ENTREPRENEURSHIP DEVELOPMENT BY AUTOMOBILE SERVICE BUSINESS IN THE RURAL AREAS IN N.E. INDIA

PORAG KALITA

ABSTRACT

The main problem of rural entrepreneurship development that the present education system there is no direct link between education and employment and no attempt is made even to establish an indirect link, by relating the output of the educational system closely with manpower needs or job opportunities and significant problems of life cannot be solved in isolation. The planning of education is no exception to this general rule. Therefore, Automobile Service Business in rural area may be possible to find a satisfactory solution to it unless wider issues are solved.

Entrepreneurship development by Automobile Service Business in rural areas plays a critical role in building a market-based economy and in raising living standard. Automobile service business i.e. garage, independent garage, authorized service station etc are not new subject for rural areas of N E India, however, essential features of this still not understood keeping in mind the technology and engineering aspect involved.

For entrepreneurship development, Govt. of India had already take steps for converting the job seekers to job creators and it is no doubt that the progress was achieved in India, however, in some areas in N E India, is very negligible in comparison with overall picture. Therefore, Automobile Service business in rural areas gives a new outlook the freedom from tradition and development of rationalism in the society of N E India.

In term of rural entrepreneurship development and decentralization of power, as Automobile Service Business, which will change the traditionally accepted way of life and innovate new opportunities. For example, automobile provides transport facilities for millions of people and it brings together people living in far-flung areas and helps National integration. Hence, Automobile Service business plays an important role in our daily life.


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INTRODUCTION

Industrial development in N.E. India was relatively low prior to 1947. With the advent of Independence, the need to be self-sufficient was perceived, which resulted in sport of industrial activity. Today, more Automotive service business in rural areas depends upon the location of the Garage and need of advanced planning. Normally, the site selection should be based on the main centre of the market, lifestyle of the village people. For example, workshop should be set in such locality market, lifestyle of the village people. For example, workshop should be set in such locality where there are large numbers of vehicle owners such as in rich people of the villages; a car repair shop can fetch good business, whereas in medium service class peoples villages there can be enough work for 2 wheelers.

LITERATURE REVIEW

Automotive service business environment depend upon the location of the garage and need to plan. However, besides the qualities of a works manager such as, the body of knowledge, practical skill experience training and inherent talent as diagnostic expert and trouble sorter and he must be a perfect management expert.
Works Manager should share the profit of the workshop with workers persuade the workers and persuade the worker to co-operative with him in hours of difficulty and crisis.

**ROLE OF WORKSHOP MANAGER**

Workshop Manager is one of the important segments for economic growth of a workshop. Manager is a person who is responsible for setting up an automobile service business. He is the key person who envisages new opportunities, new lines of service and co-ordinates all other activities.

In essence of successful workshop manager have to prove by scratch of systematic and focused hard work to build a world class environment.

**RECRUITMENT OF WORKSHOP**

- Well qualified with the best theoretical background i.e. Degree in Automobile Engineering or Vocational Education in Automobile engineering (+2) with 10 years experience or Diploma in Automobile/ Mechanical Engineering with 6 years experience.
- Well trained skilled and conversant with all types and makes of vehicle being attended to.
- Well conversant on all aspect of repairs work confidence.
- A good psychologist capable of reading the minds and understanding customers, in a way to convince them that it is garage to take care of their vehicle.
- With fair knowledge of spare parts stock position and inventory control of the stores.
- Above all, most economical and profit and growth minded, estimation and execution and an able to administration. Etc.
RESPONSIBILITIES OF WORKSHOP MANAGER

- To meet the customer before and after repair of service work.
- To carefully assess the fault, road test with customer driving, hearing his report and preparation of a defect by road test report only.
- To arrive at a final conclusive decision of repairs done, prepare a proper estimate of labour, parts machine work and the time required for completion of the job.
- Maintain proper record and guidance on the work loading, work progress, chasing up of the processing of the job, getting them in time after completion of road test and make certain that the repairs are properly, satisfactory carried out to have rectified all the trouble.
- The other critical aspects of opportunity selection in terms of business opportunity by works manager, the role is depending on the following aspects:
  - Encourage by friend or top management or staff.
  - His judgement,
  - Decision Making,
  - Team Building Procedure,
  - Total Quality Circle,
  - Family member support etc.

