation

Innovation has been the Backbone of Success for Clans Machina. Technological Innovation from Design to Delivery has proved beneficial to it and has played a major role in its Growth.

Innovation in all aspects have been helpful for our growth however we have identified the top factors, the innovation in which plays a major part in business sustainability and growth. The new and improved methods bring efficiency, reduced delivery schedules, faster and prompt services, reduced wastage of material and man power. This helps to keep the cost low and our prices competitive in the market.

Partners And Suppliers

They believe the right and reliable partnership in any industry is a step towards success. Our partners, from investors to logistic partners have helped them develop better products, Improve On supply chain, develop digital presence, etc.

Their clients, being our valued partners, provide them opportunities to execute and grow in a particular segment of industry.

Sustainability of our partners and suppliers is very important for a sustainable business. They have identified a few strong factors that determine sustainability in our partners and suppliers.

COMPETITOR ANALYSIS

There are large numbers of competitors in elevator industries. Some of them are global competitors like Otis, Schindler, Johnson, Koneetc and some of them are local competitors like Ultramodern Elevator and escalator pvt LTD, Spatech, V-star Engineers(OPC) pvt LTD, Jaqua Elevator Bhubaneswar etc

CHAPTER -III

COMPETITOR ANALYSIS

CHAPTER 3-

COMPETITOR ANALYSIS-



There are large numbers of competitors there in India as well as globally. There are several Elevators and Lift providers in the market, offering different types of products at various price points. However, only some of them are able to properly fulfill the requirements and satisfy customers' needs

The top 10 best elevator/lift companies of India in 2020 who are doing their best to successfully run the elevator market of India.

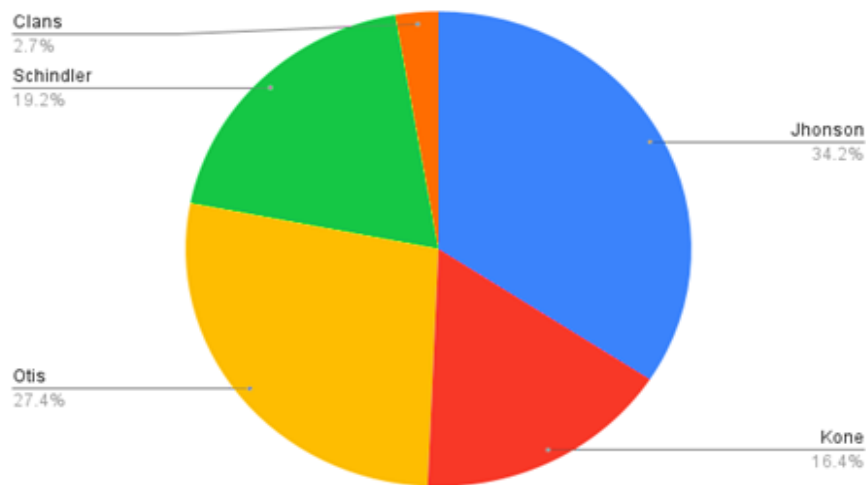
- 1) Kone India
- 2) Fujitec India
- 3) Otis Elevator Company
- 4) Mitsubishi Electric
- 5) Schindler Elevators
- 6) Hitachi
- 7) City Lift India Ltd
- 8) Nidec Elevator, Nidec Group
- 9) Omega Elevators
- 10) Express Lifts Pvt. Ltd

Except these some local competitors are also there like

1. Spatech4.Jaqua
2. Ultra modern
3. V star engineers

From the questionnaire analyze various things.

It was observed that around 34.2% respondents have chosen Johnson, 27.4% have chose Otis, 19.2% have chosen Schindler, 16.4% respondents chose Kone and only 2.7 % respondents have chosen Clans as their choice of company for the products



1) Kone India

Founded in 1910, with a head office in Chennai, Tamilnadu, Kone India today has become a global leader in the elevator and escalator industry with more than 100 years of experience. The company has a customer base of over 40000 people, serving a very high energy-efficient range of Elevators in India and abroad. What makes Kone different from other companies is their focus on sustainability. They offer highly modernized elevators with the latest design and technology to prolong the life of the product.

