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▲ Dr.R.KARUPPASAMY
▲ EDITOR
▲



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TALENT MANAGEMENT AND EFFECTIVE WORKFORCE

Proceedings of International e-Conference

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DEPARTMENT OF BUSINESS ADMINISTRATION

KAMARAJ COLLEGE
THOOTHUKUDI – 628 904.
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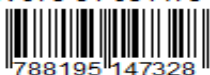
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PREFACE

In competitive business world, the existence and survival of business are more significant to conquest the active rivalry. The business competency is a strategic tool to enhance the competitive advantage and potential to achieve organizational objectives. The Human efficiency is always being as one of the prime resource, but it has more importance in the present scenario. Hence, the business giants make themselves to acquire talents and more concentrate on retaining the existing talents. The Book of Talent Management and Effective Workforce is flowered as Proceedings of International e-Conference which is engrossed to emphasis the effective recruitment and selection of workforce and retain skilled employees for the improvement of organizational performance in the competitive scenario. It includes different research articles and reviewed papers which contributed by the conference presenters such as academicians, research scholars and professionals from the different streams. The international e-Conference on "Talent Management and Effective Workforce" which has been organized by the Department of Business Administration, Kamaraj College, Thoothukudi, Tamilnadu, India. By this writings we would like to extend our gratitude to most respected resource persons of this conference, Dr. P. Arunachalam, Dr. Doris Padmini S. Selvaratnam, Dr. R. V. Palanivel, Dr. N. Ramkumar, Dr. P. Vikkraman, Dr. G. Barani and Dr. Neeta U Deshpande. They have presented their thoughts on relevant topics of the conference. It definitely created an impact on participants' mind and reflects on this book also. And, the successful startup of the conference and conception of this book, it happened only by the management of Kamaraj College (The Tuticorin Education Society), Mr. Ilango Vetrivel – Prsident, Mr. P.S.P.K.J. Somu – Secretary, Mr. R. Muthuselvam- Treasurer, Dr. D. Nagarajan – Principal, Dr. A. Arunachala Rajan and faculty members of BBA department. The Book has dedicated to the society with the support of those people for enriching research knowledge. Undeniably the edited book fulfills the demand of readers in the perspective of talent management and effective workforce.

Dr. R. KARUPPASAMY
Editor

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A Study of Gender difference in Literacy Rate and Importance of Job Satisfaction in the Workplace

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Abstract

Gender difference exists in all sectors of the world. Gender difference persists everywhere, from large nations to small villages. A lot of study has come before about gender and job satisfaction. In this my study will depend on the difference between men and women in education and the job satisfaction in the workplace. Despite the growth of the Indian economy in the current context, gender segregation remains on one side both in education and in workplace. There are still differences in the education rate between men and women. The Central and State government have come up with several schemes to reduce gender differences. But still gender differences in the field of education. There are differences between a men and women; even it comes to job satisfaction. Employee satisfaction plays a very important role in the growth of the organization. A company needs to know what employees think of satisfaction in the workplace. This study is about gender differences in education and job satisfaction in the workplace.

Keywords: Gender difference, Literacy Rate, Job Satisfaction, Workplace.

Introduction

From ancient times the field of education has been classified on the basis of infrastructure, research department, faulty skills student's populations. Gender differences are the biggest challenges in education, especially for women. Women education rate is much lower than men education rate. There are many states and many villages where women are unable to pursue primary education. Despite the gender changes and advances in Indian education, gender segregation still exists. Perhaps the

reasons for the gender differences in education are caste, religion, gender and money. Gender inequality in education in India continues to be high, especially among rural women and economically disadvantaged women. In fact, I have to say that gender inequality is expanding across India because there is a difference not only in education but also in workplace, income, health and economy everywhere.

Job satisfaction is the satisfaction of the employee as well as the way he or she looks at work. Satisfaction also results in a better relationship between the employee and the organization. The organization can achieve tremendous growth if the employee works with satisfaction. If the employee is not satisfied they will not see the job properly thus affecting the growth of the organization. The greatest success of an organization will require more work with the satisfaction of the employees. The organization needs to fix it to see if they have any problems in the workplace.

Objective:

To study the gender differences in literacy rate of India

To study the importance of job satisfaction for an employee in the workplace

Review of Literature

Thomas R.E (2013) in his study, how much gender difference there is in India. He has proved the gender difference in India through many figure and statistics. In his study, the compared India's gender differences with Western countries.

Jeyachandran, S (2014) he has conferred the roots of gender inequality in developing countries. He has additionally stated a lot of mechanisms for the development of the sector. He also suggested some steps to reduce gender differences.

Methodology

This is descriptive analysis paper supported secondary information. Data are noticed from totally different census report, various websites, and different journals.

Gender disparity in Indian literacy rate

India is a very independent country with a large population. The Indian population is much larger and men outnumber women. Education plays a vital role in socio-economic development. Despite the growth of education in India, a gender difference persists. The education rate in India is lower in rural areas than in urban areas. The education rate of women is still low in rural areas. Women are not allowed to study due to family circumstances and are forced to marry at an early age. Thus women do not have the same right to education as men. Adults in rural areas think that men can study more but women do not need to study but in some areas women are more educated than men. The education ratio of men and women in India can be found in the table below.

Gender differences in Selected Indian States Literacy Rate in the year 2001 and 2011:

| S. No | States | Literacy Rate 2001 | | | Literacy Rate 2011 | | |
|-------|----------------|--------------------|----------------------|--------------------|--------------------|----------------------|--------------------|
| | | Male Literacy Rate | Female Literacy Rate | Literacy Rate 2001 | Male Literacy Rate | Female Literacy Rate | Literacy Rate 2011 |
| 1 | Andhra Pradesh | 70.32 | 50.43 | 66.64 | 75.56 | 59.74 | 75.60 |
| 2 | Assam | 71.28 | 54.61 | 63.25 | 78.81 | 67.27 | 73.18 |
| 3 | Bihar | 59.68 | 33.12 | 47.00 | 73.39 | 53.33 | 63.82 |
| 4 | Gujarat | 79.66 | 57.80 | 69.14 | 87.23 | 70.73 | 79.13 |
| 5 | Haryana | 78.49 | 55.73 | 67.91 | 85.38 | 66.77 | 76.64 |
| 6 | Karnataka | 76.10 | 56.87 | 60.47 | 82.85 | 68.13 | 67.66 |
| 7 | Kerala | 92.24 | 87.72 | 90.86 | 96.02 | 91.98 | 93.91 |
| 8 | Madhya Pradesh | 76.06 | 50.29 | 63.74 | 80.53 | 60.02 | 70.63 |
| 9 | Maharashtra | 85.97 | 67.03 | 76.88 | 89.82 | 75.48 | 82.91 |
| 10 | Orissa | 75.35 | 50.51 | 63.08 | 82.40 | 64.36 | 73.45 |
| 11 | Punjab | 75.23 | 67.42 | 69.65 | 81.48 | 66.77 | 76.68 |
| 12 | Rajasthan | 75.70 | 43.85 | 60.41 | 80.51 | 52.66 | 67.06 |
| 13 | Tamil Nadu | 82.42 | 64.43 | 73.45 | 86.81 | 73.86 | 80.44 |
| | INDIA | 75.26 | 53.67 | 64.83 | 82.14 | 65.46 | 74.04 |

Source: Census 2001 and 2011.

Gender difference of Education in India is gender, with males getting additional access to education than females. Due to partial perceptions, women are brought up primarily for wedding when that they belong to their in laws. Education is important for women conjointly return on investment on their education is low compare to the education of boy in India and also numerous countries. For the low financial gain families, the education of women is not attainable or less attainable. As partial views dominate in Indian family women typically do not gain access to academic opportunities and are effectively unbroken engaged in household. The female literacy rate has been less than men it had been 53.67 % against the male literacy rate of 75.26 % in 2001, and 65.46 % female literacy rate against the male literacy rate of 82.14 % in 2011. The Female and Male literacy rate ratio raised from the 63.83 % in 2001 to 74.04 % in 2011 in India. Though the ratio raised in all major states over the years, there have been large interstate variations in Kerala compare to different states of India. Kerala had the best ratio across the years, Bihar had the bottom in 2001 and 2011 followed by Orissa, and Bihar had the bottom ratio followed by Orissa in 2001. In Kerala, the male literacy rate has increased from 92.24 per cent in 2001 to 96.02 percent in 2011. Similarly, the female education has increased from 87.72 per cent in 2001 to 91.08 per cent in 2011. Compared to other states in this table, Kerala has made good progress in education.

Importance of Job Satisfaction in the Workplace for An Employee:

The job satisfaction of the employee plays a very important role in making an organization huge success. The behavior of an individual can give satisfaction to his work. An organization attitude and beliefs case employee to do more and less work. The organization will face huge losses if the employees do not perform satisfactorily at work. The followings are shows how important job satisfaction is to an employee.

Employee performance at work:

The way employee performance at work depends on the job satisfaction. If employee has any problems in the workplace it will affect their performance. Employee work may be affected do the work structure and economic conditions. Sometimes the work system is less efficient, so there is not much satisfaction from that job.

Employee Absence at workplace:

Job satisfaction is associated with the absence of employee. If employees are not willing to come job with satisfaction, they are more likely not to come to job due to health reasons. Employee avoid coming to job even if they have any family dependent problems. Once employee come to job satisfied they will not skip job for any reason but if they are reluctant to work they will not come for job any reason due to physical condition or any other reason.

Employee Turnover at the workplace:

It is rare to for an employee too find another job in the organization if the turnover is affected by an employee. At the same time, if an organization turnover is too high because of employee then the organization tries to keep that employee in the organization, they offering higher pay and some other benefits.

Employee Retention at the Workplace:

The organization retains only the most experienced hard work employee. Organizations are trying to retain talented employee somehow because there is a lot of competition for talented employees. Whereas, unskilled employees are fired form the job for some reason. If talented employee works in organization with satisfaction they will not leave the job for no reason so that organization makes them work with satisfaction.

Suggestions

State and Central government have taken a number of steps to reduce gender disparities in education. Although India`s economy has grown the fastest in the world, gender inequality in education still exists. Women should be given equal rights in education to reduce gender differences in India while at the same time giving equal rights to women in politics and social activities. Satisfaction of the employee who work for an organization to perform better plays a very important role.

Conclusion

The study shows, the difference between males and females in the education ratio of India, is expressed by the literacy rate of education. Among the states in India in this study, men have the highest education rate

and women have the lowest education rate. The second part of this study clearly states the importance of employee satisfaction in an organization.

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**The Bang of Talent Management in Managerial level
Performance an Analysis between Designated Automobile
Corporations, with Reference to Krishnagiri District,
Tamil Nadu, India**

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Abstract

This research paper examines the applicability of Talent and performance Management in Automobile sector to improve the employee performance in TamilNadu, India. The primary data collected from the 258 different levels of employees in automobile sector. Reliability test, descriptive analysis, ANOVA and correlation analysis used to measure the applicability of talent and performance management. This study helps the company to retain present talented workforce and stop them from quitting the organization. Critical Talent has been defined and identified at covering all employee level positions; talent management variables have been proposed in line with automobile sector requirements and capabilities and to select the perfect and highly skilled employees for the organization. The main idea of this research work is to analyze the various factors influencing effectiveness of talent management of the selected respondents in the study area as to know how the automobile sector look upon talent management as an instrument for developing the potential employees and through increase organizational performance level.

Keywords: Talent, performance Management, Organizational Performance, Automobile sector, employees, skilled employees.

Introduction and Background

Success of any organization lies with the workforce it constitutes. Human Resource Management is the talk of the day which deals with the people in organizations and helps in achieving individuals and organizational

goals. It plays the most significant role in the smooth functioning of an organization. All the process encircles from R-R recruitment to retention, moreover recruiting talented and skillful employees is on high demand [1]. In particular, for organization survival and prosperity, focusing on talent management framework and its functioning is highly vital. The word talent can be defined as the knowledge, ability, competencies, and skills of a person in his particular field. Talent management represents the people who bring transformation in their field by making use of talent. The idea of HRM is to improve productivity through Human Resource [2]. Such individuals add strategic value to the organization and make it more competitive.

Talent management indicates the different initiation an organization implements to develop and keep the talent pool within the organization. It also represents the deliberate approach an organization initiates to attract job applicant job market, retain existing talented employees, motivate them, and to develop the knowledge and abilities of their workforce.

The idea of talent management got more and more popular in 1997. Money in the form of pay and reward given to the employee may attract, but it does not help in retention. Considering the existing business situation talent management is consider as the most effective strategies to retain potential employees in organization [2]. Our Indian organizations are highly labor-intensive organizations. In today's business environment, the dynamic nature business is putting an ever-increasing pressure on companies to be constantly on the lookout for incomparable talent in a market. Talent is the most significant factor that drives an organization and takes it to a higher level in the business market [3]. The talented workforce is the base for the success of any business organization. Considering the above facts, this study tries to understand the talent management practices and its impact on the organizational performance of automobile industries.

Literature Review and Hypothesis Formulation

Hiring the right people does not mean talented people, Talent represent the workforce should be expertise in the nature of work what they are dealing with. [4] mention that the development of a vibrant talent management system helps ensure that the right people are available to the industry and creates a high-performance work system to improve productivity and profitability. Moreover, if the competencies of employees

are more their level of performance will also be high in the work environment. [5] Report that talent management is a new but difficult phenomenon to implement in the organization.

Moreover, talent management impacts organizational performance equally. [6] In their study results, the local government communities in South Africa face a serious service delivery problem because of a shortage of skilled workers needed to execute few sets of jobs. [7] In their study, projects that implementing talent management in a concern, helps to identify the key employees and also it can be linked with performance effectiveness. [8] In their study, revealed that to bring business transformation, talent management is very much necessary.

Many companies introduced talent management systems in recent years a study by [9] results that, one of the major challenges multinationals face is to recruit, build and maintain a well talent pipeline. Earlier reviews focused on the need for talent management practices in various sector. It has been identified that attempts are being made to examine the impact on performance after employees receive talent management practices in organization. Based on the reviews the primary hypothesis for the study was designed,

Primary Hypothesis: Talent management positively impact organizational performance.

Talent management practices rule every organization. One interesting and widely accepted fact is that nobody ignores the power of talent management in influencing the employee's performance, which leads to organizational success.

Materials and Methods

Design

Exploratory research describes data and characteristics of the population being studied. The study is defined to explore the performance of managers towards talent management and its impact to the automobile industries. A structured questionnaire measures the response from 258 managers of automobile industries through simple random sampling technique. Pilot study was conducted with 50 respondents to ensure the validity and reliability of the questionnaire.

Objectives of the study

- To study talent management in general and in the automobile industry.
- To study the talent management practices in automobile industries and its impact on organizational performance.
- To suggest talent management model for the automobile industry.

Profile of the study area

Krishnagiri is a prehistorically significant district in Tamilnadu. In view of the growing population and significant characteristics of the Krishnagiri division, the district of Krishnagiri was formed on 9 February 2004 as the thirtieth separate district of Tamil Nadu. It is well known for its production hub and employment opportunity. Hosur Industrial region consists of approximately 700 industries including big, medium, and small industries. Most of the units located at Hosur are manufacturing sites producing spares of automobiles. Thus the study area comprises of a very huge population of employees working in manufacturing sectors.

Data Analysis

IBM SPSS 20.0 version is used to analyze the responses recorded. The data was checked for its validity and reliability and statistical tools such as Descriptive statistics to study the characteristics of the sample, ANOVA to test the impact of independent variable with respondents demographics, Chi-square test to find the significant difference between the variables,

Reliability test to measure the reliability of the items in the questionnaire and consistency. Pearson Correlation method to test the association among the study variables was used. All the items in the study questionnaire were measured on a five-point Likert scales, ranging from strongly disagree to strongly agree.

Results

The demographic characteristics of the respondents are as shown in the table 1. More than half of the respondents n=140, 54% of the respondents are very young indicated very vibrant workforce. Moreover 71% of the respondents are unmarried. Considering employment pattern 86% of the respondents worked within the industry without break. Interpreting their

educational qualification equal respondents possess U.G degree 45%, and P.G degree 49%. Majority of the respondents n=102, 39% of the employee have less than two years of experience.

Table-1 Demographic profile of the respondents

| Characteristics | n | % |
|---------------------------|----------|----------|
| Age | | |
| <25 | 140 | 54.3 |
| 26-30 | 86 | 33.3 |
| >30 | 32 | 12.4 |
| Marital Status | | |
| Single | 185 | 71.7 |
| Married | 73 | 28.3 |
| Employment Pattern | | |
| Continuous | 223 | 86.4 |
| Interrupted | 35 | 13.6 |
| Educational qualification | | |
| Certificate Course | 5 | 1.9 |
| Diploma Course | 8 | 3.1 |
| U.G | 118 | 45.7 |
| P.G | 127 | 49.2 |
| Total Experience | | |
| <2 | 102 | 39.5 |
| 3-4 | 83 | 32.2 |
| 5-6 | 26 | 10.1 |
| 7-8 | 16 | 6.2 |
| >9 | 31 | 12.0 |

Table -2 Output of Correlation Matrix

| | | | | |
|-------------|---------|---------|---------|---|
| | 1 | 2 | 3 | 4 |
| Attraction | | | | |
| Retention | 0.799** | | | |
| Motivation | | 0.712** | | |
| Development | | | 0.521** | 1 |

** . Correlation is significant at the 0.01 level (1-tailed).



The above Table 2 displays the results of correlation among the studied constructs. Attraction is highly correlated with Retention r value is .799, Retention related with Motivation is .712, and Motivation related with Development is .521. All these linked relationship showed the minimum relationship is 52% and maximum relation is 79% and all the combination of relations are significant at 1% level.

Results of ANOVA

Employees in an organization would be attracted by various factors of organization. Likelihood of willingness to accept the organization differs with respect to age differences. The results are displayed on the table 3.

Table-3 Output of ANOVA

Attraction vs Age

| Age Group | N | Mean | Std. Dev. | F- Value | Sig. |
|-----------|-----|------|-----------|----------|-------|
| <25 | 140 | 3.83 | 0.4 | 12.78 | 0.00* |
| 26-30 | 86 | 3.52 | 0.68 | | |
| >30 | 73 | 3.78 | 0.38 | | |
| Total | 258 | 3.68 | 0.56 | | |

*Values are significant at 0.05 level

The output of the above table 3 shows that the age factor is playing the big role in employee attraction with a significant F value of 12.78, significant at 0.00. The employee attraction expectation will differ between the employee age groups.

Table 4 Motivation Vs. Marital status

| Attributes | Gender | N | Mean | Std. Dev. | F-Value | Sig. |
|------------|---------|-----|------|-----------|---------|-------|
| | Single | 185 | 3.73 | 0.72 | | |
| Motivation | Married | 73 | 3.85 | 0.47 | 5.04 | .025* |
| | Total | 258 | 3.79 | 0.62 | | |

*Values are significant at 0.05 level

The mean score is 3.73 for unmarried and married respondents 3.85. The table value depicts F value of 5.04 and is significant at is 0.00. Since the significant value is below 0.05, there is a mean difference exist about this attribute across marital status, and is significant at 5% level. The unmarried employees will give much importance to the development of their interpersonal skill. The employee's performance is based on the organization motivation and stimulation.

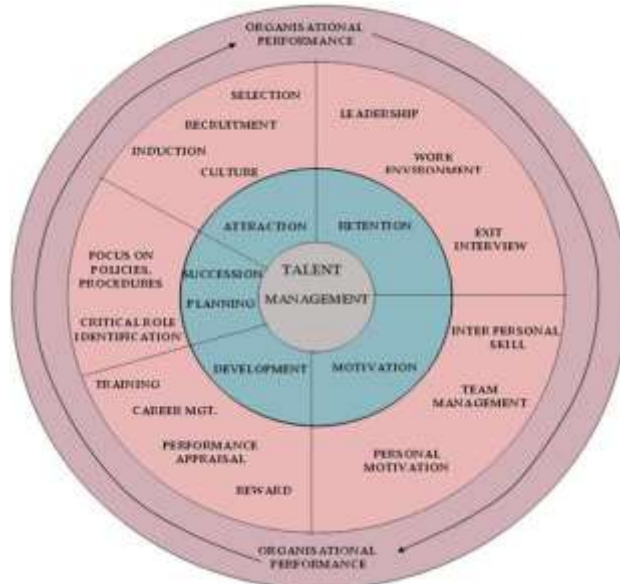
Discussions

This paper discusses does talent management impacts organization performance of automobile industries in Krishnagiri district. The results of the present study demonstrated that the talent management is positively related to organizational performance. In line with the findings of [10] there is a positive relationship between talent management practices and performance of organization. On the other hand there is a high correlation exist between attraction, retention, motivation and development.

A study by [11] proves that talent management practices are closely associated employee turnover rate and also related with organizational performance. Talent management impacts organizational performance positively with r value .861, significance at $p < .05$. Hence there is a positive relationship with talent management practices and organizational performance and hence it is proved. Implementing talent management

practices in organization minimize attrition and hence, provide platform for the better performance of organization [12].

Talent Management Model based on the research:



Conclusions

Talent and performance management is provides a continuous opportunity for automobile sector to develop their employee's performance levels. The automobile sector in TamilNadu must concentrate to promote a talent management mindset to all the level of employees and commit to supporting talent management practices to implement in the all functional area of management to improve the organizational performance level. The potential for attracting, retention, motivation, development and succession planning is inherently more challenging to automobile industry and diverse in their functions. The learning from talent management is faceted. It appears clear talent management practices are beneficial thought is required in order to implement these practices effectively. However, it seems there is a wider impact of talent management, where automobile industries have been able to mainstream some of the key elements of the talent management practices; it enables them to maintain and develop talent as well as to improve the organization performance of the wider workforce.

Future Recommendations

Further research can be done on identifying the key strategies for practicing talent management within the industry and other companies. Future researcher can focus on cross- industry comparisons of talent management practices. Talent management has gained the attention of academic world recently. This study can be extended in such a way to measure the implementation of talent management practices and its relation with turnover intention.

Measuring talent management among different levels of employees, and different sectors would be highly appreciable. It will be helpful for the business people to consider and making their employee to stay with a longer period of time. “A happier employee will deliver out breaking output”. To keep employee happy and productive there is a need for talent management in the organization, which in turn pave way for enhanced productivity.

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The Reshaping of The Human Skills for Double Disruption – Covid-19 & Technology

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Abstract

The Indian workforce is undergoing a major change in its work environment, work behavior, and work culture. The double disruption caused by Covid 19 Pandemic and Innovative technology application in day-to-day work life has displaced the Indian workers to a great extent. The Indian workforce needs to reshape its skills to meet the challenges. Indian companies have the herculean task of meeting the above challenges. The new normal and future changes in the economy needs to be managed with the present workforce. Hence this workforce needs to be reskilled and upskilled to meet the world challenges. Companies need to put in place very effective training programs to meet this great challenge. The first and the foremost job of these companies are to identify and list down the skills sets that need to be imparted to their workforce. This paper meticulously analyses such skills that need to be imparted to the Indian workforce.

Keywords: Covid-19, Skills, Technology, Companies, Economy.

Introduction

World Pandemic Covid-19 has caused deep scars on the world economy. It has made the whole world standstill during the early period of the outbreak. Mass vaccination programs across the world have brought down the spread of the deadly virus to great extent but still, it is not completely over¹. World Health Organization (WHO) still says the pandemic is not over, the world nations need to be cautious over the dreaded disease. The World economy has seen one of the worst economic recessions in the

past two decades according to World Economic Outlook². The Global Economy makes a slow recovery and Emerging nation like India is picking up along with their peers. While the Indian Economy is reeling under economic slowdown, the worst affected lot is the Indian youth due to unemployment³. A report says that the global youth population of more than one-sixth is displaced due to this pandemic and the employed workforce working hours have been cut by 23 percent⁴. The Indian youth already face a digital divide and the sudden transition from offline to online platforms in jobs and skill development makes the job market highly competitive⁵.

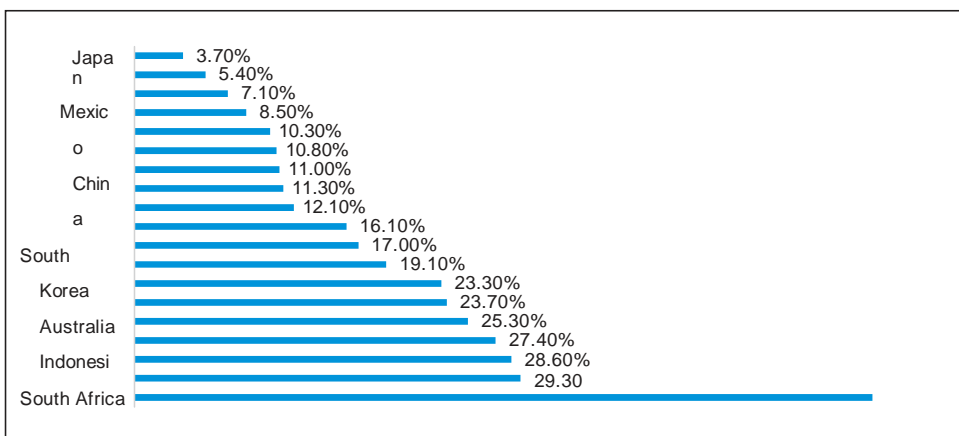
The whole world is transforming itself to work from home (remote working) as a new norm. Digitalization and knowledge-based jobs are emerging as the front-line occupation, the required skill sets and competencies for matching the jobs become inevitable⁶.

