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**PRODUCTIVITY, PERFORMANCE AND
WORK CULTURE IN IRON AND STEEL INDUSTRY OF INDIA**

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ABSTRACT

The productivity of an organization largely depends on its technical and social systems. The technical system includes the appropriate technology and monetary and material resources. The social system consists primarily of human resources since the efficient and effective use of the technical system depends on the people who manage and operate it, their work performance plays a crucial role in the organizations productivity and in the fulfillment of its mission. Societal norms affect the work behavior and job performance of individuals and groups in organizations.

An attempt is made to study this inter-relationship between the Productivity, Performance and Work Culture in Indian Iron and Steel Industry. For this purpose, we have chosen two major Iron and Steel producing Industries namely, Tata Iron and Steel Company Ltd., (TISCO) and Steel Authority of India Ltd, (SAIL). The period chosen for this study is 1982 to 1994. Productivity trends are obtained for both the companies. The total performance is evaluated through profitability and non-profitability performance measures. Productive Capacity Realization (PCR) ratios are obtained using the methodology of estimating Stochastic Production Frontier and thereby measuring efficiency capacity utilization of both the companies are compared and interpreted. An attempt is made to establish the inter-relationship between productivity and work culture and their effects on the total performance of the companies are examined.

KEYWORDS: *Performance, Production Frontiers, Productivity, Work Culture.*