2) Fujitec India

Fujitec is a leading elevator company founded in 1948 in Osaka, Japan. The company designs state-of-the-art products that can be installed in any high, mid, and low rise building. Fujitec is present in various locations in India, catering to all the needs and demands of customers. The strength of the company lies in its team of highly trained professionals who can take up any challenge.

3) Otis Elevator Company

Otis Elevator Company is one of the leading pioneers of Elevator manufacturers globally. The company has been in the industry for more than 160 years and has installed its products in some of the mega structures such as the Eiffel Tower, World Trade Centre, Empire State Building, etc. Otis has always maintained pace with the changes in the design and technology of its products from time to time and has successfully managed to remain on top.

4) Mitsubishi Electric

Founded in 1921, today Mitsubishi is known as one of the largest passenger elevator companies in India. The company has become a big name in this industry for its comfortable, safe, and inspiring lift designs. Some of the most famous designs of Mitsubishi elevators are Spiral Elevator & super high-speed elevator. The innovations and designs of Mitsubishi Elevators hold the possibility of a bright future for the industry.

5) Schindler Elevators

Schindler Elevators is one of the oldest elevator company founded in 1874 in Switzerland. At present, the company has established its branches in about 140 countries around the world. The products are known for their ability to reduce CO2 emissions and being environment friendly.

6) Hitachi

Hitachi is one of the top-most elevator giants having the highest shares in the Japanese market. The company deals in a diverse range of products such as residential lifts, escalators, and moving sidewalks. It is famous worldwide for its top-notch product quality.

7) City Lift India Ltd

City Lift India has been in the Elevator industry for more than three decades, providing highly energy-efficient elevators to the customers. The company has its origin in Mumbai, India, and was founded in 1985. It provides world-class vertical transportation solutions with its wide variety of products- "City Lift Classic", an elevator brand specially made in India under the Make in India initiative for low to mid-rise buildings, and "City Lift - Elite" - a brand especially designed and delivered from Nidec, Japan for mid to high-rise premium buildings.

8) Nidec Elevator, Nidec Group

Nidec Elevator, a business segment of Nidec Group, Japan, ranks among the best multinational brands in the industry. The company is known worldwide for its high rise elevators, that can be fitted in more than 200 storeyed buildings. The company is developing rapidly, providing a vast range of highly energy-efficient elevators. The company boasts of providing innovative high-end products. Nidec Elevator claims itself to be the state of art comprehensive elevator solutions provider.

9) Omega Elevators

Omega Elevators is one of the most trusted elevator brands in India, manufacturing electric and hydraulic lifts. The company boasts of nearly 35000 happy clients across India and claims to have zero dissatisfaction rate to date. The products of Omega Elevators are 100% tested before gaining any approval, thus ensuring the quality of the products.

10) Express Lifts Pvt. Ltd

Founded in 1990, Express Lifts Pvt. Ltd is a brand that offers exceptional safety coupled with modern and luxury designs in its home elevators. The company specializes in tailor-made premium personal elevators. They offer a wide range of products such as hospital lifts, capsule elevators, car lifts, rocket elevators, and passenger elevators.

LOCAL COMPETITORS-

Company name	Type	Material	price	Warranty
CLANS MACHINA	AUTOMATIC PASSANGERS ELEVATORS	STAINLESS STEEL	6 LAKHS	2 YEARS
SPATECH	AUTOMATIC PASSANGERS ELEVATORS	MILD STEEL	8 LAKHS	1 YEAR
ULTRAMODERN	AUTOMATIC,MANUAL PASSANGERS ELEVATORS	STAINLESS STEEL, MILD STEEL, GLASS	5 LAKHS	1 YEAR
V-STAR ENGINEERS	AUTOMATIC PASSANGERS ELEVATORS	STAINLESS STEEL	6 LAKHS	1 YEAR
JAQUA	AUTOMATIC PASSANGERS ELEVATORS	STAINLESS STEEL	8 LAKHS	1 YEAR

CHAPTER – IV

CUSTOMER ANALYSIS

CHAPTER 4-

CUSTOMER ANALYSIS-

It has 300 Plus Customers at various locations in India, 450+ elevator installation, 12 escalators and 42 doors.