Employers' dilemma is that a large chunk of the existing workforce needs to be reskilled to make them as an employable workforce and need to hire new people with the right skill sets. So companies need to bridge the skill gaps with policies, collective actions and implement the right training programs.

Skills and Employability Trends

The world economy is making a modest recovery from its Covid-19 pandemic. A select G20 countries report on youth unemployment shows a very high unemployment rate in South Africa at 56.35%.

Figure 1: Unemployment Rate of youth population in G20 Countries(select) - 2020

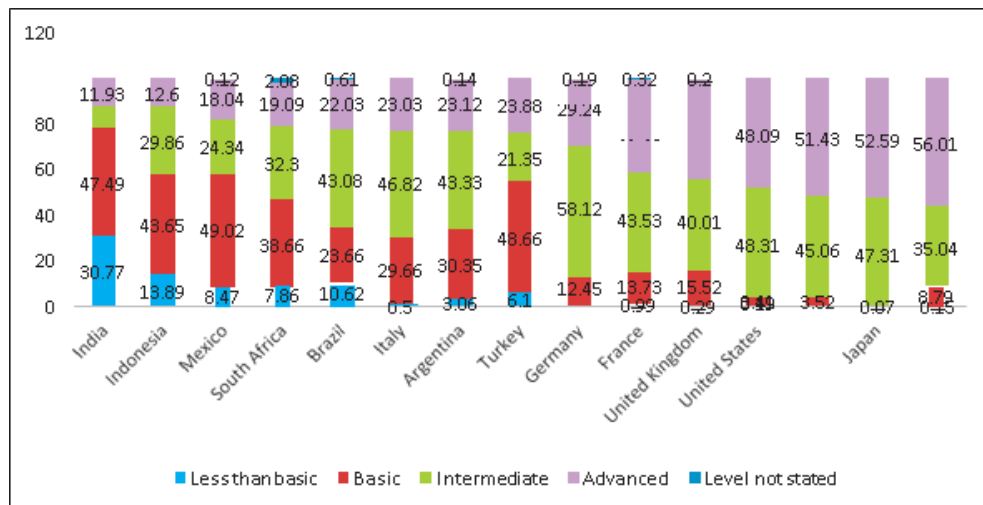


Source: International Labour Organization (ILO)

It was found that among G20 countries US, Japan, Mexico and Germany were the four countries to register a single-digit youth unemployment rate during this Covid-19 pandemic. It should be remembered that the outbreak of the Covid-19 was a major catastrophe but 4th Industrial Revolution was already transforming the world⁷. Already the global workforce was displaced by new technology, globalization, and climate change a further deeper impact was made by the upsurge of Covid-19 pandemic.

Covid-19 outburst has made the significance of technology inevitable in day-to-day life right from telemedicine, robotics in the product, process, service industries, studying consumer behavior patterns, and virtual classrooms. This digital transformation is a double-edged sword by creating sizeable employment opportunities for skilled workers and mass unemployment for unskilled and low-skilled workers⁹.

Figure 2: Composition of Skills for Jobs in G20 Countries (select) - 2018



Source: International Labour Organization

It was found that among the G20 countries, Russia would have the highest (75%) and Germany the lowest (26%) on fear of losing jobs among working adults while India has 57%¹⁰. The global pandemic has created a new inequality among the world populations in terms of digital access to all. This major crisis would be highly eminent in Populus countries like India.

Skill Crisis – Indian Perspective

Emerging economies like India would contribute to the global economic growth since 62% of its people are in the life span of 15-59yrs (working age) out of which 50% and more would be below 25¹¹. A closer look at the vibrant young Indian labor pool shows that only 2% of them are skilled workforce as compared to 96% in South Korea, 45% in China, 55% in the US, and 74% in Germany. This shows that we lag in skill development despite the demographic advantage for higher growth¹². We are not able to translate the abundant youth manpower into higher productivity. Indian growth targets are far from reach due to the inadequacy of skills, low education levels and lack of jobs¹³.

According to the National Sample survey (68th) it was found that from general education background 68% of graduates and 53% of postgraduates were unemployed; In case of technical education, 45% of graduates or postgraduates and 51% of graduate or postgraduate diploma holders are unemployed¹⁴. This is a huge number showing our inefficiency and underutilization of young vibrant manpower towards zero contribution for economic activity. In the year 2009, the Indian government had the vision for skilling 402 million workers under National Policy for Skill development and Entrepreneurship by 2022¹⁵. This massive plan is to make India as a global destination for trained workers. Current estimates put India in back-seat in making the distant dream come true adding to its woes is Covid-19 a joint spoiler of India's effort¹⁶. To overcome the looming skill crisis in India, skill development and youth employability should be the top priority for the Indian Government.

Human Skills for Double Disruption

The Indian workforce needs skills across jobs due to the greater adoption of technology over the next five years. It was found that workers who continue in the same job need to change their core skills by 40 – 50% and reskilling by 4% by 2025. In the next five years, Critical thinking and Problem solving would lead the inventory of talents that the management need to grow in their employees. The above skills do exist even from 2016. The Covid-19 pandemic has brought in new skills namely Self-management comprising of Flexibility, Active learning, Stress tolerance and Resilience. World Economic Forum's Future of Jobs Report suggests the direction of

travel and the speed to match the work and talent of the time ahead. Technological disruption always transforms jobs. It is the stepping stone for learning new skills. An opportunity in disguise. Professor Klaus Schwab says we have plenty of mechanism in our kitty to manage the present-day technological change. He adds that the current metamorphosis can be supported to discharge human potential. We can create cushion in order to safe-guard the replaced workers by reskilling and upskilling in huge numbers for the jobs of tomorrow.

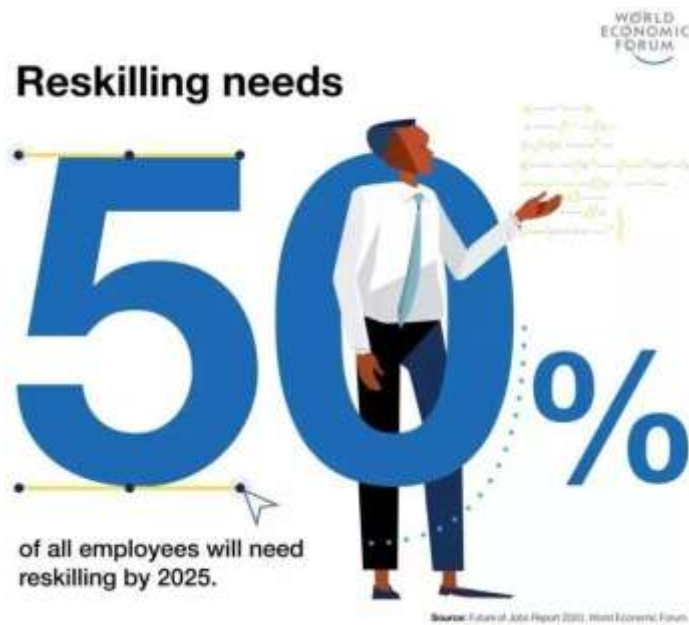


Image: World Economic Forum

World Economic Forum appraises that eight five lakh jobs would be replaced due to the change of labor among men as well as machines. More jobs approximately 97 million are supposed to emerge due to the adoption of the new split of labor among men, machine and methods.

Top 10 skills of 2025



Source: Future of Jobs Report 2020, World Economic Forum

Image: World Economic Forum

It was found by the World Economic Forum by analyzing the data from LinkedIn and Course-era the skills that are in high demand for the year 2021 are cross-cutting skills, product marketing, digital marketing, and human-computer interaction skills. The above are the comprehensive skills required for the emerging employment of tomorrow¹⁷.

Time For Reskilling the Workforce

It was found that all major business leaders an unprecedented 94% expect the work force to acquire new talents by themselves by doing the job. World Economic Forum made a survey and identified from the respondents that 40% of the workers need six months or less to reskill themselves and this number would be higher for the consumer and health care industry. In the case of financial and energy sectors, the time required is six months or lower for reskilling since it requires more time-intensive programs.

In the case of training, 39% of the employers believe that it would be done internally however Professor Schwab believes that training would be supplemented by 16% of online training and 11% by outside experts. Covid-19 has propelled the training towards the direction of wired reeducation. During the period April to June 2021, the online platform course-era had a four-time upsurge on the figure of individuals looking for opening by themselves. Wired study platforms had seen tremendous learners during the pandemic. A fivefold jump has been seen by private employees engaged in online learning by the platforms provided by their employers. An astounding nine-fold enrolment for online learning resources could be seen in government programs.



Source: Courses data produced for the Future of Jobs Report, World Economic Forum
Presents the days of learning needed for the average worker to gain the level of mastery through Courses learning.

Image: World Economic Forum

The Online platforms says that it would take a minimum of four to eight weeks to gain the finest ten skills for the new upcoming jobs between work force and culture, content creator, sales and marketing. In the case of

Product development and Artificial Intelligence, it would take eight to twelve weeks for people to enrich their talents. On the other hand, for cloud computing and engineering professions, a four-month-long learning program is required. Individuals require time and funds to pursue new skills even though acquiring such new skills is increasingly possible through digital technologies^{18,19}.

Conclusion

The foremost job of any country in the world is skilling its workforce for the jobs of the present and future. Prosperous countries are the ones where people's productivity levels are very high. Productivity levels will depend upon their skills and effective utilization of such skills. Due to the Covid-19 pandemic, world countries face a severe economic crisis and its companies are finding it difficult to find and employ the right people with the needed skill sets. In the past India has managed the role of crisis management very effectively. It should design strategies to match the current employability needs and to enhance the skilling ecosphere. Skill advancement is a global problem. World countries together need to develop a platform for individuals to enhance their skill-sets to accommodate themselves for the successful change. For many advanced countries, the situation is grim since in the forthcoming period its present-day workforce will fallback and it cannot be fully replaced by a new lot. However, the situation is different for India, it can benefit from the demographic dividend (young workforce in abundance). This would translate into a global opportunity for India to supply skilled labor for world countries if it can successfully implement its skill development programs.

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A Study on Employee Benefit towards Online Banking Service in Thoothukudi District

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Abstract

The project entitled “a study on employee benefit towards online banking service in Thoothukudi district”, is carried out with an objective to determine the employee benefit. The primary objective of this study is to identify factors affecting to rural consumer while selecting online banking & to identify the employee benefit among online banking users. The secondary data was collected from related websites, books. The survey was conducted to 150 respondents by using direct questionnaire method. For distribution of questionnaire to the consumer convenience sampling method was used to select the customer and the survey was taken among those selected users. After collecting the data from the respondents it was analyzing using simple percentage method, chi-square test and weighted average rank for analyzing the collected data.

Key words: Customer, employee benefit, online banking

Introduction

Today's banks are constantly looking for ways to improve profits. Major portion of earning profit is online banking. Online bank is one of the main services in the banking industry. Online banking also known as internet banking or e-banking or Net Banking is a facility offered by banks and financial institutions that allow customers to use banking services over the

internet. Customers need not visit their bank's branch office to avail each and every small service. Not all account holders get access to internet banking. If you would like to use online banking services, you must register for the facility while opening the account or later. You have to use the registered customer ID and password to log into your online banking account.

Statement of the problems

In today's fast world, customers do not have time to go to the banks. For this purpose, banks have started online banking services. In online banking services employee benefit is very important.

The rural areas are growing with the development of technology and communication. Their life style is also changing. However online bank users are fewer because they have not enough awareness. Online banking technology provides more efficient financial products and services. In the current competitive world, online bank users face many problems to transfer money and to know the correct way of transactions. Exchange transaction charges vary from bank to bank. It is difficult to know about the exchange transactions charges for the rural customers. And also rural customers should be held responsible if they are wrong during the transaction.

This topic has been chosen to learn from the fact that customers, in particular, online banking service and provide solutions to the problems of employee.

Review of Literature

Xina yuan, Hyung seok lee and Sang Yong Kim, (2010) in their articles," Present and Future of Internet Banking in China" The objective of the study it illustrates the history and explosive growth of Internet banking services and the development of Internet banking services is still in its nascent stages in China. The result, industry classification and market positioning operations were more streamlined and more mature. Commercial banks in China are now paying attention and expending efforts on the banking network, funds, technology, and human resources in order to improve their services.

Perna Sharma Bamoriya & Preeti Singh (2011) has studied Issues & Challenges in Mobile Banking in India: A Customers' Perspective. The objective of the study to explore the perceived utility of mobile banking in

comparison to retail banking and online banking among the mobile banking users and non-users and to study the selected issues in mobile banking from urban customers' perspective. The data were collected through a questionnaire from a quota sample of 50 mobile banking users and 50 non-users. Statistical tools T-test, ANNOVA, Percentile analysis were used. The Results show that from consumers' perspective mobile handset operability, security/privacy and standardization of services are the critical issues. Majority of the customers were indifferent towards utility of mobile banking in comparison to retail banking and online banking.

Scope of the study

The study has been undertaken mainly to highlight the employee benefit towards online banking in Thoothukudi district. This study covers the factors affecting to rural consumer while selecting online banking service and their general function about the services offered in the online Banking. It also attempts to finds out the frequently used online Banking services in the study area.

Objectives of the study

- ❖ To identify factors affecting to rural consumer while selecting online banking.
- ❖ To identify the level of satisfaction among rural customers from online banking services.
- ❖ To find out the problem faced by the rural customers from online banking services.
- ❖ To offer suggestion for online banking services for rural customers.

Methodology

Sample Size

This study has a sample of 150 respondents, which is selected at convenience sample to know the employee benefit towards online banking service.

Tools for Analysis

In this study the collected data were analyzed by using simple percentage analysis, chi-square test and weighted average rank.

Analysis and Interpretation:**Table 1 Demographic profile**

| Demographical Variables | Categories | No. of Respondents | Percentage |
|--------------------------------|---------------------|---------------------------|-------------------|
| Gender | Male | 105 | 70 |
| | Female | 45 | 30 |
| Age | Below 25 Years | 18 | 12 |
| | 26 to 35 Years | 37 | 25 |
| | 36 to 45 Years | 45 | 30 |
| | Above 45 Years | 50 | 33 |
| Marital Status | Married | 81 | 54 |
| | Unmarried | 69 | 46 |
| Qualification | HSLC | 12 | 9 |
| | UG | 9 | 6 |
| | PG | 79 | 52 |
| | Professional | 50 | 33 |
| Occupation | Government employee | 38 | 25 |
| | Private employee | 60 | 40 |
| | Business man | 22 | 15 |
| | Agriculture | 30 | 20 |
| | | | |
| Monthly Income | Below 10000 | 30 | 20 |
| | 10001- 20000 | 53 | 35 |
| | 20001- 30000 | 42 | 28 |
| | Above 30001 | 25 | 17 |

(Sources: Primary data)

From the above table, it clearly shows that 70 % of respondents are male and 30% of respondents are female. Age group of respondents, 12% of respondents are in the age group of below 25 years, 25 % of respondents are in the age group of 26- 45, 30 % of respondents are in the age group of 36-45, 33% of respondents are in the age group of above 45. Marital status 54 % of the respondents are married, 46% of the respondents are unmarried. Qualification of respondents 9% of the respondents have studied only HSLC, 6% of the respondents have studied undergraduate, 52% of the respondents have studied postgraduate, 33% of the respondents have studied Professional. From the occupation table 25% of the respondents are government employee, 40% of the respondents are private employee, 15% of the respondents are business man, 20% of the respondents are agriculture. Monthly income group, 20% of the respondents get below Rs.10000, 35% respondents get 10001 to 20000, 28% respondents get 20001 to 30000 and 17% of the respondents get above 30001.

Table 2: Factors of Online Banking

| S. No | Factor | I | II | III | IV | V | VI | VI I | Mea ns | Ran k | Ra nk |
|-------|---------------------|----|----|-----|----|----|----|------|--------|-------|-------|
| 1 | Quality of service | 20 | 5 | 9 | 24 | 50 | 35 | 7 | 538 | 3.59 | V |
| 2 | Time saving | 28 | 44 | 34 | 17 | 7 | 12 | 8 | 751 | 5.01 | I |
| 3 | Security | 20 | 13 | 5 | 13 | 2 | 28 | 69 | 426 | 2.84 | VII |
| 4 | Cost saving | 32 | 18 | 33 | 26 | 32 | 5 | 4 | 711 | 4.74 | II |
| 5 | Complaint resolving | 10 | 19 | 6 | 18 | 4 | 45 | 48 | 436 | 2.91 | VI |
| 6 | Satisfaction | 14 | 22 | 30 | 26 | 40 | 14 | 4 | 636 | 4.24 | IV |
| 7 | Comfortable | 26 | 29 | 33 | 26 | 15 | 11 | 10 | 702 | 4.68 | III |

Sources; primary data

From the above table shows that in online banking services, Time saving , having highest score of 5.01, cost saving is the second requirement of respondents with score 4.74, Comfortable is the next important factor with score 4.68, satisfaction is 4.24 in fourth place and so on.

The majority of responded have given first rank to Time saving.

Table 3: Satisfaction Level of Respondents of online banking Services

| S.No | Satisfaction | No of. Respondents | Percentage |
|------|---------------------|--------------------|------------|
| 1 | Highly satisfied | 46 | 30 |
| 2 | Satisfied | 64 | 43 |
| 3 | Neutral | 22 | 15 |
| 4 | Dissatisfied | 11 | 7 |
| 5 | Highly dissatisfied | 7 | 5 |

Sources: Primary data

Testing of hypothesis – H

- There is no significant difference between the age of the respondents and level of satisfaction.
- There is no significant difference between the monthly income of the respondents and level of satisfaction.

Tables 5: Problems of online banking services

| S.No | Problems | No. of Respondents | Percentage |
|------|--------------------------|--------------------|------------|
| 1 | System error | 8 | 5 |
| 2 | Account hacking | 52 | 35 |
| 3 | Network problem | 30 | 20 |
| 4 | Fund transfer error | 45 | 30 |
| 5 | Not giving fast response | 15 | 10 |

Sources: Primary data

The Table show that problems of online banking services faced by the respondents. Out of 150 respondents, 5% of the respondents are System error, 35% of the respondents are Account hacking, 20 % of the respondents are Network problem, 30 % of the respondents are in Fund transfer error and 10 % of the respondents faced the problem of Not giving fast response.

Findings

- Majority of 105 male respondents are using online Banking. Minority of 45 female respondents are using online banking.
- Majority of 50 respondents are in the age group Above 45 years.
- Majority of Married persons are using online Banking more than unmarried persons.
- Majority of 79 respondents are using online-Banking service in Graduate level.
- Majority of 60 respondents are private employee,
- Minority 22 respondents are professional.
- Majority of 53 respondents are belonging to the monthly Income group between Rs.10001 - Rs.20000, majority of respondents are middle class people.

Suggestions

- If the bank introduces new scheme the notice board should display in front of the bank.
- The bank should do some demo for rural customers, how to use the technological services
- The bank take steps to reduce the cyber crime particularly hacking of money while using online transaction.
- The banking sector creates awareness among the people to maintain their PIN (Personal Identification Number) number confidentially.
- The bank transfer the fund through the online with so many formalities, so it takes time. The bank take steps to reduce the formalities and transfer the fund within a second across the world.

Conclusions

Online banking service is extremely important for banking organization not only to attract new customer, but to retain existing as well Here It can be concluded that 43% employee benefit are satisfactory will online banking services. Most people do not know it and people who now

about it and people who know about it are reluctant to use it due to misconceptions like hacking, privacy, security etc. So improve their promotional and communication strategy to make aware the employee and to improve the level of usage of online banking with high level of satisfaction.

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Role of MGNREGA in Enhancing Financial Literacy

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Abstract

MGNREGA plays an important role in enhancing the financial literacy. The objective of the MGNREGA is to provide not less than one hundred days of uneducated physical work as a assured work in a financial year to every domestic in rural area as per demand and proactively ensure social inclusion. Practically the rural area people can become a financially included and literates people through MGNREGA. The chapter attempts to measure the level of financial literacy and important role of MGNREGA among scheduled community in Sathankulam Taluk. Primary data collected through structured interview scheduled has been used for analysis and presented in the study.

Introduction:

The Mahatma Gandhi National Guarantee Scheme was launched on 02.02.2006. It guarantees 100 days of work in a financial year to every household in rural areas. Financial Literacy helps individuals to save money and ensures a dignified life. Financial Literacy teaches the individual on the concepts of money and helps to manage it wisely. Further it enables people to become more informed financial decision makers. In addition to this, it makes an awareness of personal financial issues. Further, it develops the basic skills related to earning, spending, budgeting, saving, borrowing and capitalising money.

Objectives of the study:

- To measure the role of MGNREGA in enhancing financial literacy among scheduled communities in Sathankulam Taluk.

- To discover the inter-connection between socio – economic variables and financial literacy.
- To provide appropriate recommendations based on the outcomes of the study.

Sampling Design:

The study is based on the sampling method. In the study to collect principal data the researcher followed convenience sampling method. Since the numbers of respondents are innumerable and the study period is limited, convenience sampling is employed. However, the 150 samples are selected from Sathakulam Taluk. Due representation is given for rural and urban respondents. Further, the respondents selected belong to various income groups.

Methodology:

This study is an empirical research based on survey method. The primary data were collected from respondents with the help of interview schedule. The interview schedule was constructed by the researcher to collect information about financial literacy by visiting people in Sathankulam Taluk from 150 respondents have been selected by convenience sampling method.

Analysis of the Study:

Purpose of Opening a Bank Account

The following table explain about purpose of opening a bank account of the sample respondent

Table 1

| S.No | Purpose | No. of Respondent | Percentage (%) |
|-------------|----------------|--------------------------|-----------------------|
| 1 | Borrowing loan | 32 | 21 |
| 2 | MGNREGA | 87 | 58 |
| 3 | Savings | 31 | 21 |
| 4 | Others | 0 | 0 |
| | Total | 150 | 100 |

Source: Primary data

Table 1 show that 584% of the respondents opened bank account for the purpose of MGNREGA, 21% of the respondents opened account for the purpose of borrowing loan, 21% of the respondents opened account for the purpose of Savings and no one respondent opened account for the purpose of other reasons.

Transaction Intervals

The following table explain about transaction intervals of the sample respondent

Table 2

| S.No | Intervals | No. of Respondent | Percentage (%) |
|-------------|------------------|--------------------------|-----------------------|
| 1 | Once in a month | 112 | 75 |
| 2 | 3 - 6 months | 38 | 25 |
| 3 | 6 - 9 months | 0 | 0 |
| 4 | 1 year | 0 | 0 |
| | Total | 150 | 100 |

Source: Primary data

Table 2 show that 75% of the respondents deal the account at once in a month, 25% of the respondents involve the transaction dealings in between 3 - 6 months, no respondents are verify the account in between 6 - 9 months and 1 year.

It is concluded that most the respondents 64% are once in a month

Knowledge from Bank Account

The following table explain about learning from account of the sample respondent

Table 3

| S.No | Knowledge | No. of Respondent | Percentage (%) |
|-------------|------------------|--------------------------|-----------------------|
| 1 | Scheme | 34 | 23 |
| 2 | Borrowing scheme | 26 | 17 |
| 3 | Withdraw | 38 | 25 |
| 4 | Interest Rate | 52 | 35 |
| | Total | 150 | 100 |

Source: Primary data

Table 3 show that 23% of the respondents obtained the knowledge of scheme, 17% of the respondents obtained the knowledge of borrowing scheme, 25% of the respondents obtained the knowledge of withdraw and 35% of the respondents know the interest rate.

Benefit of MGNREGA

The following table explain about what are the benefits received from MGNREGA by the sample respondent

Table 4

| S.No | Benefits | No. of Respondent | Percentage (%) |
|-------------|-----------------------|--------------------------|-----------------------|
| 1 | Assured income | 95 | 63 |
| 2 | Dealings in Bank | 29 | 19 |
| 3 | Limited working hours | 22 | 15 |
| 4 | Increment | 4 | 3 |
| | Total | 150 | 100 |

Source: Primary data

Table 4 show that 63% of the respondents felt that assured income (100 days), 19% of the respondents felt that able to maintain the dealings in Bank, 15% of the respondents felt that limited work hours and 3% of the respondents felt that increment.

Literacy through MGNREGA

The following table explain about literacy through MGNREGA from the sample respondent

Table 5

| S.No | Literacy | No. of Respondent | Percentage (%) |
|------|----------------------------|-------------------|----------------|
| 1 | Individual dealings in ATM | 48 | 32 |
| 2 | Saving Habits | 40 | 27 |
| 3 | Know the interest rate | 38 | 25 |
| 4 | High Borrowing power | 24 | 16 |
| | Total | 150 | 100 |

Source: Primary data

Table 5 shows that 32% of the respondents obtained the literacy of individual dealings in ATM, 27% of the respondents felt that increased the saving habits, 25% of the respondents Know the interest rate and 16% of the respondents felt that increased the borrowing power.