![Automotive workshop](image)

**Figure 5. Automotive workshop**

**BIN CARD (The Parts Department)**

Note: The parts department is depending upon the parts Manager. All parts and suppliers have to be ordered by the parts Manager. The parts Manager keep the records or inventory control by the help of Bin Card.

<table>
<thead>
<tr>
<th>MODEL No. 1</th>
<th>M/S A K Automobiles, Assam</th>
</tr>
</thead>
<tbody>
<tr>
<td>Part No……….</td>
<td>Bin No……………………..</td>
</tr>
<tr>
<td>Name of the part</td>
<td>Make and Model………………..</td>
</tr>
<tr>
<td>Selling Price</td>
<td>Balance Initial</td>
</tr>
</tbody>
</table>

Date Voucher Receipt Issued Balance Initial
Signature
Parts Manager

---

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Although the works manager should be:
- Hard working,
- Sincerity,
- Good speech habits,
- Safe work habits, etc.

To prepare the required work order or job card and get the confirmation and approval to carry on the job from the customer on the job card and then pass it on to the works manager from the reception department.

**Service order (Job Card)**

Note: Without service order, the automobile service business is no exception. While a vehicle coming into the workshop, the 1st step of the service orders preparation. For the service order, paper works are consists by original copy (for the customer only); the duplicate copy (for the office use only); and the Triplicate copy (for the mechanics only) respectively:

**SERVICE ORDER**

M/S A K Automobile,

Date........................................
Time........................................

Owners name: ..............................
Address: .................................
Telephone No: ............................
Chassis No: .................................
Engine No: .................................
Name of the Selling Dealers: ..............

<table>
<thead>
<tr>
<th>Vehicle Received Date</th>
<th>Promised Date</th>
<th>Time</th>
<th>Labour charge</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Mark........
Model........
Registration...
Kilometers.....

1. Lubricating servicing as per service coupon at 6000 kms.
2. Engine creating more noise.

Gear box No...........
Axle No............
Invoice No............ Date:

Vehicles taken in for repairs, stores and driven at owners risk only, and additional work will be charged extra.

Customer signature  Special instruction

Total Charges

**Model No. 2 Job Card**

**PRESENT ENGAGED OR METHODOLOGY**

- Planning for setting up Workshop
- Automotive workshop should always be located on main road so that vehicle owners can easily see it. For the planning of
workshop, it is consists by four basic steps in rural areas, i.e.-

FIRST STEPS

• Analysis Steps-
  ▪ Analyzing self or Decision making,
  ▪ Analysis financial involvement,
  ▪ Analysis about Technology,
  ▪ Information collection, etc.

SECOND STEPS

• Selection steps-
  ▪ Suitable Site,
  ▪ Appropriate Technology,
  ▪ Road transport Facilities,
  ▪ Right manpower,
  ▪ Proper rural market areas, etc.

THIRD STEPS

• Implementation Steps-
  ▪ Registration under DICC- Project profile Preparation,
  ▪ No Objection Certificate.

FOURTH STEPS

• Post- implementation steps-
  ▪ Inventory Control
  ▪ Calculation of Profit Margin,
  ▪ Record keeping,
  ▪ Repayment of loan etc.

DOCUMENTS FOR LOAN ARRANGEMENT

• Project Report,
• Estimate of workshop,
• Power load sanction
• NOC from Panchyat,
• NOC from pollution control board, etc
• Arrangement of Marketing:
  ▪ Publicity,
  ▪ Quality control,
  ▪ Sales and service Promotion etc.