TARGET CUSTOMERS-

Commercial Office, Hotels, Malls, Residential, Hospitals And Others

REFERENCE GROUP-

Directly or indirectly associated with construction activity such as Cement Dealers, Paint dealers, Architects, Builders, Tmt bar suppliers, Brick Suppliers. In the program the interested can join as a dealer and they have to provide potential leads for any of the Clans products. The dealers will get Hoardings, banners and brochures for increasing brand awareness and attracting potential customers.

SPECIAL FEATURES OF CLANS MACHINA PRODUCTS-

CLANS PROVIDES-

- Quality & Safety
- Affordable Price
- Decade of experience
- Reliability
- Customized Products
- Fast Installation
- Smooth ride
- Uptime Guarantee
- Energy Conservation

PRODUCT OFFERING

Product offering is a big effort from us to ensure sustainability. Each product has an expected life of more than 20 years hence it has a great impact on our sustainability goals. Many aspects of the products from procurement, manufacturing, delivery to after sales service affect the sustainability goals. It has narrowed down the following aspects in product offering to be the most important drivers.

SAFETY

Safety of prime concern right from manufacturing, supply, installation, commissioning and use of the equipment. Safety of the employees, the user, the suppliers and the equipment.

The components are manufactured using good engineering practices thereby ensuring safety of the manufacturing teams.

Installation of the lift is carried out at heights and therefore right safety gear, tools, tackles and equipment is used to ensure safe and speedy installation. On completion of the installation the installed component is checked multiple times for safe commissioning of the elevator thereby ensuring man and equipment safety during installation and commissioning.

QUALITY

Product quality is achieved by first designing the product to include high quality components and setting up high standard requirements for each process and component from the suppliers to ensure high quality product at the end.

High quality design ensures inclusion of latest technology and new materials to ensure efficiency, reliability, repairability and recyclability and thereby sustainability of product and business.

They are investing in various digital assets to ensure high quality timely and seamless pre sales and after sales services during the project execution and also for the preventive and breakdown maintenance services. These digital assets enable us to provide clarity and transparency to the client and suppliers and at the same time ensure communication throughout the project execution and also during after sales services.

ENERGY EFFICIENCY

The product is fitted with various components which helps energy conservation. It has replaced many components in our products in favour of more energy efficient components thereby increasing the total energy efficiency of the product as a whole.

Some of Our Products are more than 50% Energy Efficient as compared to their Predecessors. This has a great impact on the Environment and thereby reduces Building Owners Energy Bills.

Energy Efficiency during Manufacturing and installation help us keep our Costs low and also helps us reduce the Environmental Impact from our Product Offering.

There has always been a significant effort towards energy efficiency by including latest technologies in the product at the design stage which ensures business sustainability

The research has done by Marketing Department. 150 cold calls and 5 physical visits have been made and various points were observed-