Level of Satisfaction

The following table explain the level satisfaction about MGNREGA from the sample respondents

Table 6

| S.No | Level | No. of Respondent | Percentage (%) |
|------|------------------|-------------------|----------------|
| 1 | Highly satisfied | 26 | 17 |
| 2 | Satisfied | 54 | 36 |
| 3 | Neutral | 45 | 30 |
| 4 | Dissatisfied | 25 | 17 |
| | Total | 150 | 100 |

Source: Primary data

Table 6 shows that 17% of the respondents are extremely satisfied, 36% of the respondents are gratified, 30% of the respondents are impartial and 17% of the respondents are unhappy.

Conclusion

From this research it was found in the study that with the help of MGNREGA, 100% of the peoples financially included through opening a bank account and the people can became a literate through individual dealings in ATM, increase in savings, know the interest rate and increase in borrowing power.

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Job Satisfaction among DTH dealers in Tirunelveli district

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Abstract

Every dealer is a strong pillar of our DTH company. DTH Dealers play an important part in brand developing the knowledge about channel pack, brand image and awareness of pay channel's of customers. The main aim of the study is to identify the job Satisfaction among DTH dealers. Primary data were collected from 100 customers by convenient sampling method through questionnaire and also by interview method in Tirunelveli District. This study consists of simple percentage analysis, "t" test and Garrett ranking techniques were used to rank the factors motivating DTH dealers for Skill Development, Work-Life Balance, Company Culture, Work Satisfaction, salary & Benefits, job Security and career Growth. The present study reveals that the majority of the respondents preferred career growth and job security.

Keywords: Job satisfaction, DTH Dealers.

Introduction

It has developed a wide variety of equipment, tools and machinery with the help of science and technology to make human life much simpler and more comfortable. DTH has become a major entertainment medium in recent times. In the early days DTH growth was very low in India. Job satisfaction is the combination of emotional and psychological experience at any work. Job Satisfaction is the relationship between what everyone expects in accordance to what everyone achieves. Any work cannot be effectively done without satisfaction. Dealers are important in building the company.

So, job satisfaction is an important concept that is not only related to an individual but it is relevant for the society's well being.

Statement of the Problem

The study is to find out the factors motivating job satisfaction among DTH dealers. It aims at identifying the job Satisfaction. This study helps to meet the involvement and commitment of dealers is purely dependent upon morale, motivation and job satisfaction. Motivation and job Satisfaction play an important role in every company. It has been identified that delayed customers service, job security, work environment, irregularity and the shortage of commitment are all effects of low job satisfaction.

Objective of the Study

1. To identify the factors motivating the job Satisfaction
2. To identify the level of job Satisfaction among DTH dealers.

Hypotheses

Ho: There is no significant difference in the job satisfaction of DTH dealers among different gender groups of dealers.

Methodology

The data were collected for the present study from primary and secondary data. This study consists of simple percentage analysis," t" test and Garrett ranking. The researchers have selected 100 DTH dealers and applying a convenient sampling method.

Analysis and Interpretation

Demographic profile

The present study collected the demographic profile of the respondents to understand their basic profile towards DTH services. The collected details are analysed and presented below.

Table1 – Demographic profile of the respondents

| Demographics | Category | No.of respondents | Percentage |
|-----------------------|-----------------------|--------------------------|-------------------|
| Gender | Male | 85 | 85 |
| | Female | 15 | 15 |
| Age | Below 25 | 11 | 11 |
| | 26 – 35 | 39 | 39 |
| | 36 – 45 | 32 | 32 |
| | Above 45 | 18 | 18 |
| Education | Up to Secondary level | 10 | 10 |
| | UG | 48 | 48 |
| | PG | 29 | 29 |
| | Professional | 13 | 13 |
| Monthly Income | Below Rs.10,000 | 12 | 12 |
| | Rs.10,001 – 20,000 | 38 | 38 |
| | Rs.20,001 – 30,000 | 36 | 36 |
| | Above Rs.30,000 | 14 | 14 |
| Brand | Videocon d2h | 10 | 10 |
| | Airtel Digital TV | 31 | 31 |
| | Tata Sky | 22 | 22 |
| | Sun Direct | 30 | 30 |
| | Dish Tv | 4 | 4 |
| | Reliance Big Tv | 2 | 2 |
| | DD Direct Plus | 1 | 1 |

Source: Primary Data

Table 1 represents the demographic characteristics of the respondents used for the study. The results shows that about 85% of the dealer are male, 39% of the dealer's belong to the age group of 26 -35, 48% of the dealers are UG, 38 % of the respondents have the income level between 20,001 – 30,000 and 31% of the respondents are dealers in Sun direct.

Table 2 – Factors motivating DTH dealers

| Factors | Total Score | Average Score | Rank |
|-------------------|--------------------|----------------------|-------------|
| Career Growth | 9522 | 21.06 | I |
| Salary & Benefits | 8130 | 18.06 | III |
| Work Satisfaction | 7693 | 17.09 | IV |
| Skill Development | 7178 | 15.95 | V |
| Job Security | 8980 | 19.95 | II |
| Work-Life Balance | 6444 | 14.32 | VI |

The factors motivating DTH dealers, Career Growth has been selected as first rank with a mean score of (21.16) which is followed by Job security has been selected as second rank with a mean score of (19.95), the salary and benefits has been selected as third rank with a mean score of (18.06), work satisfaction has been selected as fourth rank with a mean score of (17.09), Skills development has been selected as fifth rank with a mean score of (15.95) and work life balance has been selected as last rank with a mean score of (14.32).

Job satisfaction of DTH among the gender group of DTH dealers

An attempt was made to compare the job satisfaction and gender group of sample dealers. It deserves a mention that the job satisfaction has been discussed and tested with the help of t-Test through the following null hypothesis,

H₀: There is no significant difference in job satisfaction of DTH among different gender group of customers

Table 3 Significant difference among the Gender group of dealers with regard to Job satisfaction

| Job satisfaction of DTH dealers | Gender group (Mean Score) | | t Statistics |
|---------------------------------|---------------------------|---------|--------------|
| | Male | Female | |
| Autonomy | 1.4753 | 0.3194 | 1.238* |
| Involvement | 1.4353 | 1.3750 | 0.403 |
| Significance | 1.4141 | 0..2916 | 0.776* |
| Recognition | 1.5239 | 1.3889 | 1.091* |
| Bonus | 1.4651 | 1.4079 | 0.334 |
| Fringe Benefits | 1.2886 | 0.0972 | 1.224* |
| Job security | 1.3309 | 1.4027 | 0.449 |
| Pay equity | 1.3521 | 1.2361 | 0.819* |
| Promotion | 1.3474 | 0.1111 | 1.298* |
| Training Opportunity | 1.1945 | 1.1527 | 0.169 |
| Working Condition | 1.3576 | 1.3472 | 0.192 |
| Working Environment | 1.3851 | 0.3611 | 0.318 |
| Job satisfaction | 1.3913 | 0.4222 | 0.364 |
| Fair procedure | 1.4764 | 1.4323 | 0.381 |
| Motivation workforce | 1.3992 | 0.3922 | 0.123 |
| Reward | 1.3537 | 0.3611 | 0.145 |
| Support from administration | 1.3600 | 0.3750 | 0.259 |

Source: Primary data

Significant at five per cent level

Table 3 indicates that promotion and Fringe Benefits are the important factors motivating DTH dealers who are male as their mean scores are 1.5239 and 1.3992 respectively. Table further indicates that job security, involvement and work conditions are the important factors motivating DTH dealers who are female as their mean scores are 1.3750 and 1.3611 respectively.

Since the 't' value of factors motivating DTH dealers among different gender groups of dealers namely antonyms, Job satisfaction, job responsibilities, job security, working conditions and reward are significant at 5 per cent. It can be concluded that gender wise there is a significant difference in factors motivating DTH dealers namely fringe benefits, co-workers assistance, supervisor Assistance, reward, motivation workforce and promotion opportunity.

Suggestions

1. Improvement in awarding the DTH dealers who make highest sales turnover yearly.
2. Promotional activities can be improved like discounts, gifts, prizes etc.
3. Increasing rewards and improve peaceful working environment
4. Companies should create self motivation.

Conclusion

Dealers play a vital role in the purchase decision of a customer. It depends upon many factors; the study reveals that the job satisfaction among DTH dealers. Most dealers prefer Sun direct service for job security, reward, fringe benefits and better job satisfaction. The study concludes that company support towards dealers in enhancing job satisfaction is very important. The results of this study predicted that there exists no significant difference among the Gender groups of dealers with regard to Job satisfaction. Most of the dealer's prefer Job security and promotion opportunities.

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Development of Women Entrepreneurship in India and Tamilnadu

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Abstract

“Empowering Women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.” **Dr. APJ. Abdulkalam** Gandhi was one of the world’s greatest visionaries who practiced what he preached. In his Journal Young India he worshipped women. His words were appreciated by most of the men as well as women which leads to the changing role of women. The picture of Indian economy in the ancient times, which looks attractive, lost its glitter as the time passed. The entrepreneurial activities before 1857 were mainly confined to the British Businessmen and trading firms, participation of Indian people was negligible. The period after 1857 witnessed slow growth of Indian entrepreneurship. From the very beginning women have been the best managers of the kitchen and have solely dominated the area of household activities. The general attitude of women entrepreneurs is that they are the makers of papads, masalas, pickles and household goods. But nowadays the non-traditional enterprises are easily managed by women entrepreneurs. They made steady progress well as leading consultants, publishers, exporters of machinery, manufacture of electric goods, exporters of garments, designer’s interior decorators and the like.

Keywords: objectives, role of institution, five-year plan, growth

Introduction

Entrepreneurs have competed for a crucial role within the economic development of the developed countries, for instance, America, Russia, and Japan have to support the very fact that the economy is an impression that entrepreneurship within the cause. The individuals within the underdeveloped countries also are turning into additional and additional tuned into the importance of entrepreneurial development in the method of their economic development. Now, individuals have begun to comprehend that for achieving the goal of economic development, it's necessary to extend entrepreneurship qualitatively and quantitatively within the country. It is solely active and enthusiastic entrepreneurs who explore the potentialities of the country's offered resources-labor, technology, and capital.

Any plan designed to obtain economic development will not be success without engaging the women who constitute half of the population. Women entrepreneurship has achieved momentum for the last thirty years with the increase in the number of women enterprises and their functional participation to economic growth. In the current world, women entrepreneurs are like to become the important part of the global economic development. In India female occupied an important place in the society, the business ability of women was not properly developed and expertly motivated due to the backwardness of women in the country. It is only from the Fifth Five Year Plan the role of women has been recognized with a notable shift in the approach to women issue from women welfare to women development.

Objectives of the Study

Objectives of the study are to identify the growth aspects of women entrepreneurs in India and Tamilnadu.

Review of the Literature

Rupali Jitendra Khaire (2011) in her article entitled “**Women empowerment A key to success**” explained that efficient innovative entrepreneurs have created the strong economy for industrially and economically developed nations, not simply with their resources but through their ideas and foresightedness.

According to A. H. Cole, Entrepreneurship is the purposeful activity of an individual undertaken to initiate, maintain of aggrandize profit by

production or distribution of economic goods and services. Some definitions that are commonly used focus on innovation, risk taking, venture and wealth creation.

Development of Women Entrepreneurs in India and Tamil Nadu

Role of Financial Institutions

This part of the chapter the researcher studies the role of financial institutions for the development of women entrepreneurs.

Directorate of Industries

The Directorate of Industries is the decision-making agency for the raise and development of the small scale industries and village industries. It works under the overall supervision of Small Industries Development Corporation (SIDO). Its functions and duties are regulatory and developmental in nature. It is connected with District Industrial Centres (DIC) at the district level, connected with industrial officers at the sub-divisional level and extension officers at the block level working under its mechanism.

District Industries Centre (DIC)

DICs are the most important institutions for promoting and development of the industrial sector at the district level. DICs offer essential project aids for the potential entrepreneurs. The facilities being concentrated by the District Industries Centres comprise the identification of potential male and female entrepreneurs to undertake feasible projects, supply of SSI registration certificates, keeping and maintenance of SSI databank, sanction of technical possibility reports to several financial institutes, share of industrial land in industrial estates, development schemes, industrial estates, small industrial estates etc.,

Vocational Training for Women

Vocational Training Programme has been implemented in the year 1975 in order to provide training to the women in the vocations which are merchantable and also to improve the skills and efficiency for facing the demands of changing work atmosphere. The Main and most important aims of training involvements is to help and improve the women empowerment in

the society to access income and employment chances which will improve their socio and economic status.

Credit-Linked Rural Entrepreneurial Development Programme

The credit-related rural entrepreneurial development programme was implemented for the promotion of entrepreneurship especially for women population in the country.

The NABARD's non-farm sector schemes enhance the majority of the rural trained women to start micro enterprises in their locality.

National Resource Centre for Women

The NRCW is an independent body and it was established to familiarise and explain policy thinkers towards women's problems, enabling leadership training and making a nation-wide databank in connection with women's development. The Department execute the introduction of twenty seven beneficiary oriented plans for women introduced by different central departments.

The New Industrial Policy

The New Industrial Policy was implemented in the year 1991 and it have stressed the importance for piloting distinct entrepreneurship schemes for women to improve the women entrepreneurship. The scheme has suggested that product and method focused on courses to be implemented to permit women folk to begin small-scale industrial units.

Mahila Coir Yojana

The Mahila Coir Yojana is the first women concerned with self-employment programmes in the coir units and it also generates self-employment chances to the rural women population in regions manufacturing coir fibre. Change of coir fibre into coir yarn on mechanical rates in rural homes offer possibility for large-scale employment, increase in production and quality.

Development of Women Entrepreneurs during Five Year Plans

The women empowerment is acknowledged as the major and foremost concern in identifying the conditions of women population in the country, including women in the main stream of development is considered

to be a major function for the Government of India. The Government put special concentration on women's employment with the aim of creating women self-reliant as well as economically independent. In this view number of women-specific and women-concerned schemes and policies were introduced by the Government of India in the five year plans.

First Five Year Plan

In First Five Year Plan Period only welfare oriented women development programmes were implemented. Plan stressed that women are having the same chances as men for discharging all the type of works and services and they provide same facilities so their involvement into the business and services are in no way biased.

Second Five Year Plan

The Second Five Year Plan had the comprehensive objective of the introduction of a socialist type of society in a welfare state and trying to reveal the same welfare pattern moreover providing importance to women's education for developing women entrepreneurs and initiating actions to increase protective and child health services. In the second Plan period, women were structured into Mahila Mandals in villages for enabling merging of health care, nutrition and welfare schemes.

Third Five Year Plan

The Third Five Year Plan permitted high significance for education to the women entrepreneurs, vaccination of pre-school kids and extra diet for both children and nursing mothers.

Fourth Five Year Plan

Women's education, immunization of pre-school children and supplementary diet for children and nursing mothers are given more priority in the Fourth Five Year Plan Period. Family and Child Welfare institutions were introduced to help women, women entrepreneurs and children and the household in the block level.

Fifth Five Year Plan

During Fifth Five Year Plan there was a modification in approach to women entrepreneur's subjects by replacing welfare orientation to a

developmental method for the objective of elimination of poverty and achievement of resourcefulness.

Sixth Five Year Plan

In Sixth Five Year Plan a new chapter viz. Women and Development was included and it proves that women's welfare is an integral part of the planning process in our country. It is renowned from the current experiences of woman that a woman like man can embody an economic unit or discharging trade activities or its related services here by providing more chances for women development, the government has introduced many schemes and welfare development programmes.

Seventh Five Year Plan

It is definitely a suitable measure in the correct way that a unique place given in the Seventh Five Year Plan and it has included the incorporation of women in the sphere of economic development. In this connection the plan deed has recommended: to take care of women as special target group in all development activities.

Eighth Five Year Plan

The human development is considered to be a very important and major focus in the eighth five year plan. This plan assured to confirm that outcome and achievement of the development from various fields are happened only with the women inclusion, introduction of special programmes to balance the overall development programmes and to organise the movement of benefits to women from other development segments and permit women to act as equivalent involvements in the development activities

Ninth Five Year Plan

During the period of ninth five year plan the significant components of the method for the improvement of women entrepreneurs in the strong steps were undertaken to increase the skill and efficiency of women through giving vocational training in different job oriented fields and to develop their abilities to reap more income and profit. Supplementary productive chances were generated for women through women SHGs.

Tenth Five Year Plan

The main goal of the tenth five year plan is having direct look on women empowerment. Specific programmes and schemes for the involvement of women in agriculture sector are implemented. Establishment of special education zone for women entrepreneurs are made and generating help centres to offer counselling and taking care to sufferers of domestic evils are other new programmes implemented in the tenth plan period.

Eleventh Five Year Plan

In this plan government of India assure that at least thirty three percent of both direct and indirect benefits of all programmes reached to the women population in the country.

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Impact on Employee Job Satisfaction in Leather Companies with Special Reference to Ranipet District

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Abstract

The paper argues that job satisfaction is joined to structure performance. It states that staff with high levels of job satisfaction square measure a lot of seemingly to possess positive attitudes towards their work. Conversely, staff with low levels of job satisfaction square measure less seemingly to possess these sentiments. The paper additionally states that managers ought to have an interest within the attitudes of their staff to stop potential issues and influence their behavior. they must additionally inspire and commit themselves to drive the organization's goals and visions. Therefore, efforts ought to be created to strategically position the organization to require advantage of opportunities that pullulate with the setting through effective environmental scanning, and effective company management and fitting place structures that enhances employees' job satisfaction.

keywords: Job satisfaction, structure performance, improved productivity.

Introduction

Every organization incorporates a set of goals and objectives that it aims to attain so as to enhance its operations and productivity. It attracts and retains the simplest and most qualified hands to attain these goals. This strategy is followed by a pool of qualified and driven staff. once associate degree worker feels happy regarding the duty, he/she is driven to place in bigger effort in his/her job. This bigger effort tends to extend the general performance of the organization. In alternative words, a happy individual worker and his effort and commitment square measure crucial for the success

of the organization. In fact, no worker will really be committed along with his or her using organization once he or she isn't happy together with her.

Today, it's harsh to know the result of job satisfaction on work performance. students have tried to ascertain the connection between job satisfaction and job performance by delving into many analysis and studies. The paper therefore seeks to utilize a theoretical approach to look at the connection between job satisfaction and structure performance in today's business settings, further as take into account some implication of job satisfaction for business managers.

Literature Review

Job satisfaction is that the total feeling likeness or dislikes that a private has regarding his or her job. It's an efficient or emotional response towards the varied aspects of one's job. It's a private total angle and perception towards one's job.

Baridam and Nwibere (2008) outlined job satisfaction because the degree to that a private feels negatively or completely regarding the varied aspects of job tasks, the work setting, relationship with co-workers and also the job itself.

Puspkumari (2008) a private with a big level of job satisfaction holds ascension frames of mind towards their activity whereas a private UN agency is a smaller amount happy with their jobs holds negative inclinations regarding the duty

As indicated by **Nwachukwu (2006)**, a employee UN agency has few Job openings can beyond question excuse on this and acquire fulfillment from what he has accessible. Whereas associate degree worker with a lot of offered opportunities can beyond question complain and perpetually believe his cost and this influences his all out Job satisfaction.

Objectives of the Study

- To study the thought of job satisfaction normally.
- To realize the impact of level of job satisfaction in animal skin corporations.

- To analyze the varied factors influencing job satisfaction in animal skin corporations.
- To recommend numerous measures to enhance the duty satisfaction in future.

Scope of the Study

The study highlights the worker satisfaction of animal skin corporations in Ranipet District. This study indented to grasp the connection between the worker satisfaction with mental and physical health of a private. To grasp the attributes of job satisfaction.

Limitations of the Study

- This study is confined to solely fifty respondents in Ranipet District.
- The study is conducted briefly amount.

Research Methodology

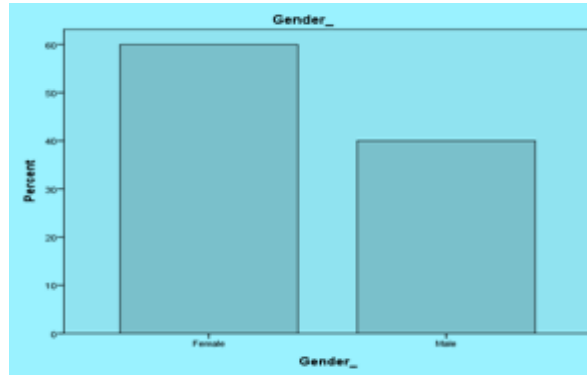
Knowledge for the analysis was collected from fifty respondents. Primary knowledge was collected kind the respondents through well structured form with Google forms and Secondary knowledge was collected from numerous journals, Books & Magazines. Simple ‘frequency distribution and Chi-square test’ were applied to evident the job satisfaction of an employee in leather companies.

Gender

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------|-----------|---------|---------------|--------------------|
| Valid | Female | 30 | 60.0 | 60.0 | 60.0 |
| | Male | 20 | 40.0 | 40.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Source: Primary data collected form questionnaire.

Inference: From the above table it is inferred that 60% of the respondents are female and 40% of the respondents are male.

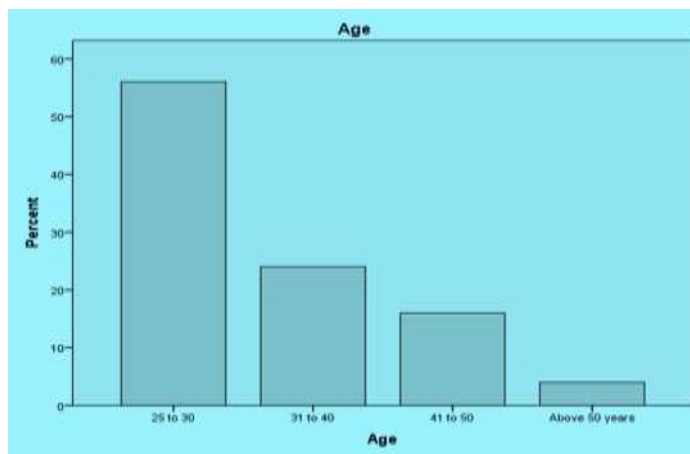


Age

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | 25 to 30 | 28 | 56.0 | 56.0 | 56.0 |
| | 31 to 40 | 12 | 24.0 | 24.0 | 80.0 |
| | 41 to 50 | 8 | 16.0 | 16.0 | 96.0 |
| | Above 50 years | 2 | 4.0 | 4.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Source: Primary data collected form questionnaire.

Inference: From the above table it is inferred that 56% of the respondents are the age group 25 to 30 years ,24 of the respondents are at the age group of 31 to 40 years and followed by 16% of the age group 41 to 50 years and 4% of the age group above 50 years.

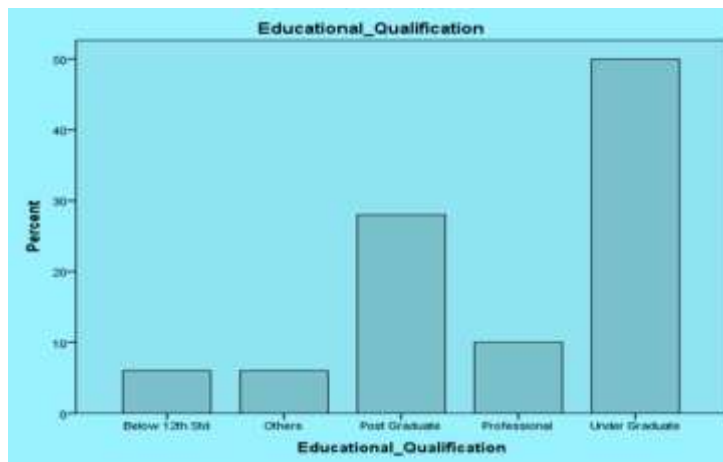


Educational Qualification

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|-----------|---------|---------------|--------------------|
| Valid | Below 12th Std | 3 | 6.0 | 6.0 | 6.0 |
| | Others | 3 | 6.0 | 6.0 | 12.0 |
| | Post Graduate | 14 | 28.0 | 28.0 | 40.0 |
| | Professional | 5 | 10.0 | 10.0 | 50.0 |
| | Under Graduate | 25 | 50.0 | 50.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Source: Primary data collected form questionnaire.

Inference: From the above table it is inferred that 50% of the respondents are the undergraduate, 28 of the respondents are the post graduate and followed by 6 % of the respondents are below 12th std.

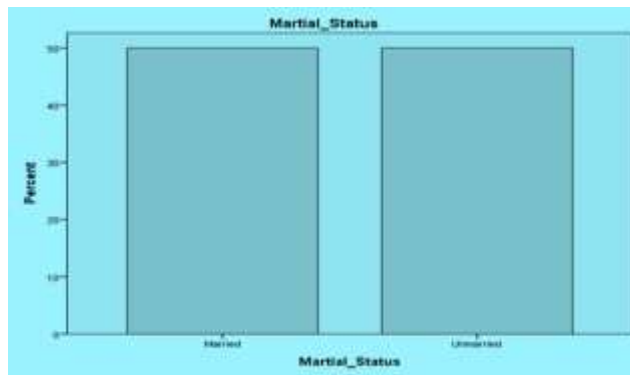


Marital Status

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|--------------|-----------|---------|---------------|--------------------|
| Valid | Married | 25 | 50.0 | 50.0 | 50.0 |
| | Unmarried | 25 | 50.0 | 50.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Source: Primary data collected form questionnaire.