SL No | Works Manager | Entrepreneur
---|---------------|---------------
1.  | Primary Motives | Promotion and Rewards Independence opportunity to money.
2.  | Time orientation | Short time (Weekly, Monthly, Long Term (5 years, 10 years, etc)
3.  | Activity | Delegates and Supervisions Direct Involve more than direct involvement
4.  | Risk Careful | Moderate risk taker.
5.  | Status | concerned about status no concerne about status symbols
6.  | Failure and mistake | Tries to avoid mistake Deals with about status symbols

Model No.3.Works manager Vs Entrepreneur: (source: IIE, Guwahati)
However, the first impression must be the best impression for the Automobile Service Business. The profitability, standard of business in rural areas and reputation of the workshop, its mainly depending on works manager.

RESULT AND DISCUSSION

We know that the workshop manager is a person who perceive a business opportunity and finally transformers it into a successful economic activity with an ambition to expand it.

However, it is biggest question for warranty and what is warranty and the following way.

The warranty means, “a written guarantee, issued to the purchaser of an article by its manufacture, promising to repair or replace within a specified period if required”. For example that complains reported in Tata Diesel vehicle at Dealers, “Clutch Plate Juddering.

• Engine No. 697 DI 21 B VQ 1 03406.
• Chassis No.357 SP 21 F VQ 7 33476.
• Complain Reported: Clutch Plate Juddering.
• Kms: 17,425 kms.
• Observation:
  ▪ Clutch plate free play: Found OK at 30 mm.
  ▪ Clutch Disc: Oil socked in the clutch facing both side.
  ▪ Pressure Plate (make clutch auto): Machine surface of the pressure plate has been found OK.

# Oil seal ring: Contact at the lip of the oil seal was found uniform (make-swastika) and presumed that oil seal spring not holding rigidly on propeller shaft and oil seepage through the oil seal. Etc.

Tata heavy vehicle used in coil spring type clutch. The coil spring clutch has a series of coil springs set in circle and the following:

• 310 mm diameter (Coil spring type):
• Clutch Disc Assembly:
  ▪ Diameter of Driven Plate (D): 310 mm.
  ▪ Frictional Areas (both sides): 1030 cm².
  ▪ Thickness of clutch Disc: (A).
    ▪ Full Load: 10.8 ± 0.3 mm.
    ▪ Free Load: 11.6 ± 0.5 mm
    ▪ Clutch Lining: 2.2 mm.
    ▪ Dumper spring : 8
• Pressure Plate assembly:
  ▪ Length of pressure plate springs 73.00 mm.
  ▪ Disc Special friction: 10.8+0.3 mm
  ▪ Clutch length: 80 ± 0.0 to 0.5 mm
  ▪ Free play of clutch pedal: 35 to 40 mm
  ▪ Pressure plate cover: casting.
  ▪ Total length of release lever: 113 mm.

Automobile service business is consisting by the service station; Automotive Dealer; Independent Garage and Parts Dealers etc.

All successful men and women have one thing is common, the ability to study and work hard.

TYPE OF DATA

(Independent Automobile Workshop)

Independent automobile workshop is very small shop with only few workers to the big, all-purpose garage with a large staff of automotive mechanics, parts people and related personnel.

The main fact that many independent automotive workshop means that many vehicles owners are not go back to the dealer for service due to the long distance from the rural areas. These owners in rural areas for one reason or another prefer to go an independent garage.

The independent garage, if large, after a complete line of automotive service from tune-up, alignment and bodywork to complete overhaul the engine. As a result, the
Entrepreneurship Development by Automobile Service Business in the Rural Areas in N.E. India
Porag K

Requirements of tools/special tools for an independent garage in rural areas-

Tool kit of Mechanics:
- Double end spanner set (mm size),
- Spark plug spanner (1),
- Ring spanner set (mm size),
- Drill machine electric (1),
- Box spanner jet (mm size),
- Ring compressor,
- Feller gauge,
- Hydraulic jacks (5 tone),
- Wooden block,
- Torque wrench etc. Special Tools/Equipment:
- Air compressor (1),
- Tyre inflator,
- Gear oil Dispensers,
- Tyre changer,
- Drill machine,
- Hydrometer,
- Jack,
- Spark plug tester,
- Tune-up equipment,
- Battery charger, etc

CONCLUSION

In Assam, more than 15,00000 lakes unemployed youth due to the population and its resource mobilization. To tackle this problem in Assam by motivation programme for entrepreneurship development in rural areas is very important. Therefore, automobile service business is not new but do we have a choice. Because, an automobile carries men and materials from one place to the, help optimal utilization of a State resources.