- None of the Organizations which we contacted knew about Clans Machina.
- About 52.7% of Organization contacted were eager to know about Clans and its product and the Clans Business Consultant program.
- 44.1% of them asked to call back as they wanted to know and discuss more about the offer in a later time due to time constraints.
- 19.1% organizations were interested in the program. Out of which 5.9% of the organization said that they are interested and will let Clans know about their decision.
- 13.2% of the organization contacted are ready to have a meeting finalize the deal to go for the formalities.
- 1.5% of the organization that is 2 Interior designer companies are ready and have signed a contract to be Clans Business Consultant.
- ☐ 35% of the organizations are not interested in the products provided by Clans and in the program even if it is highly beneficial for them.
- It was observed that around 34.2% respondents have chosen Johnson, 27.4% have chose Otis, 19.2% have chosen Schindler, 16.4% respondents chose Kone and only 2.7 % respondents have chosen Clans as their choice of company for the products.
- It has observed that Clans Machina being a newly formed company doesn't have much brand awareness and to grow more they need it need more brand awareness. More than 90% of people contacted don't have any idea about clans and have never used any product and services by clans.
- After doing the tasks we can say there has been creation of brand awareness among organization related to construction in Bhubaneswar and by continuing through this strategy it will cover Pan India in future.
- To capture the current market Clans has to provide products and services cheaper than its competitors.
- During the awareness program many organizations had a question of why to choose clans and why not choose any other MNC's like Johnson Mitsubishi, Kone or any local competitors and the answer to it is that Clans provide world class quality product and services and can give a great competition to current market leaders they need to create and brand awareness and provide quality product.

- They can spread awareness by promoting more in social media and search engine optimization. In the Initial stage of CBC program there will be less association as many organizations are not able to understand the benefits they can get through negligible investment and efforts. In a developing state like Odisha a CBC can earn around ₹10,00,000 - ₹15,00,000 in a year after only one-time investment of ₹10,000 in Clans and a little bit of effort. And with increase in CBC Clans can increase brand awareness and sales and grow in higher pace and capture the market.

CHAPTER - V

DATA INTERPRETATION AND ANALYSIS

CHAPTER 5:

5.1 ACTUAL WORK DONE-

DATA INTERPRETATION AND ANALYSIS-

There are two types of methodological approach that is used. These two approaches are qualitative and quantitative. Qualitative research utilized as a research strategy. Quantitative analysis involves using a deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis represents a view of social reality as an external objective reality.

This study purposed to investigate the career progression planning at Clans Machina. Here I have done research on primary and secondary data, analyzed and evaluated them.

Primary Data: Primary data refers to the first hand data gathered by the researcher himself/herself, surveys, interviews, experiments, specially designed for understanding and solving the research problem at hand.

Secondary Data: Secondary data means data collected by someone else earlier. Using existing data generated by large government Institutions, healthcare facilities etc. as part of organizational record keeping. The data is then extracted from more varied datafiles.

First of all I had a discussion with the HR of Clans Machina Mr. Subhojit Manna about the career planning of employees at the organization they follow. Then I collected all the data from him. Then I did the research on that whether that career planning is implementing properly or not, whether the employees are aware about this planning, if it was effective for the employees and organization or not and whether there is need of any changes in the planning.

Then various types of questionnaire had been set by me and then I started calling the employees of different departments like Finance, Marketing, Hr, Operation And Production of Clans Machina, Bhubaneswar to get the answers of my questions.

There are 24 employees in Clans Machina, Bhubaneswar including all the departments. Out of 24 only 16 employees responded to my questions.

SAMPLE OF QUESTIONNAIRE-

What is your short term goal?

What is your long term goal?

What areas of their position they feel like they excel in?

What areas of their position they feel like they struggle in?

What do you ultimately hope to achieve professionally?

What tasks make you feel most motivated and engaged?

Do you know the career progression planning of this organization?

Are you getting proper training?

Do you think that this career planning accurately captures your career goals?