Inference: From the above table it is inferred that 50% of the respondents are married and rest of them are unmarried.

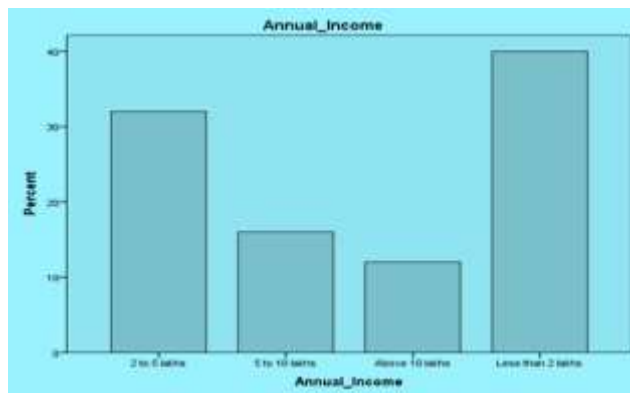


Annual_Income

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|-----------|---------|---------------|--------------------|
| Valid | 2 to 5 lakhs | 16 | 32.0 | 32.0 | 32.0 |
| | 5 to 10 lakhs | 8 | 16.0 | 16.0 | 48.0 |
| | Above 10 lakhs | 6 | 12.0 | 12.0 | 60.0 |
| | Less than 2 lakhs | 20 | 40.0 | 40.0 | 100.0 |
| | Total | 50 | 100.0 | 100.0 | |

Source: Primary data collected form questionnaire.

Inference: From the above table it is inferred that 40 % of the respondents are the income earning group of less than 2 lakhs per annum, and followed by 32% of the respondents are earning between 2 to 5 lakhs per annum and 12 % of the respondents annual income is above 10 lakhs.



Chi-square test**Table 1: Analysis of organiational relation and teamwork of the Employees**

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|--------------------|----|-----------------------|
| Pearson Chi-Square | 6.253 ^a | 6 | .395 |
| Likelihood Ratio | 7.410 | 6 | .285 |
| N of Valid Cases | 50 | | |

Inference:

Since, the p vale (0.395) is greater than 5% significant level. So, null hypothesis is accepted. Therefore, it's concluded that there is no significant difference between the organizational relation and teamwork of the employees.

Table 2: Analysis of overall satisfaction in the work place to Annual income

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 11.397 ^a | 9 | .249 |
| Likelihood Ratio | 13.981 | 9 | .123 |
| N of Valid Cases | 50 | | |

Inference:

Since, the p vale (0.249) is greater than 5% significant level. So, null hypothesis is accepted. Therefore, it's concluded that there is no significant difference between the overall job satisfaction in the work place to annual income of an employee.

Table 3: Right balance between work life and Personal life
Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|--------------------|---------------------|----|--------------------------|
| Pearson Chi-Square | 13.732 ^a | 12 | .318 |
| Likelihood Ratio | 11.126 | 12 | .518 |
| N of Valid Cases | 50 | | |

Inference:

Since, the p value (0.318) is greater than 5% significant level. So, null hypothesis is accepted. Therefore, it's concluded that there is no significant difference between the work life and personal life.

Findings

- Majority of the respondents square measure feminine and at the cohort of twenty five to thirty years.
- Majority of the respondents square measure at the annual financial gain cluster of but two lakhs.
- Majority of the respondents square measure collegian.
- Majority of the respondents square measure happy with their work setting.
- Majority of the respondents square measure accepted relating to the general satisfaction throughout their add their organization.
- Majority of the respondents opined that the great co-operation from alternative department.

Suggestions

- The company ought to give opportunities to the workers to share their valuable suggestions.
- They ought to improve the employer-employee relationship.
- The management has got to use a lot of trendy and updated technology in their service.

- The company will increase the pay of the workers in step with their performance.
- The management has got to inspire the workers by appreciated them, to enhance the corporate standing.
- The management ought to give correct coaching to their employees and develop communication skills among the workers.

Conclusion

Job satisfaction is that the feeling of a private worker. It's been outlined as a “pleasurable or positive spirit ensuing from the appraisal of one’s job or job experience”. The age of an individual will have its influence of their level of job satisfaction. The study has helped to grasp regarding the employee’s job satisfaction of Leather Companies in Ranipet District, square measure happy with their job and overall setting of a company. Throughout the method of the study, the employee’s expectation of Leather Companies in Ranipet were ascertained. To satisfy those obligations, some concepts square measure suggested to the management and it ought to provide reflection on those suggestion so as to extend the extent of satisfaction of the workers. This study clearly shows that organization provides higher job satisfaction.

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A Study on Job Satisfaction of TNSC Workers in Tirunelveli Branch

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Abstract

The main aim of the study is to study the level of job satisfaction of employees of TNSC and analyse the association between personal profile and job satisfaction of employees of TNSC. The data required for the study has been collected from both primary and secondary data. The primary was collected by the researcher through questionnaires. Secondary data was collected by the researcher through Internet, magazines, journals and books. The study was done to find out the job satisfaction level of TNSC workers towards each factor like compensation, working environment, career growth, management support, level of stress, and job satisfaction. A well developed transport system has positive implications for access to basic needs namely health care, education and others. In the case of passenger road transport, meeting mobility requirements efficiently and addressing environmental and developmental concerns requires a great attention to the efficient human resource management. It is found that most of the sample employees (48.2 %) were neutral satisfaction with Salary and Job Security and the next most of the sample employees (41.5 %) were satisfied with Salary and Job Security factor.

Key Words: Job Satisfaction, Working environment, Salary and Job Security and Transport

Introduction

Transport plays an important role in the development of economy in the nation. Transport helps to move from one place to another place for

persons and goods. It further helps the wealth growth and distribution. The trade and commerce development mainly depend on the transports. The Job satisfaction has become a significant subject to study for employees of TNSTC. Employees should be treated fairly and with admiration. Job satisfaction to some extent is an indication of good treatment and emotional well-being.

Statement of The Problem

Working in transport is identified as one of the most stressful career today. The reasons for more stress in the transport work due to more work load, government rules and regulations. Employees of TNSTC also affected by time management, traffic congestions, accident fear, overcrowd, passenger misbehavior etc., and these may also lead to stress. Employees are facing abundance of problems and issues in their day to day life. Buses take up over 90 per cent of Road public Transport in India, and serve as a cheap and convenient mode of transport. Therefore, the employees' level of job stress is vital for the safety and security of mass passenger population. The level of stress is unavoidable in today's work environment, stress can serve as a stimulus to enhance performance and productivity. Job satisfaction is an important factor to retain employees in the long run. Therefore, job satisfaction becomes necessary for motivation and dedication to work. Ensuring employees' job satisfaction and motivation is important to effectively deliver services and to retain employees. In TNSTC, employee satisfaction is found to be positively with respect to quality service and passenger satisfaction. Employees can straight manipulate passenger satisfaction because of their interest.

The paper provided answers to the following research questions:

1. What is the level of job satisfaction of employees of TNSTC?
2. Which factors are influencing job satisfaction of employees of TNSTC?

It also aims to examine the extent of variability in the employees' overall job satisfaction explained by the factors determined. Finally the paper intends to determine the relation between age and job satisfaction factors.

Objectives of The Study

- (i) To study the level of job satisfaction of employees of TNSTC
- (ii) To analyse the association between personal profile and job satisfaction of employees of TNSTC.

Methodology

The data required for the study has been collected from both primary and secondary data. The primary was collected by the researcher through questionnaires. Secondary data was collected by the researcher through Internet, magazines, journals and books. In this study, the researcher has selected 125 TNSTC workers in Tirunelveli branch.

Limitations of The Study:

The study is restricted to only transport corporation which are situated in Tirunelveli branch. So the consequences cannot be generalized. The sample size may be small. Personal bias of the sample employees might have crept while answering a few questions in the structured questionnaire. The period of the study is limited.

Analysis And Interpretation

The job satisfaction of the sample employees was measured by four dimensional items such as salary and job security, working environment, compensation and rewards, organizational commitment and overall. The distribution of the level of job satisfaction of the sample respondents based on the dimensions is presented in Table 1.

Table 1

Distribution of the Level of Job Satisfaction of TNSTC workers based on different dimensions

| S.No | Dimensions | Level of Job Satisfaction | | | | |
|------|-------------------------|---------------------------|-----------------|----------------|----------------|-------------------|
| | | High Dissatisfaction | Dissatisfaction | Neutral | Satisfaction | High Satisfaction |
| 1 | Salary and Job security | 1 (0.3%) | 22 (7.3%) | 145 (48.2%) | 125 (41.5%) | 8 (2.7%) |

| | | | | | | |
|---|---------------------------|--------------|----------------|----------------|----------------|-------------|
| 2 | Working environment | 25 (8.3%) | 143 (47.5%) | 119 (39.5%) | 13 (4.3%) | 1 (0.3%) |
| 3 | Compensation and rewards | 0 | 17 (5.6%) | 194 (64.5%) | 90 (29.9%) | 0 |
| 4 | Organizational commitment | 1 (0.3%) | 29 (9.6%) | 139 (46.2%) | 132 (43.9%) | 0 |
| 5 | Overall | 0 | 5 (1.7%) | 213 (70.8%) | 83 (27.6%) | 0 |

Source: Primary Data

Table 1 clearly describes the distribution of the level of job satisfaction of the sample employees based on various dimensions such aspects as salary and job security factor, working environment factor, compensation and rewards factor, organizational commitment factor and overall job satisfaction.

Regarding Salary and Job Security, most of the sample employees (48.2 %) were not sure (Neutral) as to how they felt about this particular dimension. The next most of the sample employees (41.5%) indicated satisfaction with this dimension. It is clear that the most of the sample employees were not sure to take the decision on the level of satisfaction about their salary and job security. However, the respondents who satisfied with salary and job security were more than unsatisfied respondents.

Regarding working environment, most of the sample employees (47.5%) indicated dissatisfaction. However, 39.5% of the sample employees indicated that they were not sure (Neutral) as to how they felt about their working environment in the TNSTC. It is clear that the most of the sample employees have dissatisfaction with their working environment in their TNSTC.

Regarding Compensation and Rewards, most of the sample employees (64.5 %) were not sure (Neutral) as to how they felt about this particular dimension. The next most of the sample employees (29.9%) indicated satisfaction with the compensation and rewards provided for them in the TNSTC.

No respondent has either high job satisfaction or highly job dissatisfaction with the compensation and rewards provided for them in the TNSTC. It is clear that the most of the sample employees were not sure to take the decision on the level of satisfaction about the compensation and rewards provided for them in the TNSTC. However, the respondents who satisfied with the compensation and rewards provided for them in the TNSTC were more than unsatisfied respondents.

Regarding organizational commitment, most of the sample employees (46.2%) were not sure (Neutral) as to how they felt about this particular dimension. The next most of the sample employees (43.9%) indicated satisfaction with the organizational commitment provided for them in the TNSTC. It is clear that the most of the sample employees were not sure to take the decision on the level of satisfaction with the organizational commitment provided for them in the TNSTC. However, the respondents who satisfied with the organizational commitment provided for them in the TNSTC were more than unsatisfied respondents.

Table 1 notifies that the most of the sample employees (70.8%) were not sure (Neutral) as to how they felt about overall in the TNSTC. The next most of the sample employees (27.6%) indicated satisfaction with overall in the TNSTC. It is clear that the most of the sample employees were not sure to take the decision on the level of satisfaction about overall in the TNSTC. However, the respondents who satisfied with overall in the TNSTC were more than dissatisfied respondents.

It is inferred from the table 1 that the most of the sample employees were not sure (Neutral) on how they felt about the salary and job security, rewards and awards, other benefits and overall in their TNSTC and the next most of them were satisfied with the salary and job security, rewards and awards and other benefits in the TNSTC.

Classification based on Significant Association between Job Satisfaction and Age group of sample employees

To analyze the association between the age group of the sample employees and their job satisfaction in the dimensions of salary and job security, working environment, compensation and rewards, organizational commitment and overall. The null hypothesis (H_0) was framed as follows.

H_0 : There is no significant association between the age group of sample employees and the job satisfaction towards TNSTC.

The result of Chi-Square test is presented in table 2.

Table 2
Significant Association between Job Satisfaction towards TNSTC and Age group of Employees

| Testing Variables | Pearson Chi-Square | | | |
|--|--------------------|----|---------|------------|
| | Value (χ^2) | df | p-value | Cramer's V |
| Job Satisfaction towards Salary and Job security | 25.51 | 10 | .004** | 0.21 |
| Job Satisfaction towards Working Environment | 35.14 | 10 | .000** | 0.24 |
| Job Satisfaction towards Compensation and Rewards | 25.47 | 10 | .005** | 0.21 |
| Job Satisfaction towards Organisational Commitment | 12.61 | 5 | .027** | 0.21 |
| Overall Job Satisfaction | 24.99 | 10 | .005** | 0.20 |

Source: Primary Data

**Significant at .05 level of confidence

Table 2 clearly highlights that the chi-square value for job satisfaction towards salary and job security among different age group of sample employees is 25.51, which is significant at the 'p' value of 0.004. The null hypothesis is rejected. Therefore, it is inferred that there was a statistically significant association between the age of the sample employees and their job satisfaction towards salary and job security, $\chi^2(10) = 25.51$, $p = .04 < .05$. Thus, it can be concluded that the age group of the employees influences their job satisfaction towards salary and job security. Based on Cramer's $V = 0.21$, the effect of influence of age difference of the employees on their job satisfaction towards salary and job security is weak. Hence it is

confirmed that age of the employees is a significant socio-economic status in influencing their job satisfaction towards salary and job security with pathetic effect.

Table 2 clearly exposes that the chi-square value for job satisfaction towards working environment among different age group of employees is 35.14, which is significant at the 'p' value of 0.000. The null hypothesis is rejected. Therefore it is inferred that there was a statistically significant association between the age of the sample employees and their job satisfaction towards working environment, $\chi^2 (10) = 35.14, p < .05$. Thus, it can be concluded that the age group of the employees influences their job satisfaction towards working environment. Based on Cramer's $V = 0.24$, the effect of influence of age difference of the employees on their job satisfaction towards working environment is weak. Hence it is confirmed that age of the employees is a significant socio-economic status in influencing their job satisfaction towards working environment with pathetic effect.

Table 2 clearly indicates that the chi-square value for job satisfaction towards compensation and rewards among different age group of employees is 25.47, which is significant at the 'p' value of 0.005. The null hypothesis is rejected. The study, therefore, it is concluded that there was a statistically significant association between the age of the sample employees and their job satisfaction towards compensation and rewards, $\chi^2 (10) = 25.47, p = .005 < .05$. Thus, it can be inferred that the age group of the employees influences their job satisfaction towards compensation and rewards. Based on Cramer's $V = 0.21$, the effect of influence of age difference of the employees on job satisfaction towards compensation and rewards is weak. Hence it is confirmed that age of the employees is a significant socio-economic status in influencing their job satisfaction towards compensation and rewards with pathetic effect.

Table 2 clearly elucidates that the chi-square value for job satisfaction towards organizational commitment among different age group of employees is 12.61, which is significant at the 'p' value of 0.027, the null hypothesis is rejected. It is inferred that there was a statistically significant association between the age group of the sample employees and their job satisfaction towards organizational commitment, $\chi^2 (5) = 12.61, p = .027 < .05$. Thus, it is concluded that the age difference of the employees influences

their job satisfaction towards organizational commitment. Based on Cramer’s $V = 0.21$, the effect of influence of age group of the employees on their job satisfaction towards organizational commitment is weak. Hence it is confirmed that age of the employees is a significant socio-economic status in influencing their job satisfaction towards organizational commitment with pathetic effect.

Table 2 clearly reports that the chi-square value for overall job satisfaction among different age group of sample employees is 24.99, which is significant at the ‘p’ value of 0.005, the null hypothesis is rejected. Therefore it is inferred that there was a statistically significant association between the age group of the sample employees and their overall job satisfaction, $\chi^2 (5) = 24.99, p = .005 < .05$. Thus, it is concluded that the age group of the employees influences their overall job satisfaction. Based on Cramer’s $V = 0.20$, the effect of influence of age group of the employees on their overall job satisfaction is weak. Hence it is confirmed that age of the employees is a significant socio-economic status in influencing their overall job satisfaction with pathetic effect.

The study confirmed from the table 2 that the age factor influenced the job satisfaction of the employees with respect to salary and job security factor, working environment factor, compensation and rewards factor, organizational commitment factor and overall job satisfaction.

Chi-Square test has been tested the proposed null hypothesis (H_0). The level of significant confidence was determined at 0.05. Using this level of significance, it is likely to arrive at a decision with respect to whether to reject or retain the null hypothesis was proposed. The null hypothesis test summary for significant association between job satisfaction towards TNSTC and Age group of sample employees is presented in Table 3.

Table 3

Null Hypothesis (H_0) Test Summary for Significant Association between Job Satisfaction towards TNSTC and Age group of Employees

| Null Hypothesis | Type of Test | Dimensions | p-value | Status of Hypothesis |
|-----------------|--------------|----------------|---------|----------------------|
| There is no | χ^2 | Salary and job | .004** | Rejected |

| | | | | |
|--|--|---------------------------|--------|----------|
| statistically significant association between job satisfaction and age group of sample employees | | security | | |
| | | Working environment | .000** | Rejected |
| | | Compensation and rewards | .005** | Rejected |
| | | Organisational commitment | .027** | Rejected |
| | | Overall Job Satisfaction | .005** | Rejected |

**Significant at 0.05 level

Table 3 clearly highlights that H_0 is unable to accept and it is rejected at the 5% level of significance with respect to the job satisfaction towards salary and job security factor, working environment factor, compensation and rewards factor, organizational commitment factor and overall job satisfaction due to the p -value is less than 0.05.

Suggestions

- ✓ The employees need periodic refreshment programme that are facing more stress in their job so that they can concentrate more in their job and it can reduce the accidents.
- ✓ The corporation wants to set up hospitals for their employees and their dependents in subsidies cost. It will give them more commitment and involvement in their jobs and it can useful to reduce their health problems including stress.
- ✓ This study showed that ability utilization is found to be an important factor associated with job satisfaction. Therefore, it is recommended that in order to improve job satisfaction of employees employers should ensure that job responsibilities in a specific designation are such that it utilizes abilities of the staff at each level in a proper way.

Conclusion

It is concluded that the job satisfaction level of TNSTC workers towards each factor like compensation, working environment, career growth, management support, level of stress, and job satisfaction are at moderate

level. A well developed transport system has positive implications for access to health care, education and other basic needs. In the case of passenger road transport, meeting mobility requirements efficiently and addressing environmental and developmental concerns requires a great attention to the efficient human resource management.

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**A Study on Staff And Students Attitude Towards
Technological Changes in Educational Sector With Special
Reference To Tiruchendur Area**

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Abstract

Today's technology of college students study otherwise than the ones of the past, Technology is all round them, and get admission to to a wealth of records is simplest a click on away. Sported seeing and the consortium on found that 92% of students had technology in the home, but less than half used it for school work. The main objectives of the study are to analyze the various dimensions of staff and student attitude towards technological changes, to find out the relationship between attitude towards technological changes in educational sector and demographic profile of the sample respondents and to analyse the consequences of attitude towards technology. The study was carried out with the staff and students attitude towards technological changes in Tiruchendur area. In and around Tiruchendur to select 120 colleges. It is decided to select 120 staff and students from various colleges and they are selected at random by adopting convenient sampling method. The result of 't'- test proved that monthly income, year of experience and kinds of device of the sample respondents and their level of attitude towards technology. The result of weighted arithmetic score states that 3.43 percent of the respondents are highly "There should be more education about technology". The result of Garrett ranking is variation of rank as first place "Everyone needs technology" . Creative teaching should be adopted in educational institutional with the help of creative tools to

stimulate creativity. There is need to incorporate audio and visuals materials during the courses of lecture delivery to motivate students to concentrate on their educational objectives.

Key Words: Technological Changes, ICT, Educational Sector, Students Attitude

Introduction

Information and conversation Technology (ICT) has particularly inspired the training area in coaching and mastering in addition to in administration. The integration of ICT in training was however, now no longer constantly a clean enterprise with immediately results. Here are many failed technological efforts that misplaced group big quantities of money, but grow to be being below utilized. In different situations, the branded era is used to do matters the equal manner the person did with out it. An evaluation of institutional readiness earlier than adoption of any predominant alternate may be very crucial in highlighting bottle wishes that can brought about a failed era if implementation became to be done.

Statement of The Problem

Today's technology of college students study otherwise than the ones of the past, Technology is all round them, and get admission to a wealth of records is simplest a click on away. Sported seeing and the consortium on discovered that 92% of college students had era within side the home, however much less than 1/2 of used it for college work. However, the deficiency of to be had era lies with assistive era for college students with excessive prevalence disabilities and staring at the overhaul in their era plan with the expertise a greater expertise and greater inclusive mastering environment. According to those researchers, 'Our use of and dependence on era including the laptop, television, video and shortly and others may also have the false impression that era is specifically produced from the laptop and the regions like engineering technological know-how and academic era. Perhaps a number of the reasons of this hassle can be attributed to the dearth of pervasive era schooling. Even though there are various examples of authors selling era schooling, the literature does now no longer report an mindset shift in actuality. The major attention of this observe is directly to

examine the technological modifications on schooling quarter in Tiruchendur area.

Objectives of The Study

The following are the main objectives of conducting research are,

- To find out the socio-economic profile of the sample respondents
- To analyze the various dimensions of staff and student attitude towards technological changes.
- To find out the relationship between attitude towards technological changes in educational sector and demographic profile of the sample respondents.
- To analyse the consequences of attitude towards technology.
- To offer valuable suggestions and recommendations to improve the satisfaction level of staff and students.

Scope of The Study

The project aims on staff and students' attitude towards technological changes in educational sector with special reference to Tiruchendur area. This study will provide an attitude towards technology. The utilized as future reference.

Hypotheses

1. In order to study the relationship between socio-economic profile of the sample respondents and their level of expectation of respondents towards technological changes the following null hypothesis were formulated.
2. There is no significant relationship between gender of the respondent and their level of attitude towards technology expectations.
3. There is no significant relationship between age of the respondent and their level of attitude towards technology expectation.
4. There is no significant relationship between marital status of the respondent and their level of attitude towards technology expectation.

5. There is no significant relationship between the monthly income of the respondents and their level of attitude towards technology expectation.
6. There is significant relationship between year of experience of the respondents and their level of attitude towards technology expectation.

Methodology

Collection of Data

The researcher has collected data from both primary and secondary data. The primary data were collected from staff and students through a questionnaire. The secondary data were collected from books, journals and websites.

Sampling Design

The study was carried out with the staff and students attitude towards technological changes in Tiruchendur area. In and around Tiruchendur to select 120 colleges. It is decided to select 120 staff and students from various colleges and they are selected at random by adopting convenient sampling method.

Fieldwork

The researcher herself carried out the field work for this study. It was conducted during the period from December 2020 to March 2021. The research has used questionnaire for collecting the data. The data was collected on working days, care was taken to ensure completeness and accuracy in the interviews.

Framework of Analysis

The data collected were analysed with the help of mean, standard deviation, Co-efficient of variation, Likert's scaling technique, Garrett ranking technique, Chi-square test, F-Test and t-test.