Therefore, efficient transport system is a necessity in an economic cycle of production, distribution in rural areas.

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ADDITIONAL APPROACH

Estimate means, “roughly calculate of the value of vehicle repair cost”. The small example estimate is often done: (Tata Diesel vehicle)

### Estimate

To, ref. no.......<br>
Shri G. Bora, Date..........<br>Jorhat, Assam<br>Engine No..........................................<br>Chassis No.........................................<br>Rear Axle No......................................<br>Vehicle Registration No.........................<br>Dear Sir,<br>We have pleasure in submitting hereunder our estimate to Tata Diesel Vehicle, bearing registration no...... and trust it will meet your approval.<br>Yours faithfully,<br>Workshop Manager<br>M/S A K Automobile

Term: cash.

<table>
<thead>
<tr>
<th>Sl No.</th>
<th>Details Work</th>
<th>Rs.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Remove steering box assembly and Checked and found internal damages and Refit by new required parts.</td>
<td></td>
</tr>
<tr>
<td>2.</td>
<td>Remove water cooling liner and found damage of thermostat and replacing new required parts and refit align same.</td>
<td></td>
</tr>
<tr>
<td>3.</td>
<td>Parts Engine</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 × steering worm with bearing</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 × rubber oil seal (1 set)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 × rubber hose for cooling liners</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 × water pump hub</td>
<td></td>
</tr>
<tr>
<td>4.</td>
<td>Labour for the Mechanical Job</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Remove steering box assembly and overhaul same with necessary new required parts and align same.</td>
<td></td>
</tr>
<tr>
<td>5.</td>
<td>Machining Job</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Polishing brake drum front and Rear side.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Reaming steering box bush (2 nos.)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total (No.1 &amp; NO.2) :</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total Charge Rs.: ....</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Parts appx. Rs. ......</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Machining charge ......</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Grand Total (Rs)......</td>
<td></td>
</tr>
</tbody>
</table>

Rs.......................<br>
N.B. The above estimate has been prepared of a visual inspection after dismelting the engine assembly. If any extra work mention than above charge will be extra and taxes applicable on parts will be charged extra cost......<br>Grand Total .........................

Note: The above estimate is approximate only and additional repairs if necessary will be charged for extra. When it possible by customers will be notified of any extra work to be done. The company do not hold themselves for loss alternatively damage to customers cars, occasioned by Fire, Earth Quake and disturbance on civil commotion.
DEFINITION/ ACRONYMS/ ABBREVIATION

DEFINITION

- Clutch Plate: It is the part of the clutch bearing the friction material.
- Feeler Gauge: Strips of metal of accurately known thickness used to measure clearances.
- Pressure Plate: The part of the clutch, which forces the clutch plate against the flywheel.
- Ring Spanner: A wrench or key which completely encircles the nut, thus giving a perfect grip and obviating marks on finished work.

ACRONYMS

- Service Station: The meaning of Service station that “filling” station where get gas and oil as well as complete the engine tune-up i.e. wheel balancing, repair brake systems and make minor engine repairs system and make minor engine repairs and the like.
- Independent Garage: Means that many cars/trucks owners do not go back to the dealers for service in terms of quality and for one or another reason prefer to go to an independent garage.
- Authorized Dealers: This means that the manufacture suppliers the dealer with vehicle at wholesale price and sold new vehicles.

ABBREVIATION

- NOC: No Objection Certificate