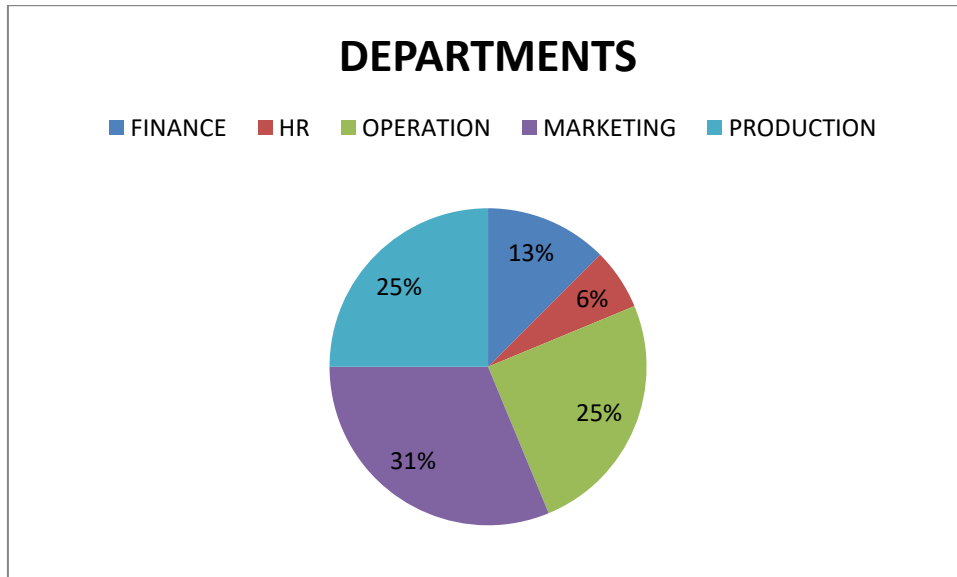
Do organization involves you during career planning?

Are there any development resources that aren't here that you'd like to see included?

Is there anything that you would add or change?

Are you satisfied with your job?

- **DEPARTMENTS:-**

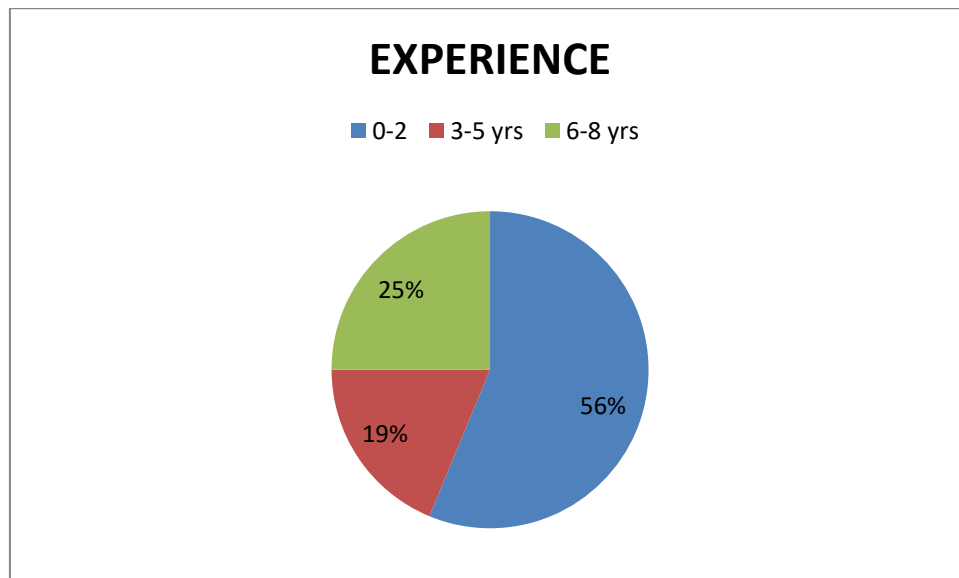


DEPARTMENT	MALE	FEMALE
FINANCE	2	1
HR	1	3
OPERATION	4	1
MARKETING	5	3
PRODUCTION	4	0

Interpretation-

There are 24 numbers of employees in Clans Machina, Bhubaneswar. There are 5 departments i.e Finance, HR, Operation, Marketing and Production. Out of 24 employees 16 are male and 8 are female.