Weighted Average Score Ranking For Student Attitude Towards The Knowledge In Technology

Table 1

Weighted average score ranking for student attitude towards the knowledge in technology

| S. No | knowledge in technology | Simple Rank | I | II | III | IV | V | Total | Weighted average score | Rank |
|-------|--|-------------|-----|-----|-----|-----|----|-------|------------------------|------|
| 1. | I will probably choose a job on technology | $\sum w$ | 12 | 28 | 32 | 28 | 20 | 120 | 2.9 | VIII |
| | | $\sum wv$ | 60 | 112 | 96 | 56 | 20 | 344 | | |
| 2. | I wanted like to know more about computers | $\sum w$ | 16 | 32 | 20 | 24 | 20 | 120 | 2.8 | IX |
| | | $\sum wv$ | 80 | 128 | 60 | 48 | 20 | 336 | | |
| 3. | I like to lead technological magazines | $\sum w$ | 28 | 24 | 44 | 12 | 12 | 120 | 3.36 | II |
| | | $\sum wv$ | 140 | 96 | 132 | 24 | 12 | 404 | | |
| 4. | If there was a school club about technology. I would certainly join it | $\sum w$ | 24 | 44 | 16 | 24 | 12 | 120 | 3.36 | II |
| | | $\sum wv$ | 120 | 176 | 48 | 48 | 12 | 404 | | |
| 5. | I would enjoy a job in technology | $\sum w$ | 20 | 28 | 32 | 20 | 20 | 120 | 3.1 | VI |
| | | $\sum wv$ | 100 | 112 | 96 | 40 | 20 | 368 | | |
| 6. | I should be able to take technology as school subject | $\sum w$ | 32 | 16 | 36 | 28 | 8 | 120 | 3.26 | V |
| | | $\sum wv$ | 160 | 64 | 108 | 56 | 8 | 396 | | |
| 7. | I would like a carrier in technology later on | $\sum w$ | 28 | 28 | 28 | 28 | 8 | 120 | 3.3 | IV |
| | | $\sum wv$ | 140 | 112 | 84 | 56 | 8 | 400 | | |
| 8. | These should be more education about technology | $\sum w$ | 20 | 24 | 28 | 36 | 12 | 120 | 3.43 | I |
| | | $\sum wv$ | 100 | 96 | 84 | 108 | 24 | 412 | | |
| 9. | With a technological job your future is promised | $\sum w$ | 20 | 12 | 48 | 24 | 16 | 120 | 2.96 | VII |
| | | $\sum wv$ | 100 | 48 | 144 | 48 | 16 | 356 | | |

While comparing the percentage of variables “These should be more education about technology” about the student attitude statement rank (3.43) is placed for first followed by “both the statement”. I like to lead technological magazines and “If there was a school club about technology I would certainly joint it” (3.26) as second” , “I would like a career in technology later on”(3,3) as fourth, “I should be able to take technology as school subject”(3.26) as fifth, “I would enjoy a job in technology”(3.1) as sixth, “with a technological job your future is promised”(2.96) as seventh “I will probably choose a job on technology (2.9) as eighth and, “I would like to know more about computer” (2.8) as ninth rank respectively.

Consolidated Results of ‘F’-Test

The consolidated result of ‘F’ Test is given in Table .2

Table .2

Consolidated result of ‘f’ test

| S.No | Personal factor | Degrees of Freedom | Calculated Value | Table value at 5 % | Association |
|------|--------------------|--------------------|------------------|--------------------|-------------|
| 1 | Monthly income | r = 3 | 2.704 | 5.1433 | NS |
| | | c = 2 | 4.08 | 4.7571 | NS |
| 2. | Year of experience | r = 3 | 4.383 | 5.1433 | NS |
| | | c = 2 | 1.46 | 4.7571 | NS |
| 3. | Age | r = 3 | 10.6 | 5.1433 | S |
| | | c = 2 | 1.84 | 4.7571 | NS |

NS – Not Significant; S = significant

The respondents revealed that students attitude towards technology about not significant association with their personal profile, monthly income, year of experience and kinds of device significant association with their personal profile. Such as educational sector and place of resident.

Summary of Findings Suggestions And Conclusion

In a nutshell, this paintings targeted on locating out the mindset in the direction of of team of workers and college students in the direction of the

technological modifications within side the direction of coaching and gaining knowledge of technique as it's miles turning into an crucial primary constructing block of the prevailing international academic system. Educational generation offers with the supply of applicable device and substances for instructors to make suitable use of as a part of their coaching method. Educational generation is hired within side the technique of training administration; it additionally encompasses environmental academic conditions and gaining in experiences.

Findings

The findings of the study are as follows

- 50 percent of the respondents are both male and female
- 23 percent of the respondents are between 20 – 25 years of age
- 60 percent of the respondents are unmarried
- 33 percent of the respondents have completed master's degree
- 33 percent of the respondents are working as professors
- 33 percent of them have monthly income between Rs. 20,000 – 30,000
- 33 percent of the respondents are having 2 -4 years of experience
- 58 percent of the respondents are in the Joint family system
- 23 percent of the respondents are in physics department
- 40 percent of the respondents are said that smart phone is the main device used by them.
- 100 percent of the respondents adoption of new technology in educational system
- 30 percent of the respondents said that, they are adopting E- learning methods of teaching.
- The result of 't'- test – rank confident about using ICTs in my subject”
- The result of Chi – Square test proved that “There is no significant relationship between gender, age, marital status and monthly income

of the sample respondents and their level of attitude towards technology.

- The result of 't'- test proved that monthly income, year of experience and kinds of device of the sample respondents and their level of attitude towards technology
- The result of weighted arithmetic score states that 3.43 percent of the respondents are highly “There should be more education about technology”
- The result of Garrett ranking is variation of rank as first place “Everyone needs technology”

Suggestions

Based on the data analyzed, this study recommends the following suggestions:

- E-readers should be introduced in classroom to balance the approach and also to benefit from the latest information available over the internet.
- College classroom should be more equipped with the available latest information technology to motivate students to do learning process
- Staff should motivate students to use information technology positively for educational purpose in classroom environment.
- Social media and its application should be adopted by staff during the course of their lecture delivery.
- Creative teaching should be adopted in educational institutional with the help of creative tools to stimulate creativity
- There is need to incorporate audio and visuals materials during the courses of lecture delivery to motivate students to concentrate on their educational objectives.

Conclusion

The study has attempted to discover a few facts approximately the sensation of the group of workers in addition to the scholars with reference to utility of ICT in pedagogical magnificence classes a good way to supply the

kingdom holders a higher information of the high quality mind-set of the university level in within side the region of ICT centers provision; and to discover if the want of the want of the scholars and the group of workers are being met effectively. The studies changed into capable of draw the belief that pc video games might be useful in classes. Thus, literature revealed that each the subsets group of workers and college students have found out the cost of facts and communicate technology centers as colourful gaining knowledge of tools. It has been observed that emphasis need to accept to maths and sciences (inquiry / logical gaining knowledge of) in phrases of the use of pc video games, and on-line resources. This is to sharpen the logical capacity to the scholars. However different topics are similarly vital as ICT centers cause college students hobby in general.

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Impact of Money Benefits on Performances of Amway Direct Sellers - A Study with Special Reference To Tirunelveli

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Abstract

In recent years MLM companies are increased world-wide. Amway is one of the legal MLM Companies in the world. The Amway MLM is a number one global direct selling company in 2020. In India Amway India Enterprises Pvt. Ltd., provides income generating Business opportunity to Amway Direct Sellers. In this research the researcher to evaluate the “Impact of money benefits on performances of Amway Direct Sellers- A study with special reference to Tirunelveli”. The scope of this research is to investigate the commission level performance of ADS, the reasons for joining in Amway business and to analyze the Amway best-selling products in Tirunelveli. The primary data will be collected directly from ADS in Tirunelveli, through the well-structured interview schedule and the secondary data will be collected from the Amway books, Amway CD, Amagram -magazines and Amway websites. The sample size of this research is 100. Percentage Analysis and Garrett Ranking techniques used for evaluate the Impact of money benefits on performance of Amway Direct Sellers in Tirunelveli.

Key words: ADS’s- (Amway Direct Sellers), MLM- (Multi-Level Marketing)

Introduction:

Amway is a global leader in direct selling with over three million Amway Direct Sellers (ADS’s) in over 100 countries and territories around

the world. More than 100 Amway products are available in India. Amway follows a Multi-Level Marketing (MLM) marketing strategy. Amway Direct Sellers may market products directly to potential customers and may also sponsor and mentor other people to become ADS. Amway Direct Sellers may earn income both from personally retail selling on any products and a performance commission based on the sales volume they and their downline have generated. People may also register as ADS to buy products at discounted prices.

Amway was coined in 1959 by company founders, Jay Van Andel and Richard DeVos. Amway headquarters is located in Ada, Michigan, United States of America. Amway India Enterprises Pvt. Ltd., commenced on May 5, 1998. Amway (USA) invested FDI Rs.550 crore in Tamil Nadu in the year 2015. This is the Amway first manufacturing plant in India. It is also located in Tamil Nadu (Nilakottai, Dindugal District).

Scope of the study:

This research has been undertaken to know the Impact of money benefits on performances of Amway Direct Sellers in Tirunelveli. The aim of this research is to investigate the commission level performances of ADS, the reasons for joining in Amway business and to analyze the Amway best-selling products in Tirunelveli.

Objectives of the study:

- ❖ To study about the reasons for joining Amway Business in Tirunelveli.
- ❖ To analyze the Amway best-selling products in Tirunelveli.
- ❖ To investigate the commission level performances of the Amway Direct Sellers in Tirunelveli.

Limitations of the study:

- ❖ The researcher limits to study Amway Direct Sellers in Tirunelveli only. So the suggestions and findings are not suitable to all other ADS.
- ❖ There are six categories of Amway products available in Tirunelveli, but the researcher limits to study only five categories of Amway products.

Methodology of the study:

In this research the primary data were collected directly from the Amway Direct Sellers by using interview schedules. The secondary data have been collected from the magazine-Amagram, Amway CD, Amway books and Amway website.

Sampling design:

In this study the researcher had adopted simple and judgment basis for a selection of 100 Amway Direct Sellers. To select the area for conducting the study the researcher used Random sampling technique. The researcher has to meet Amway Direct Sellers from different commission levels.

Data collection:

The researcher prepared 100 interview schedules. The interview schedules were given to 100 Amway Direct Sellers and data were collected from them. The data was collected for analyzing the primary data.

Analysis of data:

In this research the information received from the Amway Direct Sellers. Tables were prepared by classifying and grouping the data, being the descriptive study. Only simple percentage, tables and garrett ranking technique were used to analyze the data.

Period of study:

The present study covers the period from April 2021 to September 2021.

Reasons for joining of Amway business:

The following table no.1 shows the reasons of ADS for joining of Amway business.

Table 1
Reasons for joining of Amway business

| Sl. No | Joining of Amway business | No. of ADS | Percentage |
|--------|---------------------------|------------|------------|
| 1 | Royalty income | 24 | 24 |
| 2 | Additional income | 40 | 40 |
| 3 | Rewards & Recognition | 8 | 8 |
| 4 | Personal use | 16 | 16 |
| 5 | Status | 6 | 6 |
| 6 | Others | 6 | 6 |
| | Total | 100 | 100 |

Source: Primary Data

Table no.1 shows 40% of the ADS are joining the Amway business for the reasons for to earn additional income, 24% of the ADS are joining the Amway business for the reasons for earning royalty income, 16% of the ADS are joining the Amway business for personal use of the products, 8% of the ADS are joining Amway business only to get rewards and recognition and remaining 6% of the ADS are joining Amway business for status and others reasons. The specific purpose of joining Amway business is mainly for its Additional income and also for royalty income.

Amway direct sellers commission level:

The Amway Direct Sellers are getting different levels of commission levels. The different levels of Amway commission levels are shown in the following table no.2

Table 2
Amway direct sellers commission level

| Sl. No | Commission level | No. of Amway Direct Sellers | Percentage |
|---------------|-------------------------|------------------------------------|-------------------|
| 1 | 6% level | 40 | 40 |
| 2 | 9% level | 24 | 24 |
| 3 | 12% level | 16 | 16 |
| 4 | 15% level | 14 | 14 |
| 5 | 18% level | 4 | 4 |
| 6 | 21% level | 2 | 2 |
| | Total | 100 | 100 |

Source: Primary Data

Table no.2 reveals that the 40 percentage of the Amway Direct Sellers are in the commission level of 6%, 24 percentage of the Amway Direct Sellers are in the commission level of 9%, 16 percentage of the Amway Direct Sellers are in the commission level of 12%, 14 percentage of the Amway Direct Sellers are in the commission level of 15%, 4 percentage of the Amway Direct Sellers are in the commission level of 18% and 2 percentage of the Amway Direct Sellers are in the commission level of 21%.

Amway Best-Selling Products in Tirunelveli:

Amway Direct Sellers focus on their sales in five categories of products in Tirunelveli.

Table 3
Garret ranking Amway best selling products in Tirunelveli

| Sl. No. | Particulars | Mean score | Rank |
|----------------|------------------------|-------------------|-------------|
| 1 | Health care products | 31.22 | I |
| 2 | Home care products | 21.30 | III |
| 3 | Personal care products | 26.45 | II |
| 4 | Skin care products | 17.08 | IV |
| 5 | Agri-care product | 11.02 | V |

Source: Primary Data

Table no.3 reveals that the health care products are highly sold by Amway Direct Sellers. Hence it has the highest means score of 31.22. The personal care products are obtained second rank, the home care products are third rank, skin care products are fourth rank and the agri-care products are fifth rank.

Suggestions:

- ❖ Age is an important factor to do Amway business. The additional income is needed for all age group people. So the researcher suggests above 18 years people may join this Amway business and get success in our life.
- ❖ The marital status is not a problem of doing Amway business. The unmarried people should join in the Amway to earn more income.
- ❖ The researcher suggests to sell the home care and personal care products because they are the daily usage consumer products, it increase ADS commission level also.

Conclusion:

Impact of money benefits on performances of Amway Direct Sellers clearly study in this chapter. In recent years income is very essential for every one's life, which is provided by Amway business. In daily life every people purchases daily usage products in the retail shops. These people change to purchase product from Amway or join in Amway to get product on distributor rate and also earn commission. In this research the researcher finds out that, the reasons for joining in Amway Business is additional income, the highest performance commission level is 6% and the best-selling Amway products in Tirunelveli is health care products.

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**The Influence of Organization Commitment on Work
Motivation - A Comparative Study of Public Sector and
Private Sector Bank Employees in Tiruchendur Area**

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Introduction

Management is offer defined as the act of getting the right things done through people in an organized setting for achieving certain goals. Getting things done through people involves motivating them, inducing in them the willingness to do work and to behave as desired by the manager and persuading them to put in the needed effort and skill to perform things. It is only through people and none else that managers get things done and hence it is offer asserted that management is essentially a process of motivation of people.

It is more important to study man than the book. A systematic analysis and working of human mind. Started only at the turn of the twentieth century with the development psychology and behavioural science.

Job satisfaction helps to strengthen employees and company for achieving higher productivity and attaining their target. If employees satisfied in organization, it can lead to positive outcome for both organization and employees This is an important to enhance job performance of employees, positive work values, high levels of employee motivation, more organizational commitment, lower turnover, loyalty increased and reduce absenteeism.

Commitment is a essential factor to each organization. It depends on the activities and role, produced by employees in an organization. Committed employees are more productive and for doing in their

organization. It is because such employees are willing for doing work at any time and to achieve organization's goal with a strong desire. In addition, motivated employees will provide a high commitment in the activities of organization, they feel less pressure thus love their work. If employees is not motivated, they contribute absenteeism and perform poorly at work. Therefore, motivation and commitment are required for success of organization.

Statement of The Problem

The performance of an individual on a job is considered as a function of two different kinds of variables. One of these variables means that the ability or skill of the individual to carry out the job and the second refers to his motivation influenced the ability or skill in the actual performance of the job. Both variables are necessary to measure the performance of a job. Increasing the motivation of persons high in ability will lead to a greater increase in performance than increasing the motivation of persons low in ability. In the same way, there is high performance gained from increase the ability of individuals who are high in motivation than of individuals who are low in motivation. So, performance of these variables (ability and motivation) is dependent upon the existing amount of the other.

Hence the study was undertaken on the topic "The influence of organization commitment on work motivation on public and private sector bank employees in Tiruchendur area".

Objective of The Study

The main objectives of the research are:

1. To know the demographic profile of the sample respondents
2. To analyse the level of satisfaction of both public and private sector bank employees
3. To find out the relationship between demographic profile and the level of work motivation of bank employees.
4. To offer suggestions.

Methodology And Tools

Both primary and secondary sources have collected by researcher. Primary data were collected directly from the bank employee through questionnaire. The secondary data were collected from published and unpublished reports, website and journals. With a view of study, “The influence of organization commitment on work motivation -a comparative study of public and private sector bank employees”, 120 bank employee from Tiruchendur were selected. It comprises of 60 private bank employees and 60 public bank employees from various disciplines. The bank employees (respondents) were selected by convenient sampling techniques. After collection of information, data was analyzed and tabulated. To test the relationship between personal profile & the level of work motivation of bank employee, two way ANOVA used. Besides descriptive statistics like means, standard deviation have been used to find out the level of satisfaction of bank employees.

Analysis And Interpretation

The analysis is carried out in two parts.

- I. Level of satisfaction of public and private sector bank employee.
- II. Relationship between personal profile and the level of work motivation of bank employees

I Level of Satisfaction of public & private bank employee.

Table 1 Level of satisfaction

| S.No. | Level of Satisfaction | Public bank | | Private bank | |
|-------|-----------------------|--------------------|------------|--------------------|------------|
| | | No. of respondents | Percentage | No. of respondents | Percentage |
| 1 | High | 12 | 20 | 12 | 20 |
| 2 | Medium | 36 | 60 | 34 | 57 |
| 3 | Low | 12 | 20 | 14 | 23 |
| Total | | 60 | 100 | 60 | 100 |

The level of satisfaction is determined by the score values calculated by using the scaling technique. The score value greater than or equal to mean

+S.D. and score values less than or equal to mean –S.D. are classified respectively as high of satisfaction. If the score are in between the high level and low level then it is classified as medium level of satisfaction. Table 1 shows the respondent’s level of satisfaction.

From table it is visible that, out of 60 respondents from Public banks, 12 (20 percent) employees stated that they experienced high level of satisfaction, 36(60 percent) employees have medium level of satisfaction and 12(20 percent) employees have low level of satisfaction.

Also it is apparent that out of 60 respondents from private banks, 12(20 percent) employees stated that they high level of satisfaction, 34(57 percent) employees have medium level of satisfaction and 14(23 percent) have low level of satisfaction.

II Relationship between personal profile and the level of work motivation of bank employees

Table 2 Consolidated results of ‘F’ test

| S. No. | Factors | Public bank | | | | | Private Bank | | | | |
|--------|---------------------------|--------------------|----------------|-------------------|---------------|-------------------------------|--------------------|----------------|-------------------|---------------|-------------------------------|
| | | Degrees of freedom | | Calculated Values | Tables Values | Difference in work motivation | Degrees of freedom | | Calculated Values | Tables Values | Difference in work motivation |
| | | V ₁ | V ₂ | | | | V ₁ | V ₂ | | | |
| 1 | Age | 6 | 2 | 1.46 | 19.330 | NS | 2 | 6 | 1.15 | 5.1433 | NS |
| | | 6 | 3 | 5.12 | 8.9406 | NS | 6 | 3 | 2.90 | 8.9406 | NS |
| 2 | Gender | 2 | 2 | 14.8 | 19.000 | NS | 2 | 2 | 3.65 | 19.000 | NS |
| | | 1 | 2 | 2 | 18.513 | NS | 2 | 1 | 4.1 | 199.50 | NS |
| 3 | Educational qualification | 2 | 4 | 2.063 | 6.9443 | NS | 2 | 4 | 4.061 | 6.9443 | NS |
| | | 2 | 4 | 2.673 | 6.9443 | NS | 2 | 4 | 2.102 | 6.9443 | NS |
| 4 | Monthly Income | 2 | 6 | 3.523 | 5.1433 | NS | 2 | 6 | 4.335 | 5.1433 | NS |
| | | 3 | 6 | 6.438 | 4.7571 | S | 3 | 6 | 6.277 | 4.7571 | S |
| 5 | Year of experience | 2 | 6 | 2.15 | 4.7571 | NS | 2 | 6 | 5.71 | 4.7571 | S |
| | | 3 | 6 | 4.67 | 19.330 | NS | 3 | 6 | 2.59 | 5.1433 | NS |

From the above table, it is clear that, in case of public sector bank employees, there is no relationship between the socio-economic profiles like age, gender, educational qualification, years of experience and the level of work motivation of public sector bank employees and there is a significant relationship between monthly income and level of motivation.

In case of private sector bank employees, there is no significant relationship between the socio – economic profiles like age, gender, educational qualification, years of experience and the level of motivation of bank employees. There is a relationship between the monthly income of the respondents and the level of motivation of private sector employees.

Recommendations

1. Bank employees are motivated by some other incentives which act as motivators.
2. The work environment of the employees should be peaceful. It will give more satisfaction to the bank employees.
3. The bank employees should be motivated by the recognition from others.
4. Employees will be more committed to work if they are given freedom to do the work.
5. The smooth working of the concern depends upon the smooth relationship between the peer's. So the management should create smooth relationship among the employees.
6. The Management should provide welfare scheme for the benefits of the employees.
7. The employees are satisfied when they have job security. So the management of the bank give assurance to the employees about the job security.
8. The management of the bank motivate the employees by providing opportunities for increasing the knowledge and skills of the employees.

Conclusion

In the technology era, Bank employees do their work through computer with internet. All the banks are computerized to avoid the customers standing in a queue. Therefore the work of the bank employees are increased. So they get stress, frustration and worries. To get relief from this, the bank employees are motivated, satisfied and involved in the work. The management of bank provide incentive, reward etc to encourage the bank employees to commit in their work.

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A Study on Impact of Work Motivation on Performance of The College Teachers in Thoothukudi District

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Abstract

The success of an educational institution is not only supported by complete facilities and infrastructure, qualified teachers, excellent student performance, but the performance of teachers in schools has an essential role in achieving educational goals. This study aimed to analyze the effect of work motivation on teacher performance. This research used descriptive analysis and inferential analysis methods. This type of research is a professional study in colleges at Thoothukudi District. Data were obtained through questionnaires with data analysis techniques used were descriptive statistical analysis and inferential statistical analysis. The results obtained described that work motivation and teacher teaching performance are moderate. Work motivation has a significant positive effect on teacher teaching performance. Work motivation has a significant positive effect on teacher teaching performance. This study concludes that there is a positive and significant influence of work motivation on teacher teaching performance.

Introduction

The word motivation is derived from the Latin word motus, a form of the verb which means to move, influence, affect, and excite. By motivation we then mean the degree to which a person is moved or aroused to act. Motivation is the set of psychological processes that cause the arousal, direction, and persistence of an individual's behaviour toward attaining a goal.

The latter definition underlines three pillars of motivation.

Motivation is one of the most important concepts of psychology and very vital for the managers who direct the growth of their subordinates towards worthwhile goals. The transfer of control is best supported by an organization environment that is "organized to encourage and support a continued, increasingly mature and comprehensive acceptance of responsibilities for one's own performance"

The concept of motivation is used to explain the distinction between Teachers which have the same talents, abilities and opportunities to do their jobs in a similar organization and are under the same employment conditions and with the same facilities, but demonstrate different performances. Teachers who have high work motivations keep on trying to get more promotion, and since they are constantly seeking better ways to carry out their duties and responsibilities, they will be promoted faster. These Teachers perform their jobs in such a manner that the jobs are required to be done with relatively more effort, so they can try more to play the role for which they are asked. Considering the importance of motivation, this research has investigated about the impact of motivation and its related factors on Teachers job performance in educational institutions of Thoothukudi district.

The performance of workers has become important due to the increase concern of human resources and personnel experts about the level of output obtained from workers due to poor remuneration. The attitude is also a social concern and is very important to identify problems that are obtained in industrial setting due to nonchalant attitudes of managers to manage their workers by rewarding them well to maximize their productivity. A very few organizations believe that the human personnel and Teachers of any organization are its main assets which can lead them to success or if not focused well, to decline. Unless and until, the Teachers of any organization are satisfied with it, are motivated for the tasks fulfilment and goals achievement and encouraged, none of the organization can progress or achieve success. Appropriate reward package can jeer up or influence workers to develop positive attitude towards their job and thereby increase their productivity.

Problem Statement:

This research has been conducted to find out the extent to which the different types of Teachers' motivation can influence the performance of Teachers in the education sector. This research seeks to answer what role motivation plays in enhancing Teacher's performance.

Research Objective:

The general objective of the study is to investigate the effect of motivation on the performance of Teachers. The study seeks to answer following questions:

1. To examine ways of motivating teachers to put their best.
2. To assess which factors motivate teachers.
3. To evaluate the role that motivation plays on teachers performance
4. To establish relationship between motivation and performance

Limitations of the study:

Some of the limitations of this research are as follows:

- We faced time problems as we are given a short period of time to finalize the questionnaire and get them filled.
- Some respondents show non- serious behaviour in filling the questionnaire
- Another limitation includes the drawing of data from a restricted number of search outputs. Therefore, our search was limited to just one database.

Methodology

In this research, the descriptive approach is used. In this approach we utilize a wide range of existing theories and to find the answers from existing research and findings about motivation and Teachers enhancement, which will form the basis to compare, analyse and investigate the findings of the research. The investigation begins with a sample questionnaire and then results of the questionnaire are analysed by arranging the motivational factors perceived by Teachers towards their performance.

The purpose of the research is to assess the role of motivation in enhancing Teacher's performance in educational institutions utilizing Maslow's Hierarchy of need theory as a foundation in order to achieve the same.

Quantitative methods are based on already decided and well structured questions which all the respondents will be asked. The information is reduced to a certain area of interest.

Our target population is the teachers of the colleges in Thoothukudi. A total population size of One Hundred (100) respondents is selected. All questionnaires were complete and unbiased. This selected sample size gave true reflection of the research findings and fair representative of the respondent views.

Hypothesis:

Our main hypothesis is:

H01: Teachers motivation has a positive relationship with Teachers performance.

H02: Financial Incentives and retirement benefits have a positive relationship with Teachers performance.

H03: Job security has a positive relationship with Teachers performance.

H04: Recognition and status is positively related to Teachers performance.

Data Collection:

The data collection instrument used was a structured questionnaire because structured questionnaires are extremely flexible and could be used to gather information concerning almost any topic, from a larger or small number of people. The questionnaire is divided into three sections. Section A collected basic demographic information regarding the respondents such as Path Goal theory age, gender, qualification and working experience; section B determined the extent to which motivation is practiced by teachers in educational institutions; section C captured information which explained the extent of a teacher's performance.

Data analysis and interpretation:

Statistical Packages for the Social Sciences (SPSS) was used in the study for the purpose of analysis and interpretation of results. Descriptive statistics based on frequency tables and graphs used in the study were based on the tables of frequency distribution and graphical presentation for the responses of work.

| Statistics | | | | |
|------------|---------|--------|------------------------|------------------------|
| | | Gender | Area of Specialization | Educational Background |
| N | Valid | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 |
| Range | | 1.10 | 2.50 | 1.00 |
| Minimum | | 0.90 | 1.02 | 2.00 |
| Maximum | | 1.99 | 3.50 | 2.00 |

Statistics table shows that minimum and maximum values are correct and the range is also correct for the three variables namely gender, area of specialization and educational background.

| Gender | | | | | |
|--------|--------|-----------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | Male | 24 | 24.0 | 24.0 | 24.0 |
| | Female | 76 | 76.0 | 76.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Frequency table for gender shows that 24% respondents were males and 76% were females in our research.

| Correlations | | | |
|------------------|---------------------|------------------|-------------------|
| | | Total Motivation | Total Performance |
| Total Motivation | Pearson Correlation | 1 | .485 |
| | Sig. (2-tailed) | | .000 |
| | N | 100 | 100 |
| Total | Pearson Correlation | .485 | 1 |

| | | | |
|--|-----------------|------|-----|
| Performance | Sig. (2-tailed) | .000 | |
| | N | 100 | 100 |
| **. Correlation is significant at the 0.01 level (2-tailed). | | | |

Explanation:

Table shows that there is positive correlation (0.485) between Teachers motivation and Teachers performance which is also significant at (0.00) level. Therefore we accept this hypothesis.

Teachers Performance:

| Reliability Statistics | |
|------------------------|------------|
| Cronbach's Alpha | N of Items |
| .758 | 8 |

Reliability Statistics of Teachers Performance shows it has good internal consistency as the Cronbach’s alpha coefficient value is .758 which is above .8.

Regression:

| Descriptive Statistics | | | |
|------------------------|---------|----------------|-----|
| | Mean | Std. Deviation | N |
| Total Performance | 37.2400 | 4.12345 | 100 |
| Total Motivation | 38.0200 | 5.56319 | 100 |

Explanation: This table shows that out of 100 respondents, mean of independent variable Teachers motivation is 38.02; mean of dependent variable Teachers performance is 38.25 respectively.

| Correlations | | | |
|---------------------|-------------------|-------------------|------------------|
| | | Total Performance | Total Motivation |
| Pearson Correlation | Total Performance | 1.000 | .485 |
| | Total Motivation | .485 | 1.000 |
| Sig. (1-tailed) | Total Performance | . | .000 |
| | Total Motivation | .000 | . |
| N | Total Performance | 100 | 100 |
| | Total Motivation | 100 | 100 |

Explanation:

Table shows that there is positive correlation (0.485) between Teachers motivation and Teachers performance which is also significant at (0.00)level. Therefore we accept this hypothesis.

Findings and Discussions:

Answering to hypothesis 1, Teachers motivation has a positive relationship with Teachers performance. Our questionnaire items show that teachers who are highly motivated and strongly agreed to motivational factors give high performance level.

As regards to the second hypothesis, financial Incentives and retirement benefits have a positive relationship with Teachers performance. Questionnaire items 2 and 6 were used to show this positive relationship. The research shows that the majority of the teachers were in strong agreement that their institutions use motivational tools such as pay, good working conditions , promotion and securities and rewards on formulated organizational policies. Ticking strongly agrees to these variables Teachers that these institutions adopt these factors in their motivational process.

1st hypothesis:

Teachers' motivation has a positive relationship with Teachers' performance. The first hypothesis which states that there is a significance relationship between Teachers motivation and workers performance was accepted. This shows that the kind of motivation given to workers in an organization has a significant influence on workers performance. This is in line with equity theory which emphasizes that fairness in the remuneration package tends to produce higher performance from workers.

As regards to 2nd hypothesis:

Financial Incentives and retirement benefits have a positive relationship with Teachers performance. Questionnaire items 2 and 6 were used to show this positive relationship. The research shows that the majority of the teachers were in strong agreement that their institutions use motivational tools such as pay, good working conditions , promotion and securities and rewards on formulated organizational policies. Ticking

strongly to these variables implies that these institutions adopt these factors in their motivational process.

According to 3rd hypothesis:

Job security has a positive relationship with Teachers performance. Questionnaires explain that the mostly teachers agree with these variables which shows the positive relationship between job security and Teachers performance.

Suggestions:

Based from the conclusion drawn from the findings of the working, the following are recommended:

- The other variables such as rewards, incentives, empowerment etc can also be used to evaluate Teachers performance.
- In order to have more accurate results, the subject matter should be more dispersed and should cover a wide area.
- Motivation is one of the basic factors in a teacher's working process. So the managers in the educational institutions have to encourage Teachers and try to enhance motivational techniques to motivate them towards tasks.
- Attitude plays a vital role in the establishment of Teachers' character and their working process. So the manager's attitude should be friendly and unbiased with everyone.
- Working habits made a great impact on Teachers' working process. So Teachers should be allowed to select the way to work.

Conclusion

The purpose of this study was to examine the effect of motivation factors that influence teachers' performance. It can be concluded that both intrinsic and extrinsic motivators are considered important by teachers. However, those motivators that are presently offered to teachers in colleges appear not to have an impact on teachers' motivation level. In particular, teachers indicated that even extrinsic motivators such as salary and weekly duty allowance are inadequate to meet their basic needs.

Also not all extrinsic motivators were available to teachers in studying colleges in Thoothukudi district. However, the majority of the respondents were concerned about the inadequacy of current salary levels to meet their basic needs. Thus the study found that extrinsic motivators were present to a small extent increased teachers' morale to perform their duties at college. Overall the results imply that Intrinsic is a motivator and Extrinsic is a maintainer both affects performance of teachers in college.

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A Study on Stress Management Among Staff Nurse During The Initial Period of Covid'19 in The Government Medical College Hospital, Thoothukudi

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Abstract

Stress is a universal phenomenon and all people experience stress. Stress is a part of everyday life and it requires some sort of adjustment on the part of the individual. Stress is defined as the process that occurs in response to events that disrupt, or threaten our physical or psychological functioning. Stress results from stressors which leads to stress responses such as physiological or behavioural symptoms showing poor physical and mental health. Stress management is a mandatory skill a person must hold especially the one who is working. Stress is experienced by all the person irrespective of the gender yet the women who is working is affected mostly by the stress. The purpose of this study to know how working women's go through stress and also how they overcome the stress. In this pandemic situation the women's especially who is working as Staff Nurses have gone through a new phase of stress which they haven't gone through so far. This study aims to know the stress factors of Staff Nurses during the initial period of Covid'19 and what are the strategies they apply to overcome this situation. Data is collected from various sources. Primary data is collected through structured questionnaires. Secondary data is collected from newspapers, websites, media, etc. We have analyzed the impact of stress created by the corona during the initial period among the staff nurses of TKMCH. The analysis also deals with the measures applied practically to overcome the stress faced by staff nurses. We have concluded that even though stress is a part of daily routine this sort of stress created all of a sudden is so vulnerable in the initial stage and after getting used with the situation, it is training the human minds

to face and handle stress with experience that is where stress management among Staff nurses plays a vital role.

Key Words: Corona, Covid'19, Stressors, psychological, physiological, behaviour symptoms

Statement Of The Problem

This pandemic situation covid'19 which we faced all of a sudden was really uncertain with the impact it could create among the people around the world. It is well known having facing things uncertainly will eventually affect the pace level of the human beings. Especially this kind of situation creates unexpected nervousness among the first line saviours. This study have given focus to main force of health workers i.e., Staff Nurses. Staff Nurses are the vital health workers considered to be majority in strength to handle this pandemic situation.

The problem here in this study is that ,though staff Nurses are from emergency department they have enough training to handle situations out of control in a very experienced way, yet this covid'19 was completely a new wave and they do not have enough medicinal remedies in the initial period. This created some sort of stress among the staff Nurses. To handle things which are indecisive and also without no medicinal support is of high risk, which made the staff Nurses very panic in the initial period.

Objective of The Study

This study aimed

1. To analyse the different factors which, caused stress among the Staff Nurses during the initial period of Covid'19.
2. To evaluate the level of stress the Staff Nurses have gone through and what are the strategies they applied to handle such stressful situation in the initial period.
3. To know how they later get used with the situation and how this initial period of Covid'19 gave experience in managing the stress levels.

Scope of The Study

This study mainly focus to study the stress factors and stress management among the staff Nurses of **“Thoothukudi Government**

Medical College Hospital” during the initial period of Covid’19. It also covered how this stress affected them emotionally staying in quarantine for the period of 14 days. This study also helps in analysing the various challenges in handling the stress levels and how the staff nurses overcome such situations can be applied in any relative situations in the future period.

Methodology

Research design

- A well-structured questionnaire is framed.
- Data is collected from the Staff Nurses who work in Government Medical College hospital in Thoothukudi.
- Findings are made and necessary suggestions and recommendations are given.

Approach to research

Descriptive approach is one of the most popular approaches these days. This approach most suits this kind of study since the problem is described by using questionnaire or schedule. This approach enables a researcher to explore new areas of investigation. The Staff Nurses also feels it easy to give their opinions with this type of approach.

Sampling

The Population considered for this study is all Staff Nurses working in Thoothukudi Government medical College Hospital. Purposive, Stratified and simple random sampling methods were used to select the institution and the sample for this study. A structured questionnaire was prepared under the title “**Stress management among staff Nurses of TKMCH**”. After getting validation from the heads of the department the questionnaire was circulated among all the Staff Nurses of TKMCH, out of which 200 staff nurses actively recorded their response.

Research Tool

A structured questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of a variety of questions presented to the respondents for their response. The various types of questions used in this survey are:

- Open ended questions
- Closed ended questions
- Multiple choice questions

Data Analysis and Interpretation

This step includes editing tabulation and processing of collected data. The tabulation is required to be edited during the field survey for necessary corrections after the survey was completed, they are required to be checked again for completeness, accuracy and uniformity. Quantity Data Analysis method is used in this study.

| Factors of stress | Agree | Percentage (%) | Disagree | Percentage (%) |
|--|-------|----------------|----------|----------------|
| Increased Working hours | 190 | 95 | 10 | 5 |
| Examining Patients without touching | 162 | 81 | 38 | 19 |
| Fear of the self and Family members getting affected by corona | 154 | 77 | 46 | 23 |
| Repetitive process of hand wash and Sanitizing | 176 | 88 | 24 | 12 |
| Usage of PPE Kit | 182 | 91 | 18 | 9 |
| Being in Quarantine period | 195 | 97.5 | 5 | 2.5 |
| Unawareness of the patients | 120 | 60 | 80 | 40 |
| Worklife Balance | 140 | 70 | 60 | 30 |
| Lack of Workforce | 130 | 65 | 70 | 35 |
| Medicinal Remedy | 150 | 75 | 50 | 25 |
| Change in routine | 104 | 52 | 96 | 48 |
| Confidence Level | 90 | 45 | 110 | 55 |

Conclusion

At the end of the result, we came to a conclusion that at the initial stage of corona no one knows about the solution and how to handle this unexpected and uncertain situation. So, this initial stage of Covid'19 was more stressful for the nurses. It affects their physical and mental health of

both the Staff Nurses and their family members. This sudden hike in the stress level is only based on the fear of health, safety, regular work bases and of unaware patients. But after a long continuous process they get adopted to all those situations so it become a normal practice to them. Only choice they have is getting adopted with the situation to handle things in a way. Even though the situation created a panic feel in the early stages after getting used with the situation they got well experienced and gained inner level confidence to face and handle the situation further.

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Remote Workforce Practices in Organization and its Impact on Successful Growth Attainment

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Abstract:

In a competitive world, IT performs an important role to create new opportunities and gain competitive advantage to the organization. The HR profession has implemented many changes in their workforce through adapting advance technology. Remote workforce is used by many organizations to run their business due to Covid-19. The term “remote workforce” indicates that there are more employees who usually work from a remote location. As this practice of working remotely grow the members of an organization. Now a day’s companies use remote work force to strengthen their goals and retain their employees in a competitive market. This remote work is less cost and effective method and offer flexibility to employees over their work and schedules. It is useful for organizations to reduce costs, reduce administrative burden and gain competitive advantages over the rivals. It might be also helpful for the organization to support improved business outcomes and better performance. The aim of this article is to know the practices of remote workforce and its impacts to drive business success.

Keywords: Information Technology, Human Resources

Introduction:

Remote work means a work done away from a physical office location. It is known as work from home. Remote work offers flexibility to employees to perform their work without any interruption. This gives an opportunity to more production and gets interaction between team members from any place or home.

The technology advancement and communication improvement allow many employees to perform their work remotely. The employees feel safety while adopting remote work. The remote work brings added benefits and

improved productivity within an organization. Remote work has positive impact on both employees and business.

Tools used for remote work force:

The following tools are used by the members of a team for remote workforce. It is used to stay connected and productive from anywhere.

1. Zoom:

Zoom is an online meeting application. It offers face-to-face interaction between group members through video calls. These features are easy to use, screen sharing, remote control and connecting employees. Employee interactions are high for participating in virtual group development.

2. Slack:

Slack is a messaging app for organization to carry on business. It helps the user to access the information when they need. It is a best option for organization to contact their employees inside or outside organization and maintain collaboration between them.

3. Lucid spark:

Lucid spark is a virtual whiteboard. It is used by the team members join together to bring their best ideas for the organization. It helps the employees to share ideas, create plans, organize task and evaluate ideas. By using this, team can brainstorm ideas, collaborate in real time and get quick updates.

4. Blink:

Blink is a mobile app. It helps the employer to monitor their employee through smart phone using home security camera. The employees get needed information quickly using their mobile devices. It offers easy file sharing, instant communication, increase productivity and encourage employee engagement.

5. Quantum Workplace:

Quantum Workplace is a employee engagement using cloud base solution. It is a modern remote work tool to evaluate employee performance and maintain organization success. It helps the organization to assign survey

and collect feedback from employees. It offers data analysis, goal setting, maintain reminders and tracking progress.

Remote Workforce Practices in Organization

1. Communication:

Effective communication is essential to achieve a remote work successfully. A strong communication is needed for every employees of an organization to perform good remote work. It is essential to every employee to meet their needs. It helps the employees to maintain relationship with their team and Management. The communication tools are online chat, video conferences, e-mail and work operating system.

2. Finding ways to be productive by experimenting:

Working remotely is vital for employees to be more productive. Employees gained experience through participation in remote work in their beginning stage. These helps to increase the employees confidence level and grown productivity. So, follow the best remote working tools to increase productivity and maintain remote work easy.

3. Convenient to time:

Working remotely offers different time zones for every employees of an organization. It helps to the employees to perform their work using convenient time. It offers possibility to employees to select their own time per day to perform their work without any rush.

4. Scheduled personal meetings:

It enables to prepare schedule quickly between one or more persons of an organization. To conduct a face-to-face meeting between all employees is possible in remote work. In an organization the employees are from different geographical areas. So adapting remote work helps the management to connect all employees through video conference.

5. Maintain work life balance:

Usually, the employees draw a picture in mind about working and non working hours. Working remotely will create some stress to the employees. To avoiding this stress the employees have to follow some work

life balance techniques. It includes prepare a schedule of work and check it, mention online and offline hours, plan break, prepare plan for after work.

6. Accountable to participate:

Acknowledgment of participation between employees and employer, the employer has to inform the employees about the task that they are currently doing for the organization. Every employee must be accountable to participate in discussing work, make notes and share it with others, present task progress.

Benefits of remote work:

- Remote work offers higher productivity and save cost.
- Remote workers have freedom and flexibility to do their work.
- Remote workers get more job satisfaction than others.
- Get flexible work options, at partial remote areas which offers flexible work time to employees.
- The ability to work remotely promotes a better work/life balance.
- It increases employee engagement as well as turnover.

Impact of Remote work force for Growth Attainment:

The impact of remote work is as follows:

1. It keeps the proper communication channels:

Communication is an important aspect for every success of an organization. It is the foundation of efficient remote work. Communicate well between members of a team is frequent. This helps to achieve the task of an organization through contributing all employees at the same time. It is needed to maintain all the information related to financial strength and operation of an organization.

2. It provides support to increase employees wealth:

Proper and continuous communication is needed to support the employee's mental health. The poor mental state of an employee will create a high impact on employee productivity. The happiness of work will create positive outcomes. The organization provide bonus and insurance to

maintain the wealth of employees. In addition they consider mental health of an employee and offer counseling to increase employees' wealth.

3. It keeps the employees more productive and engaged:

Remote work encourages the employees to make more productive. It enhances the productivity level of an employee through employee engagement. It is using various virtual tools to engage them and interact with other employees easily and efficient attainment of organization task.

4. It ensures work-life balance of an employee:

Work life balance is maintenance of both personal and professional life. Remote work help employees to balance their personal and professional life of an organization. Work life balance helps employees to reduce stress and prevent burden of work.

5. It uses advance technology to build communication:

The technology advancement plays an important role in developing a remote work in an organization. Using this technology helps to fill the communication gap between the employer and the employee. Communication tools are Zoom, Slack, Microsoft teams, Google meet. These tools are vital for performing remote work successfully and build effective communication between members of a team.

Conclusion:

Remote working is a process of perform job activities from distance. Remote working is effective it reduce sickness level of an employee. It offers high productivity and save money of an employees. It creates huge benefit and less negative impact on employee performance. Remote work will increase employee satisfaction if it is implemented correctly by the organization. The employees experienced work life balance by using remote work. Now, the remote workforce practices have been adopted by the organization for successful growth attainment.

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**A Study on Stress Management Among Private Sector
Employees in Thoothuudi District of Tamilnadu**

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Abstract

The term pressure is a general term and it varies from people to people. The issue which give pressure that might be in various level. Singular insight about pressure is mostly dependent on number of elements like sexual orientation, age, instruction capability, and so on In the present cutthroat climate and in the public authority association, the representatives are confronting more pressure. The examination region goes under Thoothukudi area of Tamilnadu which is having in excess of 25 lakhs populace. Numerous privately owned businesses are working in Thoothukudi locale. The private area representatives are dealing with different issues in dealing with the everyday exercises. The reasoning behind the investigation is that albeit a few examinations have been accomplished on work pressure of representatives however there exists an exploration hole where prior specialists didn't give a lot of significance about pressure of private Sector representatives working in Thoothukudi region. Time management affects performance and productivity at work. It will improve employee efficiency and help to meet deadlines, and produce better quality work. Time Management is important for companies to prioritize all the work tasks and achieve the goals faster. The financial association since the start of the decade, have been confronting more noteworthy difficulties as far as innovative transformation, administration enhancement and worldwide banking.

Key Words: Stress Management, Private Sector, Physical Pressure, Subordinates, Co – workers,

Introduction

These days stress becomes all inclusive marvel. Abrol (1990) examined about, each individual needs increasingly more for the fulfillment of joy, because of this opposition is expanded in each field of life and this opposition produces pressure among individuals no uncertainty of the opposition except, for we don't disregard its outcome in the new years as increasingly more are coming to take on numerous positions.

In any case, these school educators confronting different difficulties, one is pressure and stress is one reason for coronary illness. Stress is normal among the vocation at Workplace. These days the level of coronary illness is expanded among College educators the fundamental driver are business related pressure, esteem struggle, sort of work, way of life, sustenance, absence of actual exercise. Aditi and Kumari (2005) talked about in their examination educators confronting part of issues like overweight, body hurt, and psychosomatic impact and so forth these working in under pressure in view of they need to perform different jobs. The assumption are high structures on the off chance that they filling in as school instructors. They have the pressing factor of adjusting work and family. This load of variables impact in wellbeing William (1991) and weib (1991) recommend about the medical condition of vocation. Blue menthol (1995) additionally explored the work pressure impact on wellbeing. Sudan (1998) comments that psychometric issues are expanding quickly.

Stress is a section everyday living of each person. We for the most part accept that the pressure is brought about by the outer occasions and the elements of the climate. Yet, we need to accentuate the way that the pressure is brought about by our response to the outer climate. The way wherein we see and comprehend the progressions or the specific occasion can bring satisfaction and cause. Hans Selye was one of the principal architect of stress research. His view in (1956) was that "Stress isn't really something terrible - everything relies upon how you take it. The pressure of invigorating, innovative effective work is valuable, while that of disappointment, embarrassment or disease is negative". Selye accepted that the biochemical impacts of pressure was capable independent of whether the circumstance was positive or negative.

Statement of The Problem

Stress is the result of truth of the appointed work job that caused hurtful impact for person. Word related pressure is considered as unsafe factor of the workplace (Kahn and Quinn 1970). Stress can likewise be marked as if the work don't coordinate with the capacities, assets, or necessities of the laborers. Occupation stress can prompt chronic frailty and even injury (David, 1998). More significant level of pressure existed with no administrative worry for arrangement subsequently bringing down the representative execution, marking hierarchical standing and loss of talented workers, these circumstances call for sure fire worry from association the board for utilizing powerful pressure the executives practices to expand worker fulfillment and generally speaking worker execution (Imtiaz and Ahmad 2009).

The examination region goes under Thoothukudi area of Tamilnadu which is having in excess of 25 lakhs populace. Numerous privately owned businesses are working in Thoothukudi locale. The private area representatives are dealing with different issues in dealing with the everyday exercises. The reasoning behind the investigation is that albeit a few examinations have been accomplished on work pressure of representatives however there exists an exploration hole where prior specialists didn't give a lot of significance about pressure of private Sector representatives working in Thoothukudi region. Having this scenery, the current investigation endeavors to give answer of what were the causes and level of work pressure of private area representatives working in Thoothukudi locale.

Scope of The Study

This investigation is restricted to pressure the board among private area representatives. This investigation is an endeavor to examine the assessment of stress, and the elements affecting the assessment of stress. This examination is a miniature report and includes an intensive investigation of the demeanor of the degree of assessment towards stress among private area representatives in the examination region.

Objectives of The Study

1. To investigation the financial profile of the example respondents.
2. To comprehend pressure among representatives in the examination region.
3. To discover kinds of the representative's stress for example business related or non- business related.
4. To know the foundations for stress.
5. To discover the connection between financial elements and their degree of assessment towards stress.
6. To discover answers for conquering this issue.

Methodology

This part portrays the procedure which incorporates assortment of information, development of poll, inspecting plan, time of study and system of investigate.

Analysis of Data

This examination is put together both with respect to essential information and optional information. The essential information was gathered from the informants straightforwardly with the assistance of poll. The auxiliary information was gathered from several variates to achieve higher precision. 120 samples have been selected.

Period of The Study

Period of the study was from December 2020 to March 2021.

Tools of Analysis

Information were broke down with the assistance of tables and rate. Garrett Ranking Technique, 'Chi-square' test and 'T' test, 'F' test Simple Ranking, Weighted Average Mean. Garrett Ranking Technique was used to study the problems encountered by the respondents. The results revealed that the important constraints is utilized to rank the justification picking the degree of assessment towards stress and to rank the private representatives. 'Chi-square' test was applied to discover the connection between levels of assessment towards the pressure among private representatives. 't' test was

applied to discover the assessment in regards to the variables that impact pressure assessment private representatives 'F' test.

Hypotheses To Be Tested

To contemplate the degree of assessment toward stress among private representatives the accompanying speculation were planned.

- There exists no critical connection between sexual orientation of the example respondents and their degree of assessment towards traits of stress among private representatives.
- There exists no critical connection between age of the example respondents and their degree of assessment towards properties of stress among private representatives.
- There exists no huge connection between conjugal status of the example respondents and their degree of assessment towards properties of stress among private representatives.
- There exists no huge connection between instructive capability of the example respondents and their degree of assessment towards qualities of stress among private workers.
- There exists no huge connection between family month to monthly pay of the example respondents and their degree of assessment towards traits of stress among private representatives.

Determination factors:

Table-1 shows the determining the factors of stress of the respondents.

Table -1

Determination Factor

| S.No | Factors | No. of Respondents | Percentage to total |
|------|----------------|--------------------|---------------------|
| 1. | Environmental | 32 | 27 |
| 2. | Organizational | 40 | 33 |
| 3. | Individual | 32 | 27 |
| 4. | Group Stress | 16 | 13 |
| | Total | 120 | 100 |

Source : Primary data

The table indicates that, out of 120 respondents, 33% of the respondents come under the factors of Organizational, 27% of the respondents come under the factors of Environmental, 27% of the respondents come under the factors of Individual, 13% of the respondents come under the factors of Group Stress. Hence, the majority of the respondents (33%) determining factor of stress is Organizational factor.

Chance of Acquiring Stress:

Table 2 shows the Chance of Acquiring stress.