EXPERIENCE-

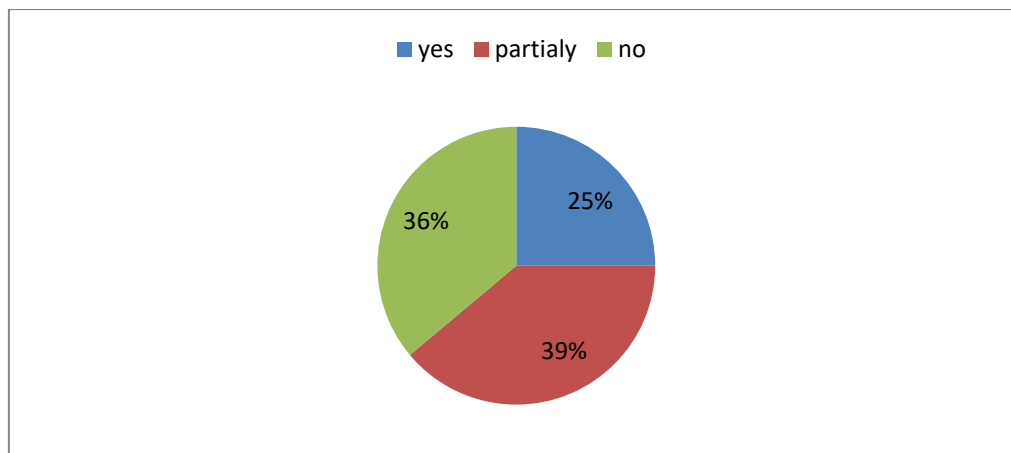


EXPERIENCE	MALE	FEMALE
0-2	9	5
3-5 yrs	3	2
6-8yrs	4	1

Interpretation-

Out of 24 employees only 5 employees have more than 6 years of experience and 14 are fresher having experience less than 2 years over there.

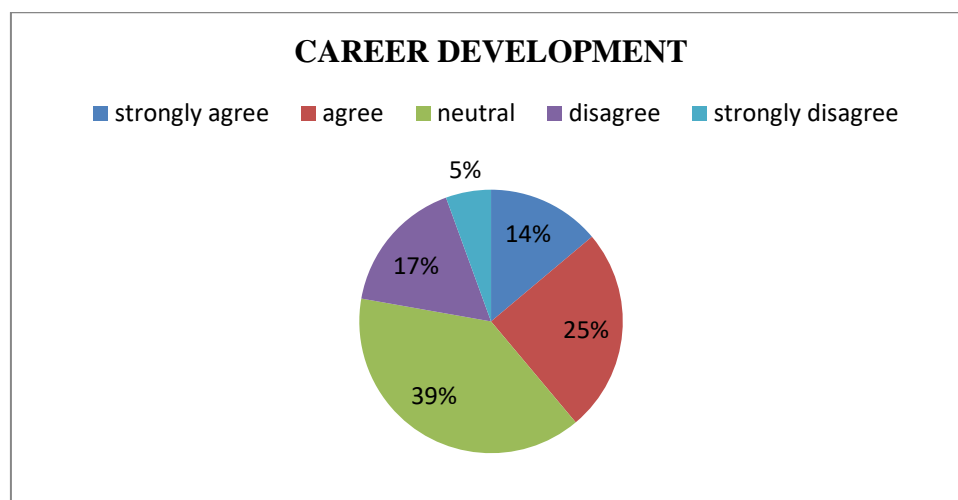
CAREER PROGRESSION PLANNING KNOWN TO EMPLOYEES-



Interpretation-

Out of 24 employees only 16 employees responded to my questions. 36% of employees are not about the career planning of the organization. Only 25% know about it and 39% of employees have some idea about that.