Table 2
Chance of Acquiring Stress

| S.No | Chance of Acquiring Stress | No. of Respondents | Percentage to total |
|------|----------------------------|--------------------|---------------------|
| 1. | Finance | 18 | 15 |
| 2. | Computer breakdown | 16 | 13.33 |
| 3. | Human interaction | 22 | 18.33 |
| 4. | Difference in policy | 28 | 23.33 |
| 5. | Work place | 24 | 20 |
| 6. | Family | 12 | 10 |
| | Total | 120 | 100 |

Source : Primary data

From the above table 2 revealed that out of 120 respondents, 23.33% respondents under the situation of stress through Difference in Policy, 20% of the respondents under the situation of stress through Workplace, 18.33% of the respondents under the situation of stress through human interaction 15% of the respondents under the situation of stress through Finance, 13.33% respondents under the situation of stress through Computer breakdown, 10% of the respondents under the situation of stress through Family are faced the stress. Hence, most of the respondents (23.33%) are acquiring stress duo to Difference in policy.

Distraction at work:

Table 3 depicts the distraction at work of the respondents.

Table 3
Distraction at work

| S.No | Distraction at work | No. of Respondents | Percentage to total |
|------|--------------------------------|--------------------|---------------------|
| 1. | Work pending | 30 | 25 |
| 2. | Mistake in the work | 34 | 28.33 |
| 3. | Loss (Physical health, Mental) | 24 | 20 |
| 4. | Others | 32 | 26.67 |
| | Total | 120 | 100 |

Source : Primary data

The above table 3 in shows that out of 120 respondents, 28.33 % of the respondents are under distraction of mistake in the work, 26.67% of the respondents are under the distraction of others (if any mention), 25% of the respondents are under the distraction of Loss (physical health, mental).

Ways of expressing stress:

Table 4 shows the express your stress with work of the employees.

Table 4
Ways of expressing stress

| S.No | Express of Stress | No. of Respondents | Percentage to total |
|------|-------------------|--------------------|---------------------|
| 1. | Emotional | 32 | 26.67 |
| 2. | Tension | 44 | 36.67 |
| 3. | Activities | 24 | 20 |
| 4. | Other forms | 20 | 16.67 |
| | Total | 120 | 100 |

Source : Primary data

It is clear from the above table that out of 120 respondents, 36.67% of the respondents express of stress under the Tension, 26.67% of the respondents express of stress under the emotional type, 20% of the respondents express of stress under the type of activities, 16.67% of the respondents express of stress under the other forms. Hence, most of the respondents are expressing their stress through Tension.

Relationship Among Employees:

Table 5 shows the relationship among employees.

Table 5
Relationship Among Employees

| S.No | Relationship | No.of Respondents | Percentage to total |
|------|--------------|-------------------|---------------------|
| 1. | Very good | 28 | 23.33 |
| 2. | Good | 36 | 30 |
| 3. | Better | 24 | 20 |
| 4. | No opinion | 32 | 26.67 |
| | Total | 120 | 100 |

Source : Primary data

From the above 5 revealed that out of 120 respondents, 30% of the respondents felt that they are in Good relationship, 26.67% of the respondents felt that they are in No opinion relationship, 23.33% the respondents felt that they are having Very good relationship, 20% the respondents felt that they are having Good relationship among employees.

Hence, majority of the respondents felt that they are having Good relationship among the employees.

The table-6 shows the Reason to follow the Picnic page of employees

Table 6
Reasons to follow the picnic page of employees

| S.No | Reasons | Rank | | | | | | | | | Mean | Rank |
|------|-------------------------------|------|----|-----|----|----|----|-----|------|----|-------|------|
| | | I | II | III | IV | V | VI | VII | VIII | IX | | |
| 1. | Work load | 20 | 16 | 16 | 12 | 16 | 12 | 8 | 8 | 12 | 53.67 | II |
| 2. | Poor salary | 40 | 16 | 8 | 8 | 16 | 8 | 8 | 12 | 4 | 59.37 | I |
| 3. | Time pressures and deadliness | 6 | 10 | 8 | 36 | 12 | 8 | 20 | 12 | 8 | 48.97 | V |
| 4. | Frequent travel | 12 | 4 | 32 | 4 | 12 | 16 | 24 | 12 | 4 | 50.5 | III |
| 5. | Repetitive and boring work | 4 | 12 | 8 | 4 | 16 | 12 | 20 | 32 | 12 | 42.77 | VIII |
| 6. | Poor and unplanned work | 8 | 4 | 8 | 8 | 12 | 16 | 24 | 24 | 16 | 42.37 | IX |
| 7. | Lack of career development | 4 | 16 | 16 | 16 | 20 | 28 | 8 | 8 | 12 | 48.7 | VI |
| 8. | Feeling of powerlessness | 8 | 16 | 20 | 20 | 16 | 12 | 12 | 16 | 12 | 49.13 | IV |
| 9. | Lack of job security | 20 | 12 | 4 | 4 | 8 | 8 | 16 | 8 | 24 | 48.5 | VIII |

Source : Primary data

From Table 6 it was evident that Poor Salary is the prime most reason to follow the picnic page of employees. The second, third, fourth, fifth, sixth, seventh, eighth and ninth rank were given to “Work load”, “Frequent travel”, “Feeling of powerlessness”, “Time pressures and deadliness”, “Lack of career development”, “Lack of job security”, “Repetitive and boring work”, “Poor and unplanned work” about respectively.

Consolidated results of chi – square test

The consolidated results of chi – square was presented in Table 7

Table 7**Consolidated results of chi – square test**

| S.No | Personal Factors | D.F | Calculated value | Table value 5% level | Association |
|-------------|---------------------------|------------|-------------------------|-----------------------------|--------------------|
| 1. | Gender | 2 | 2.304 | 5.99 | No Significant |
| 2. | Age | 2 | 10.43 | 5.99 | No Significant |
| 3. | Educational Qualification | 2 | 4.52 | 5.99 | No Significant |
| 4. | Marital Status | 2 | 3.71 | 5.99 | No Significant |

The result of chi – square test proved that there is no significance between Gender, Educational Qualification, Marital Status of the sample respondents and their level of opinion towards stress among private employees.

The result of chi – square test proved that the significant existence between Age of the sample respondents and their level of opinion towards stress among private employees.

Summary of Findings, Suggestions and Conclusion Findings

The following are the main findings of the study.

- i. 70% of the sample respondents are female members.
- ii. 33% of the sample respondents are between the age group of 25 – 35 years.
- iii. 47% of the sample respondents comes under other qualification, qualifications i.e. Diploma courses, Certificate Courses and up to 10th standard level.
- iv. Most of the respondents are (70%) married in the study area.

- v. 37% of the sample respondents have up to 3 members in their family.
- vi. 30% of the sample respondents are earning income of above Rs.30,000.
- vii. Majority of the sample respondents are (40%) in teaching profession.
- viii. 40% of the sample respondents are having experience of above 8 years.
- ix. 60% of the sample respondents affected by the stress.
- x. The majority of the respondents (33%) determining factor of stress is Organizational factor.
- xi. 23.33 % of the respondents are acquiring stress duo to Difference in policy.
- xii. 28.33% of the sample respondents are under distraction of mistake in the work.
- xiii. The majority of the respondents felt that 36.67% of the respondents are expressing their stress through Tension.
- xiv. The source of social support to reduce stress is Superiors has been ranked first.
- xv. The majority of the sample respondents are most of the people who belong to 1st rank is in the poor salary Garrett ranking.
- xvi. The weighted mean is applied to the sources of social support which reduce stress for the majority of the sample respondents 1st rank is superior.
- xvii. The simple ranking is applied to the major consequences of stress. The majority of the sample respondents assigned as first rank to burn out.
- xviii. The chi-square test is applied to the symptoms of stress majority age of the sample respondents are the significant.
- xix. The 'F' test is to apply to the coping strategies of stress no significance between Education Qualification, Monthly Income, and Family Size of the sample respondents.

- xx. The 't' test is applied to analyze the physical / mental health problems of the employees. The majority of the sample respondents are ranked chest pain is first.

Suggestions

Based on the data analyzed, this study recommends the following suggestions:

- Physical exercises are good methods of overcoming stress.
- Meditation in a calm place of 15 – 20 minutes duration either by Chanting Mantras or by simply focusing attention on a single object has a great effect of distressing a person.
- Special cognitive therapies developed by psychologists like lectures and interactive discussions are arranged to
- Networking is the information of close association with trusted friends, empathetic workers, listening colleagues and confidence builders. One can find vent to one's pent up feelings to these support groups.

The employees should follow the steps which would help in stress busting.

- Planning a list of activities to be attended.
- Prioritizing the activities.
- Scheduling the activities.
- Handling the most difficult part of work when on is more energetic, alert and
- productive.
- Reducing blood pressure.
- Clarify in thinking.
- Loss consumption of tranquilizers.
- Lesser anxiety, etc., Orderly arrangement of things and assigning place for everything and everything being in place reduces the stress induced by searching.

Conclusion

We found that existence, in and of itself need not imply lower performance. The evidence indicates that stress can be positive or negative influence on Employees Performance. The financial associations' since the start of the decade, have been confronted more noteworthy difficulties as far as innovative transformation, administration enhancement and worldwide banking. This will prompt emerging of pressure among representatives. Probably the best test looking by the financial business today is the necessity of roused, stress – free work power. Improving pressure counteraction is a positive activity that adds to a superior strength of workers and produces incredible association effectiveness and execution. Stress experienced by one worker can influence the security of different representatives too. Decrease or end of pressure is fundamental for mental and actual prosperity of a person. The work idea of banking representatives is exceptionally drawn-out as it includes the immediate client connection at all levels.

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A Study on Job Satisfaction of Delivery Executives Swiggy With Special Reference To Tirunelveli

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Abstract

The employees or workers who are satisfied with their job will be more loyal towards the organization. Job satisfaction is one of the fundamental rights that have drawn attention of higher officials at intervals the organization still as academicians. Various studies square measure automated to look out the factors that guarantee job satisfaction and conjointly the style that influences production level. Although there's not any conclusive proof that job satisfaction affects productivity directly once productivity depends on such a large quantity of variables, it's still a first-rate concern for coordinators. Job satisfaction was the mental feeling that has relating to his job it's usually same that "A happy employee may be a productive employee." Moreover, job satisfaction has its impact on the period of the employees place along, as results, employees will not imagine about quitting the job for long time and they will feel proud in working and has higher physical and mental well-being. The present study scrutinizes the range of satisfaction among the delivery executives regarding their salaries, incentives and in addition the work setting and to spot the extent of the swiggy employees with management and dealing policies for swiggy delivery executives. A well-structured questionnaire helped us to collect the primary data. The secondary data have collected from books, journals and magazines. Snow-ball sampling method was used for the selection of required number of samples (100). The researcher has used the different statistical tools such as correlation and Chi-Square Tests to analyses the data.

Key words: Online food delivery, Job satisfaction of delivery executives.

Introduction

Swiggy is one of the communicative tools between company and public for food ordering and delivery. The headquarters of the company is Bangalore and is founded out by Rahul Jaimini, Sriharsha Majety, Nandan Reddy. The ultimate motto was mainly to provide a complete order and delivery solution to fulfill their food requirements for the urban foodies. It has an exclusive fleet of delivery personnel to pick up orders from restaurants and deliver it to customers. They attract the customers with offers which will enable them to get frequent orders. Payments can be made through online as well as cash on delivery. The delivery executives undertook one order at a time so that they make sure that the customers get their order on time.

The online food ordering system is one in each of the most recent services most nourishment restaurants among the western world unit adopting. With this method, food is ordered on-line and delivered to the shopper. this may be created come-at-able through the employment of electronic payment system. The company accept the different kinds of payment modes including credit cards, debit cards, net banking, cash or cheque, so that, the company should attract the more customers towards them.

Nowadays, the online food ordering services company are simplifying the ordering and payment methodology as user friendly. The system in addition greatly lightens the load on the restaurants end, as a result of the complete method of taking orders is automatic. Once associate order is placed on the webpage which will be designed, it's placed into the data and then retrieved, in precisely regarding fundamental measure, by a desktop application on the restaurants end.

The satisfaction of the job is one of the very important factors that have drawn attention of managers among the organisation additionally as academicians. Several studies are conducted to look out the factors that make sure job satisfaction and conjointly the means that it influences productivity among the organization. Though there's no conclusive proof that job satisfaction affects productivity directly as a results of productivity depends on such lots of variables, it's still a primary concern for managers. Job

satisfaction is that the mental feeling of advantage that a private has concerning his job.

Job satisfaction are usually understood as associate individual's positive emotional reactions to a specific job. So, the organizations have the plan to measuring job satisfaction to substantiate that their structure practices cause gratifying or positive spirit among the staff therefore they'll perform their best at the point. in associate exceedingly job it's associate degree emotional reaction that results from the comparison between actual outcomes and desired, associateticipated or deserved by associate degree employee.

Literature Review

Vaggelis Saprikis. et. al (2010). The rapid increase of internet usage, as well as, the progress of information technology has changed the way goods are purchased and sold, resulting to the high growth in the number of online shoppers. However, a lot of differences regarding online purchases have been revealed due to the various consumers' characteristics and the types of provided products and services. Therefore, understanding who are the ones consuming and why they choose to use or avoid the Internet as a distribution channel, is a important issue for both shopping portals and consumer theorists. Moreover, the reasons for using or avoiding online shopping, as well as, the types of preferred products were studied. The research provides interesting insights on the online consumer behavior, as the results show significant differences between the two groups of respondents.

Chris (2011).Some company believes that some restaurant can promote instantly and customer can book tables overnight But the fact in today's scenario some restaurant are not able to attract customer because there is huge penetration in Indian market especially in urban cities wherein customer are more selective and people don't have enough time to visit restaurant. In such case restaurant owners make alliance with food ordering and delivery services to deliver food to customer. Food delivery services also gives more visibility to restaurants.

ÇanakkaleOnsekiz Mart Üniversitesi and Gökçeada MeslekYüksekokulu (2017) did research in Turkey and found that fast food habits are limited to nearby areas of university campus and major metro areas in town. Some issues have also came up regarding customer

identification while placing an order through food delivery service websites and have led to false order placing.

Some major giants in fast food have hygiene issues and due to many orders delivered food is neither fresh nor hot. The research was limited to Turkey. Other countries have different regulations related food industry and perception of consumers will be different V Kanteti(2018). The untapped market in food delivery service is home cooked food. This is where the true opportunity lies. Online food delivery firms have truly transformed the way restaurants are doing the business. Nevertheless packaging cost will always be crucial part for low priced orders as online food serving is an option for daily consumed food. Due to nuclear families in urban cities and fast moving life people do not have enough time to cook food at home, hence this opportunity lies.

S Rathore and M Chaudhary. (2018).The consumer perception regarding online food delivery differs from person to person. The perception is also build on personal opinion. Mostly young population is more attracted towards online food ordering services as compare to elder people This is due to lack of awareness regarding technology (mobile apps). Also consumers are keen towards those food delivery services which provide heavy discounts and cashback offers. To identify actual behaviour of consumers' large geographical area with proper segmentation may help companies to target customers in more appropriate way.

Research methodology :

Objective of the study:

The main aim of the study is to analyze and examine the level of job satisfaction among the Swiggy delivery executives and to extrat the problems faced by the employees from the various categories. The specific objectives are as follows:

- To find out the level of satisfaction among of swiggy delivery executives related to the salary, incentives and the working environment.
- To study the level of consumer satisfaction on Swiggy.

Type And Source Of Data

Both primary and secondary data were used for the study. The primary data were collected by using questionnaire method. Secondary data were collected from books, journals, company manuals, company website, and informal talk with the officers and the swiggy delivery executives.

Tools And Techniques

Tools and techniques various accounting techniques and statistical tools like percentages, chi-square, and correlation have been employed. It is used as a device to analyze and interpret the employees satisfaction of the swiggy delivery executives. Graphs, tables, figures and bar diagrams were used as it helps to enrich presenting quantitative facts in simple, clear and effective manner to attain attractive and create lasting impression.

Sample:

Convenience sampling was used for the survey. Above 100 employees were selected as sample. The questionnaires were distributed to the respondents in the selected sample.

Limitations of The Study

1. The study was focused only in the location of Tirunelveli
2. Most of the swiggy delivery were male, so, the study only founded on male delivery executives

Analysis and Interpretation :

i) Age of the respondent

Interpretation

The age of the respondents lies between less than 25 years and above 45 years. The study reveals that majority of the respondents belong to the age group of less than 25 years which constitute 79% followed by age group 35-45 years with 14% and the least is constituted by the age group of 35-45 years with 1% and the remaining is constituted by the age group above 45 years which constitute 6%.

ii) Educational Qualification Of The Respondents

Interpretation

The educational qualification of the respondents is falls under 4 sections, namely are Higher secondary, Graduation, Post-Graduation and Others. The study reveals that majority of the respondents are graduates which constituted 58% followed by post graduates with 34% and the least number of respondents are higher secondary and others which are constituted by 4% each.

iii) Satisfaction Of Services Provided By Swiggy

Interpretation

The satisfaction of services provided by Swiggy is coming under five-scale rating satisfied, highly satisfied, neutral, dissatisfied, and highly dissatisfied that is being rated by the respondents. The study revealed that 57% of the respondents are satisfied with the services provided by Swiggy, 18% of them are highly satisfied, 22% of them are neutral, 2% of them are dissatisfied and 1% is highly dissatisfied with the services provided by Swiggy.

iv) How Often Had The Respondents Used Swiggy

Interpretation

The question of how often does the users use Swiggy is given under five options namely Daily, Twice in a week, Once in a week, Once in a month and Once in 2 months. The study showed that 31% of the respondents used Swiggy once in a week. followed by 30% of them who used it once in a month, followed by 29% who had used it once in 2 months followed by 8% who had used Swiggy twice in a week ask remaining 2% had used Swiggy daily.

v) Satisfaction With The Behaviour Of Delivery Boy

Interpretation

Find out The satisfaction of behavior of the delivery boy is a under five-scale rating satisfied, highly satisfied, neutral, dissatisfied, and highly dissatisfied that is being rated by the respondents. The study showed that 33%of the respondents are satisfied with the behavior of the delivery

boy followed by 30% who are highly satisfied, 26% who are neutral, 6% dissatisfied and 5% are highly dissatisfied with the behavior of the delivery boy of Swiggy.

vi) Customer Satisfaction Towards Speed of Swiggy

Interpretation

The question of Customer Satisfaction towards the speed of Swiggy is related under five-scale rating satisfied, highly satisfied, neutral, dissatisfied, and highly dissatisfied that is being rated by the respondents. The study shows that customer satisfaction towards the speed of Swiggy is equally distributed among highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied constituting 20% each.

vii) Rating of Quality Service Delivery Executives By Swiggy.

Interpretation

The Rating of delivery executives quality service provided by Swiggy is a under five-scale rating satisfied, highly satisfied, neutral, dissatisfied, and highly dissatisfied that is being rated by the respondents. The study showed that 69% of the respondents gives the rating of delivery executives quality services provided by Swiggy as satisfied which is followed by 18% who are neutral ,11% who are highly satisfied followed by dissatisfied and highly dissatisfied which constitute 1% of the respondents each.

Testing hypothesis Analysis

There is a significant relationship between usage and satisfaction of services of Swiggy Test applied: Correlation

| | Usage of Swiggy App | Satisfaction of Service of Swiggy |
|---|----------------------------|--|
| (Usage of Swiggy APP) Pearson Correlation | | |
| Sig. (2-tailed) | 1 | .342** |
| N | 100 | .000 100 |

| | | |
|--|--------|-----|
| (Satisfaction of Service of Swiggy) | | |
| Pearson Correlation | .342** | 1 |
| Sig. (2-tailed) | .000 | 100 |
| N | 100 | |

** Correlation is significant at 0.01 level (2-tailed).

Result: The p value = .000 which is smaller than .05, hence statistically significant.

Therefore, alternative hypothesis is accepted; hence there is a significant relationship between usage and satisfaction of services of Swiggy.

Association between Working Experience and Salaries Incentives and Work Environment

H01 There is a significant association between working experience and salaries incentives and work environment.

Table 2: Association between Working Experience and Salaries Incentives and Work environment

| | Value | df | Assump. Sig (Sided) | Result |
|---------------------------|---------------------|----|---------------------|-------------|
| Pearson Chi-Square | 62.815 ^a | 24 | .000 | Significant |

Statistical significance at 5 per cent level

The above table -2 analyses that the output of chi-square test. The Pearson Chi square value is 62.815 at 24 degrees of freedom, which is less than the significant value of 0.05 at 95 per cent confidence level. Therefore, null hypothesis is rejected and hence it can be said that there is a association between working experience, salaries, incentives and work its environment.

Major findings :

- It is clearly understood that delivery executives in the swiggy are high in the age category of less than 25 Years with 79 employees.
- Out of 100 employees 58 delivery executives completed their education at Graduate level.

- The study also showed the respondents are highly satisfied with the behavior of delivery boy application and other factors of Swiggy.
- There is a association between working experience salaries, incentives and working environment.
- There is a association between work time and Management & working Policy.
- The study reveals that there is a significant relationship between usage and satisfaction of services of Swiggy and between usage and preference over other apps.

Suggestions :

- In the job satisfaction, the management are advised to provide facilities for job enlargements and enrichments to drive the optimum advantage from the skilled employees in their units.
- The job is of challenging nature in the private sector. If the management improves the quality of work life in good earnest by exposing their workers to the changes the resultants effects is better performance
- The management are advised to improve the salary scales to the delivery executives in the swiggy. The management provide an opportunity for delivery executives to have better exchange of their matters and discuss their problems each offer and to improve their service quality. Its really help them to make themselves satisfied to their job.
- Quality of work life and occupational stress of employees are interacting to the delivery

Conclusion :

On the basis of above deliberations, we can concluded that employees satisfaction are the typically reflect the moral of the company. In areas of customer service and sales, happy employees are extremely important because they carry over the moral of the company and also on behalf of the company represent to the public. Every organization should develop some appropriate strategies that strengthen the work environment to increase the employee's morale and employee's satisfaction to enhance the employee's

performance and productivity, which ultimately reflects results that leads to make high profits ,customer satisfaction as well as customer retention.

Job satisfaction represents one of the most complex areas facing today's managers when it comes to managing their delivery executives. Policy makers and managers have turned their attention to provide different kinds of appropriate facilities to their employees in order to satisfy their employees. A good working environment can increase employee job satisfaction and it will motivate the employees to give their best which can increase the delivery executives work performance in the food delivery.

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A study on job satisfaction of unregistered construction women labourers in Tirunelveli District.

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Abstract:

Women play a prominent role at various levels in our economic status. They are the backbone of our nation. The women participation in the construction industry is very high. This paper studies the job satisfaction of unregistered construction women labourers in Tirunelveli District. For this purpose, primary data were collected by the researcher through interview schedule method. This chapter is designed to study the determinants such as age, educational qualification, family size, monthly income, period of payment of wages, and years of experience in work. ‘One way ANOVA’, Multiple Regression Analysis and Garrett’s Ranking Technique has been used for finding out the job satisfaction of women labourers in construction fields.

Keywords: Job Satisfaction, Unregistered Construction women labourers.

Introduction

The construction industry provides job opportunity to large number of skilled as well as un-skilled work force. Women workers continue to labour because of many severe problems like poverty, lack of access to education and inadequate health facilities. Most of the women perform various types of work for their livelihood. Construction is considered as the second biggest unorganized sector where large number of rural women takes part actively.

Statement of the problem:

Majority of the women construction workers are facing lots of difficulties like social insecurity, low wages, sexual harassment, gender discrimination, long hours of work, wage discrimination of men and women, lack of job security, no minimum wages, lack of minimum facilities at work

place, ill-treatment, heavy physical work and sexual exploitation etc. This research work study the job satisfaction of women labourers in construction field and problems of women labourers. It leads to enlighten the life of women labourers.

Scope of the study

Women construction labourers engaged in construction field like helpers, unskilled workers their works related to carrying bricks, cement, sand and water and digging earth, mixing cement, breaking stones have been selected as respondent for this study. Skilled women labourers are not covered under this study. The present study is undertaken to investigate the job satisfaction of unregistered construction women labourers in the Tirunelveli district of Tamil Nadu.

Objectives of the study:

1. To analyse and interpret the job satisfaction of women labourers in construction field with Emoluments and Perquisites.
2. To identify the problems of women labourers.
3. To offer suggestions regarding improving job satisfaction based on findings of the study.

Operational Definition: Unregistered Construction labourers:

Construction women labourers are those not enumerated in Tamilnadu Construction Labour Welfare Board in Tirunelveli is called unregistered construction labourers.

Hypothesis: H₀: There is no significant difference in satisfaction towards emoluments and perquisites in different age groups of unregistered construction laboureres in Tirunelveli District.

H₀: There is no significant difference in satisfaction towards emoluments and perquisites of unregistered construction labourers having different educational qualifications in Tirunelveli District.

H₀: There is no significant difference in satisfaction towards emoluments and perquisites of unregistered construction labourers having different family sizes in Tirunelveli district.

H0: There is a significant difference in satisfaction towards emoluments and perquisites of unregistered construction labourers earning different monthly income in Tirunelveli District.