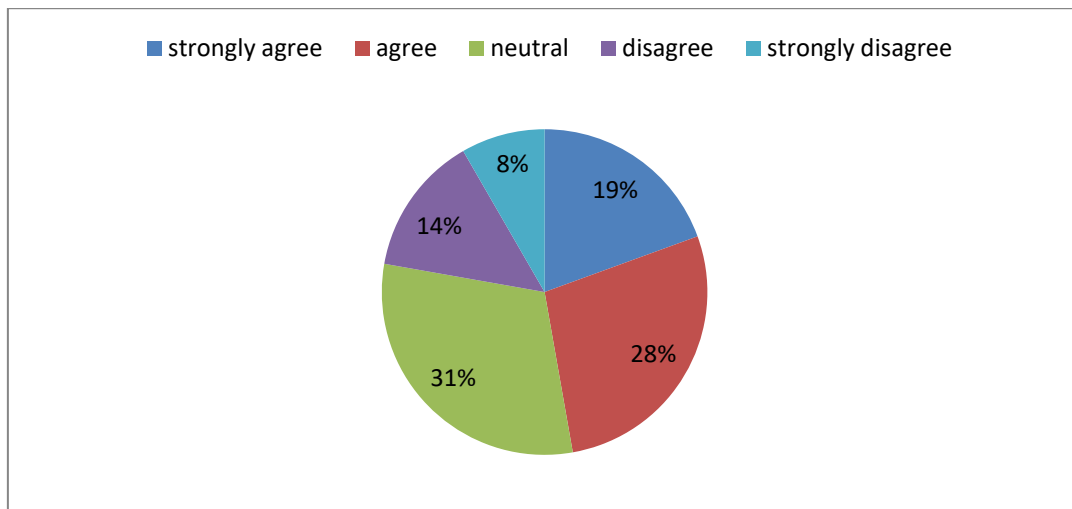
CAREER DEVELOPMENT-



Interpretation-

Out of 16 responses only 14% of employees strongly agreed that yes there is a chance of career development in this organization. 25% agreed, 39% remain neutral, 17% disagreed and 5% strongly disagreed on this.

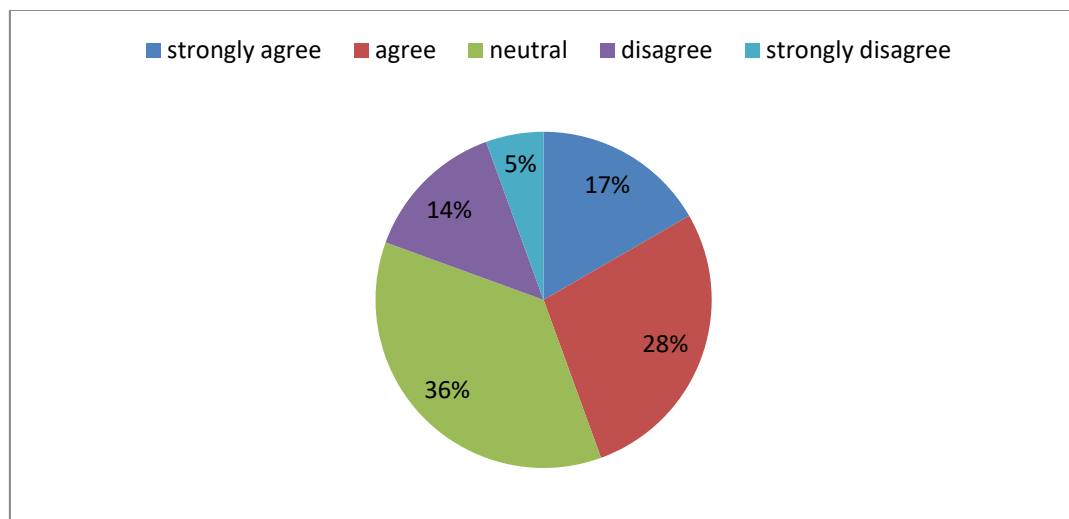
JOB SATISFACTION-



Interpretation-

Out of 16 employees 19% are strongly agreed on job satisfaction at Clans Machina. 28% agreed, 31% remain neutral, 14% disagreed and 8% are not satisfied with their job over there.

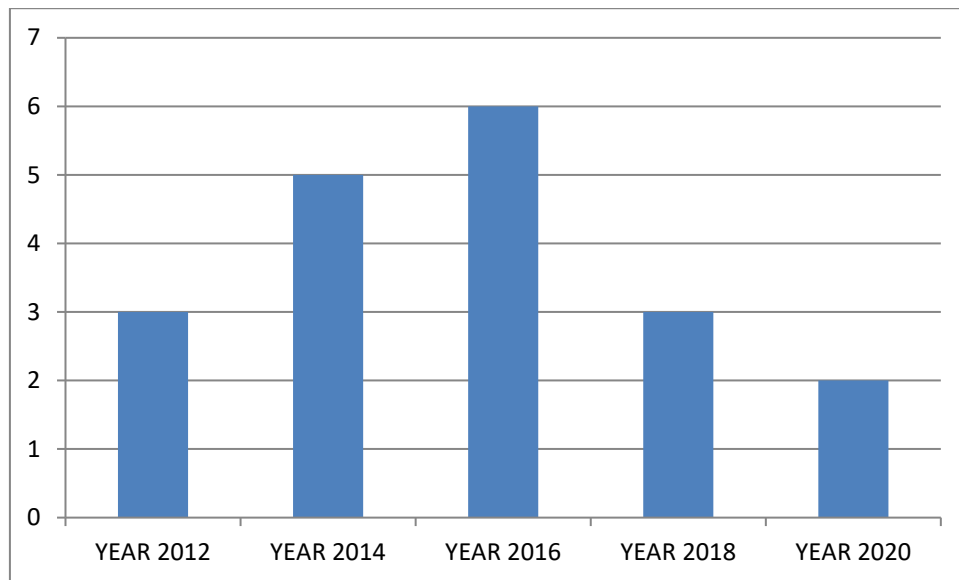
PROPER TRAINING PROVIDING BY ORGANIZATION-



Interpretation-

Out of 16 responses it is found that only 17% are strongly agreed that the organization is providing proper training for the development of the employees. Only 28% agreed, 36% voted for neutral, 14% disagreed and 5% are strongly disagreed on this.

EMPLOYEE TURN OVER-



Interpretation-

In year 2012 the number of turn over employees are 3, in 2014 it is 5, in 2016 it is 6 in 2018 it is 3 and in 2020 it is 2. Maximum number of employees left the organization on 2016 and minimum on 2020.

5.2 FINDINGS:

- In Clans machina career progression planning method is same for every employee. i.e an employee after completing 18 months in the organization he/she has to give an exam. If the employee qualifies the exam then the promotion will be done.
- In Clans Machina out of 24 employees, 3 are in Finance department, 4 in HR department, 5 in Operation department, 8 are in Marketing department and 4 are in production department.
- 68% of employees are unaware of their long term goal.
- 56% of employees are work expression of 0-2Yrs and rest 44% have more than 2Yrs of experience.
- 36% of the employees are unaware about the career planning of the organization.
- Only 14% of employees strongly believe that there is chance of career development in this organization and maximum are in neutral.
- Only 47% of employees agreed on job satisfaction.
- Only 45% of employee agreed on there is good training program.
- Employee turnover ratio is highest during 2016.

CHAPTER-6

6.1 SUGGESTIONS:

- There should be clear communication between the employer and employees about the career progression planning during the entry of the employees in the organization.
- It should be checked whether the employee's career goal matches with organization.
- Proper training, workshop and study material should be provided to the employees for their career growth and a monthly review should be provided to the employees about their performance. At least quarterly schedule check ins to identify any hurdles, improvement and success.
- Organization should help the employees to identify their long term goals according to their skill, knowledge, potential to do work as many of employees join the organization randomly unaware about position they are working for.
- Organization should involve employees during making the career progression planning, so that employees will feel they are valued by the organization and there will be less turn-over of employees. They will be satisfied.

6.2 CONCLUSION-

- Restructuring of the organization in the current crisis and change their strategies make career planning a very important process for both employees and employers.
- From the company perspective, the failure to motivate the employees by planning their careers can lead to hinder the process of filling vacant posts, a decrease of the staff involvement and an inappropriate use of the money allocated to training and development programs.
- From employees' perspective, the lack of career planning can lead to frustration, feeling of not being appreciated by the company and non-identifying the right position leads to the need of job change or the company.
- Career planning is effective when the organizations use fully the skills and knowledge of their employees and they are motivated to achieve maximum performance and be satisfied by their work, which help organization to achieve its objectives.

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