H0: There is no significant difference in satisfaction towards emoluments and perquisites among different frequency of payment of wages of unregistered construction labourers in Tirunelveli district.

H0: There is a significant difference in satisfaction towards emoluments and perquisites of unregistered construction labourers having different years of experience in Tirunelveli District.

Area of the study

The area selected for the study is Tirunelveli District. The present study covers the women labourers in construction field in Tirunelveli district.

Methodology

Researcher collected data through interview schedule method. Interview schedule is prepared by the researcher. The enumerator appointed to collect the data from respondents by using interview schedule. The interview schedule is translated into Tamil language for easy understanding purpose. It is read before the respondent (i.e. women labourers in construction). The respondent gives their answers. The researcher collects the information from them. Secondary data is collected from books, journals, magazines, newspapers, circulars, Tamilnadu construction workers welfare board office, labour office, statistical department in Tirunelveli and websites.

Sampling Technique

The researcher used area wise proportionate random sampling for selecting sample respondents from the population in the study area. For this study 150 respondents were chosen from Tirunelveli District. 150 construction women labourers are selected as respondents. They are not registered under Tamilnadu Constructions labour welfare board in Tirunelveli. They are unskilled workers (coolies, helpers). Interview schedule method is used to collect data from the respondents

| Sl. No. | Name of Taluks | No. of female Unregistered construction workers |
|---------|------------------|---|
| 1 | Tirunelveli | 25 |
| 2 | Shenkottai | 4 |
| 3 | Alalgulam | 8 |
| 4 | Veerakeralmpudur | 9 |
| 5 | Sivagiri | 12 |
| 6 | Nanguneri | 10 |
| 7 | Tenkasi | 23 |
| 8 | Ambasamudram | 15 |
| 9 | Radhapuram | 16 |
| 10 | Palayamkottai | 7 |
| 11 | Sankarankoil | 21 |
| Total | | 150 |

Period of the Study

The primary data was collected during 2014 – 2016.

Tools for Analysis

One way ANOVA, Multiple Regression Analysis was used to analyse the data by using Statistical Package for Social Sciences (SPSS). Garrett's Ranking Technique is used to find out problem which is mostly affect the women labourers in construction field.

Analysis and Interpretation

This chapter is designed to study the determinants such as age, marital status, educational qualification, family size, monthly income, field employed, period of payment of wages, and years of experience in work. 'One way ANOVA' and Multiple Regression have been used for finding out the job satisfaction of unregistered women labourers in construction fields.

Table -1 Emoluments and Perquisites and determinants of job satisfaction of unregistered Construction women Labourers.

| Determinants of Job satisfaction | Emoluments and Perquisites | |
|----------------------------------|----------------------------|---------|
| | F value | P value |
| Age | 0.271 | 0.896 |
| Educational Qualification | 1.400 | 0.228 |
| Family Size | 0.366 | 0.832 |

| | | |
|-----------------------------|-------|-------|
| Monthly Income | 5.255 | 0.002 |
| Period of Payment of Wages | 0.206 | 0.892 |
| Years of Experience in Work | 4.140 | 0.003 |

Source: Primary data

Table 1 shows that the 'F' value for satisfaction towards emoluments and perquisites, among different age groups of unregistered construction labourers is 0.271 which is significant at 5% with p value of 0.892. Since p value is greater than 0.05, the null hypothesis is accepted and the 'F' value for satisfaction towards emoluments and perquisites is 1.40 which is significant at 5% with p value of 0.228. Since p value is greater than 0.05, the null hypothesis is accepted and the p value for satisfaction towards emoluments and perquisites of unregistered construction labourers having different family sizes is greater than 0.05, and therefore the null hypothesis is accepted.

The 'F' value for satisfaction towards emoluments and perquisites is 5.255 which is significant at 5% with p value of 0.002. Since p value is less than 0.05, the null hypothesis is rejected and the 'F' value for satisfaction towards emoluments and perquisites is 0.206 which is significant at 5% with p value of 0.892. Since p value is greater than 0.05, the null hypothesis is accepted. From the ANOVA test, it is found that the 'F' value for satisfaction towards emoluments and perquisites of unregistered construction labourers having different years of experience in Tirunelveli District is 4.140 which is significant at 5% with p value of 0.003. Since p value is less than 0.05, the null hypothesis is rejected.

Multiple Regression Analysis is used to frame multiple regression equation by considering satisfaction towards job, working condition, emoluments and perquisites, work relationship, balancing family and work and overall job satisfaction as determinants of job satisfaction of unregistered construction labourers.

Table -2 Multiple Regression Model Summary of Unregistered Construction Labourers

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------------------|-------|----------|-------------------|----------------------------|
| Job | 0.318 | 0.101 | 0.057 | 5.56727 |
| Working Condition | 0.478 | 0.228 | 0.190 | 6.29191 |

| | | | | |
|----------------------------|-------|-------|--------|----------|
| Emoluments and Perquisites | 0.338 | 0.114 | 0.070 | 5.35179 |
| Work Relationship | 0.270 | 0.073 | 0.027 | 5.07902 |
| Balancing Family and Life | 0.159 | 0.025 | -0.023 | 3.65997 |
| Overall Job Satisfaction | 0.409 | 0.167 | 0.126 | 16.94653 |

Source: Primary data

Table 2 shows the relationship between the independent variables like age, educational qualification, family size, frequency of payment of wages and years of experience with various factors of job satisfaction of unregistered construction labourers. The influence of the independent variables over satisfaction towards job is 10.1 percent. The influence of the independent variables over satisfaction towards working condition is 22.8 percent. The influence of the independent variables over satisfaction towards emoluments and perquisites is 11.4 percent. The influence of the independent variables over satisfaction towards work relationship is 7.3 percent. The influence of the independent variables over satisfaction towards balancing work and life is 2.5 percent. The influence of the independent variables over overall job satisfaction is 16.7 percent.

Table - 3 Physical Problems

| Sl. No. | Physical Problems | Unregistered women labourers | |
|---------|-------------------------|------------------------------|------|
| | | Mean Score | Rank |
| 1. | Respiratory illness | 48.95 | 5 |
| 2. | Eye irritations | 53.51 | 3 |
| 3. | Dizziness | 53.91 | 2 |
| 4. | Body pain / other pains | 65.76 | 1 |
| 5. | Minor injuries | 52.99 | 4 |
| 6. | Skin allergy | 38.07 | 6 |
| 7. | Heat rash | 35.81 | 7 |

Source: Primary data

Table 3 shows that majority of the unregistered construction labourers had given first rank to body pains and other pains and second rank to dizziness, third rank to eye irritations and fourth rank to minor injuries. The unregistered construction labourers are facing problems like respiratory

illness, skin allergy and heat rash and have given fifth rank, sixth rank and seventh rank respectively to those problems.

Table - 4 Emotional Problems

| Sl. No. | Emotional Problems | Unregistered women labourers | |
|---------|-------------------------|------------------------------|------|
| | | Mean Score | Rank |
| 1 | Wage Discrimination | 55.72 | 2 |
| 2 | Sexual harassment | 36.41 | 6 |
| 3 | Family conflicts | 54.42 | 3 |
| 4 | Financial problems | 64.33 | 1 |
| 5 | Family – work imbalance | 49.76 | 4 |
| 6 | Social insecurity | 39.36 | 5 |

Table 4 shows that majority of the unregistered construction labourers had given first rank to financial problems and second rank to wage discrimination, third rank to family conflicts and fourth rank to family – work imbalance, fifth rank and sixth rank to problems like social insecurity and sexual harassment respectively.

Table – 5 Work Related Problems

| Sl. No. | Work Related Problems | Unregistered women labourers | |
|---------|------------------------|------------------------------|------|
| | | Mean Score | Rank |
| 1 | Irregular employment | 33.73 | 5 |
| 2 | Transport difficulties | 42.4 | 4 |
| 3 | Jealousy of co-workers | 59.87 | 1 |
| 4 | Lack of recognition | 56.93 | 3 |
| 5 | Favoritism | 57.07 | 2 |

Source: Primary data

Table 5 shows that majority of the unregistered construction labourers had given first rank to jealousy of co-workers; second rank to favoritism; third rank to lack of recognition from others and fourth rank to transport difficulties and fifth rank to irregular employment.

Table – 6 Working Environment Problems

| Sl. No. | Working Environment Problems | Unregistered women labourers | |
|---------|------------------------------|------------------------------|------|
| | | Mean Score | Rank |
| 1 | Unsafe working condition | 46.15 | 4 |
| 2 | Dirty work place | 51.55 | 2 |
| 3 | Noise | 46.87 | 3 |
| 4 | Lack of sanitary facilities | 54.42 | 1 |

Source: Primary data

Table 6 shows that majority of the unregistered construction labourers had given first rank to lack of sanitary facilities; second rank to dirty work place and third rank to noise and fourth rank to unsafe working condition.

Findings

Age, Educational qualification, Family size, Frequency of payment of wages are not a significant variable in determining the satisfaction towards emoluments and perquisites of unregistered construction labourers in Tirunelveli District.

Monthly income and Years of experience is a significant variable in determining satisfaction towards emoluments and perquisites of unregistered construction labourers in Tirunelveli District.

Recommendations

Registered women Labourers should be compensated by the government through welfare schemes. Government increases the amount of benefits of women labourers in construction field. Give awareness about Tamilnadu Constructions labour welfare board and labour welfare schemes. They should enroll their registration in this board.

Women workers have been exploited through long working hours with low wages along with physical exploitation and harassment. Human Rights Commission should pay more attention in this field and warn against such exploitations.

Conclusion

Findings is made through various analysis conducted by the researcher. Suggestions given above will improve the job satisfaction level of women labourers. They are getting more benefits from their enumeration into welfare schemes. Sometimes loan facilities are made by their employer also. Women empowerment is important in today's world. Concern authorities take steps to improve the standard of living women labourers in construction field.

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A Conceptual Review of Talent Management And Effective Workforce

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Abstract

This paper undertakes a descriptive review of Talent Management and Effective Workforce in an Organisation. There is significant observations that the global market is faced with difficult talent challenges. The global economy are faced with a critical business settings, thereby making most organizations to learn how to compete effectively to achieve success and sustainable growth. Effective Workforces around the world have become larger, increasingly diverse, more educated, and more mobile. The ability to attract, develop, and retain a needed supply of critical talent is a challenge facing all organizations. This paper explains the meaning of talent management, key to effective Talent Management and its benefits, global talent management, Talent retention and talent development process. The findings revealed that talent management significantly enhances organizational effectiveness. It was recommended that to make sure employees with the right skills stick with the organizations for long enough. It is important that talent management system should be integrated across all aspects of human resource management.

In conclusion effective talent management is the key for organizations success and sustainable growth as it helps organizations to retain top talent while increasing productivity.

Keywords: Talent Management, Talent development, Retention and Talent development process.

Introduction:

Talent management is the ability of an organization to hire and retain individuals with skills and competencies that will carter for the organization's present and future needs.

Talent management in a competitive environment is essential for organizational success. One of the challenges in effective workforce

management is creating or maintaining organizations' ability to compete for talent. Talent management is complex and Influenced by external factors such as the economy, global expansion, mergers and acquisitions. Talent management is a key component to business success in the current economy as it allows organizations to retain top talent while increasing productivity. Younger et al (2007). Good Management combined with leadership is required for the development of and implementation of talent at level in an organisation. Understanding Organisations effective workforce is the first step in talent management. (SHRM's 2006)

Talent Management Survey Report, 53% of organizations have specific talent management initiatives in place. of these companies, 76% consider talent management a top priority. In addition, 85% of HR professionals in these companies work directly with management to implement talent management strategies. There is considerable evidence that organizations worldwide face formidable talent challenges. The ability to hire and retain a good talented individuals is a challenge facing many organizations (Coy and Ewing, 2007). , and Ramstad, 2007, Boudreau and Ramstad, 2005, Cappelli, 2008a, Cappelli, 2008b, Collings and Mellahi, 2009 and Lewis.

Heckman, (2006) also suggests that organizations face greater competition for talent worldwide and face challenging times in attracting, retaining, and developing people they need. So even though there is currently a global economic slowdown, there are major structural conditions in place to ensure that competition for talent worldwide will continue to be a significant challenge.

Organizations, industries and companies lack skills and talent with which to compete in the global marketplace, For example, customer service, health care, computer support and technology repair are areas where there is an anticipated acute talent shortage, this affect the quality of services delivered by the organizations.

Meaning of Talent Management

Talent management has no clear definition and is used in different ways to explain the “strategic” importance of a HR specialty (recruiting, selection, development, etc.) Talent management as a process of recruiting, selecting and development of career. (Byham, 2001, Chowanec and

Newstrom, 1991, Heinen and O'Neill, 2004, Hilton, 2000, Mercer, 2005 and Olsen, 2000). According to Lewis and Heckman (2006), Talent was defined as "individuals who have the capability to make a significant difference to the current and future performance of a company. Talent management is managing the supply, demand, and flow of talent through the human capital engine (Pascal, 2004).

Talent management is the implementation of integrated strategies or systems designed to increase workplace productivity by developing improved processes for attracting, developing, retaining and utilizing people with the required skills and aptitude to meet current and future business needs (Lockwood 2006).

Talent Development

As soon as an employee is hired, it becomes imperative to adapt to the organization's culture. The employee at this point is availed the opportunity to develop new skills while sharpening the set of skills he has already, this is done to ensure that the employee performs his current job optimally and prepares for higher responsibility in the future. Organizations overtime utilize programs like induction, career planning, mentoring, training, autonomy, coaching, performance appraisal as well as feedback to develop talent management.

Ra'ed et al. (2018) states that talent development starts with a performance appraisal and evaluation, by which an individual's strengths and weaknesses are assessed and training needs are pinned down, providing the needed feedback for learning programs and career planning. This means that organizations initiate talent development by simply evaluating the strengths and weaknesses of the employees in relation to their performance, observe areas where they need to be trained and train them accordingly in order to ensure improvements on their career plans.

Thunnissen (2016) assert that when management is able to marry their concern for employees and the organizational interests, employees tend to be motivated in the development phase with certain practices that eventually boosts employees' professional development and involvement. This is basically why it is the duty of the organization to create a clear career path so talent will be attached to future needs (Nobarieidishe, Chamanifard, & Nikpour, 2014). Organizations that create the right platform for employee

career development tend to successfully attract, motivate and retain their employees especially as employees will be highly motivated and committed to their jobs.

Garg and Rani (2014) argue that an organization must train and enable employees to become productive and integrated into the company more quickly. A carefully designed placement system improves employee morale, which in turn reduces employee turnover and absenteeism. Also, they believe that training mechanism improves the knowledge, skills and the performance of the employee. Most of the organizations identify specific training needs prior to training its people. Once the training needs are identified, development of the training objectives should be carried out. Trained and developed talents have a greater probability of staying and growing in an organization.

Talent Retention

Talent retention refers to the retention of skilled and talented individuals in the organization for a long period of time. One of the key roles of HR is to ensure that employees with right skills and talent sticks with the organization for a very long period of time (Ifeoma, Purity, & Okoye-Nebo, 2015). Attracting and hiring talented individuals is good for an organization but it is most important to retain these talents for as long as possible. This is because retaining talents in an organization impacts greatly on an organizations return on investment that is why organizations devise various strategies to retain talents for a long period of time.

Some the strategies includes positive working, career planning working environment and flexible working arrangements amongst others. Ahmadi, Ahmadi, and Abbaspalangi (2012) assert that talent leadership, commitment, value, communication, as well as incentive programs like giving rewards or compensation of valuable services rendered by the employee constitutes the factors that affect talent retention.

Benefits Of Talent Management

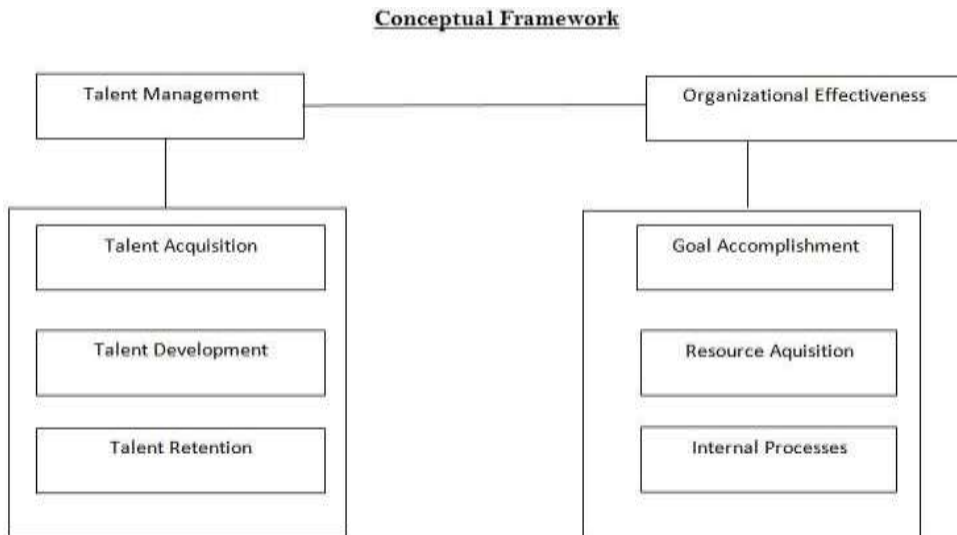
According to Garg and Rani (2014), talent management is immensely beneficial to both the organization and the employee. To the organization, talent management offers the following benefits:

- Improve productivity and capability.

- The organizational target is achieved
- Commitment of valued employees.
- Reduced employee turnover, increased bench strength and a better fit between people's jobs and skills.
- To the employee, talent management offers the following benefits:
- Increase motivation and commitment.
- Career development.
- Increasing knowledge about and contribution to corporate goals.
- Sustained job satisfaction.

Figure 1.

Overview of talent management and effective workforce.



The framework takes a linear relationship between the predictor variable on the left hand side and the criterion variable at the right hand side. The conceptual framework shows that organizational effectiveness is a function of talent management. From the conceptual framework, organizational effectiveness is measured by the level of goal accomplishment, resource acquisition and internal processes. In the same vein, dimensions of talent management include talent acquisition, talent development and talent retention.

Talent Development Process

Talent development process includes the four broad areas according to Garavan and Carbery , 2012.

- Who to develop
- What competencies to develop
- Critical evaluation
- Organizational support.

It is important to note that in multinational organizations, this process varies with each organization but has to be aligned with the goals of the organization such as promoting diversity (Stewart & Harte, 2010) and cross-cultural competencies. (Johnson, Lenartowicz, & Apud, 2006). An important outcome of talent development process is the development of cross-cultural competencies needed in most international jobs. These competencies can be conceptualized into stable and dynamic competencies(Johnson, et al., 2006; Shaffer, Harrison, Gregersen, Black, & Ferzandi, 2006).

Conclusion And Recommendation

Choosing the right talent is the greatest asset for any organization. Also in competition business environment effective talent management is the key for organization success and sustainable growth as it allows organizations to retain the right talent thereby increasing productivity. In fact, one of the most important roles of HR is to make sure employees with the right skills stick with the organizations for long time. It is important that talent management system is integrated across all aspects of human resource management, this will help in recruiting and retaining essential talent that will work towards achieving organization success and sustainable growth. There are clear inter-dependencies between talent management and recruitment, development, diversity, retention and succession planning practices. Through effective talent management organizations can successfully hire and sustain essential talents.

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A Study on Effectiveness of Training and Development in Venus Home Appliances (P) Ltd, Tuticorin.

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Abstract

Training and development play an important role in improving human resources in the organization. Improves the job knowledge and skills at all levels of rganization. Many rganization make a lot of efforts for training and development to improve the skills and abilities of their employees. Venus Home Appliances, a leading water heater manufacturing industry in Tuticorin, is also focusing on their employees training and development. The purpose of this article is to evaluate and analyze the effectiveness of training and development programs conducted by Venus Home Appliances using data collected from primary and secondary sources. Based on the analysis, appropriate recommendations are made as to how the process will be effective.

Keywords: Training, effectiveness of training, evaluation, development of employees, Venus Home Appliances, human resources

Introduction

Training and development programs help employees perform a specific job effectively and improve their skills and knowledge. Some money is spent by the organisation for providing technical training that teaches employees how to operate, maintain, or repair equipment which is used in the workplace. Training techniques are the medium for imparting skills and knowledge to employees. The training familiarizes workers with equipment, materials, tools and trade terms. Employers need training to redesign their work and edit their work profile to improve their career paths and structures. Technology is constantly changing, so job responsibilities are constantly changing and many workers need to update their skills on a regular basis. Organization derive competitive advantage from training and development.

Training enhances the relationship between employee and employer and it aids in organizational development.

Training and Development:

Training is a learning process that involves the acquisition of knowledge, sharpening of skills, concepts, rules or changing of attitudes and behaviors to enhance the performance of employee.

Training and development can be understood as any attempt to improve the performance of a current or future employee by enhancing their ability to work through learning or by enhancing their skills and knowledge. The need for training and development is determined by the performance deficit of the task calculated as follows,

Training and development need = Standard performance – Actual performance.

Objectives of the study:

The objectives of the study are:

- To study the effectiveness of training and development programmes in Venus Home Appliances (P) Ltd, Tuticorin.
- To examine the consequence of training on employees in Venus Home Appliances (P) Ltd, Tuticorin.
- To analyze whether the employees are satisfied with the training and development programs offered by Venus Home Appliances (P) Ltd. in Thoothukudi.

Methodology

This research is design of the descriptive type. A descriptive design is based on accurate nature of the problem. This study focuses the employees of Venus Home Appliances (P) Ltd, Tuticorin. For this study the researcher took a sample size of 46 respondents out of a total population. Data collected from respondents through convenient sampling techniques. The employees those who attend training program where taken for this study. A pre structured questionnaire was prepared to collect data from respondents, through direct personal interview. Both primary data and secondary data were collected by researchers for this study. The research collected primary

data directly from respondents and secondary data from various sources such as websites, journals and magazines. To find the results of the objectives, the researcher used the percentage analysis method.

Company Profile:

Venus Home Appliances Private Limited was started in 1958. Initially the production was 25 numbers of per day. At that time it was manufactured in the brand name STANDARD ELECTRICAL SERVICES. From 1960, the manufacturing is done in the name of Venus and at that time the production was 45 numbers of per day and the marketing was done through M/S Philips India limited .Today Venus Home Appliances is proud to manufacture 1200 pieces per day. Venus Home Appliances was corporate as a partnership firm in 1967, having its Registered Office and factory at 458,V.E.Road,Tuticorin -2 and now opened at the premises at 5/54A, Senthilampannai,Tuticorin-628103.The main objective of Venus Home Appliances is to manufacture and supply quality storage Instant Water Heaters and allied products, in order to meet the growing demand for the same .Since its inception product innovation was the prime watch word of Venus Home Appliances .Based on valuable feedback obtained from the customers. Venus Home Appliances (P) Ltd. has been a market leader and pioneer in the Venus water heaters industry for over 50 years. Venus is one of the leading water heater brands in India and stands for Quality, Reliability and Performance.

Training and Development in Venus Home appliances

The human resources department of Venus Home Appliances has been providing a lot of training and development programs to their employees to make their work in the organization better. Training and Development is necessary for employees to acquire new skills, enhance their existing skills, performing their task better and improves productivity in the organization. Therefore, the HR department is working to provide better training and development programs to their employees. So that they can carry out their responsibilities in the most effective way.

Training programme offered in Venus Home appliances

- In House Training Programme
- External training programme organized by outside organization

Training process in Venus Home appliances

- Analysis the training need
- Prepared the training schedule
- Provide training (ie Internal & External)
- Get feedback from the participants
- Evaluate the performance

Data Analysis and Interpretation of Questionnaire

The primary data collection from the sample size and its data analysis are given in this section.

1. Categorisation of Employee

a) Executive b) Supervisor c) Workman

Table 1

| Particulars | Executive | Supervisor | Workman | Total |
|--------------|-----------|------------|---------|-------|
| Respondents | 24 | 14 | 8 | 46 |
| Percentage % | 53 | 30 | 17 | 100 |

Interpretation:

From the table above it was the majority of the respondents 53% are in the executive category. 30% of respondents from supervisor and 17% of respondents from workmen.

2. Training is required at the time of joining.

a) Yes b) No

Table 2

| Particulars | Yes | No | Total |
|--------------|-----|----|-------|
| Respondents | 46 | 0 | 46 |
| Percentage % | 100 | 0 | 100 |

Interpretation:

It's clearly inference (100%) respondents agreed that training was important at the time of joining the company.

3. Number of training sessions attended by Venus Home Appliances.

- a) Three b) Five c) More than 5

Table 3

| Particulars | Three | Five | More than 5 | Total |
|---------------------|--------------|-------------|--------------------|--------------|
| Respondents | 21 | 16 | 9 | 46 |
| Percentage % | 46 | 34 | 20 | 100 |

Interpretation:

From the table above it was the majority of the 46% respondents have attended three sessions of training. 34% of respondents have attended five sessions of training. And 20% of respondents have attended more than 5 sessions of training.

4. Satisfied with Venus Home Appliance Training Policy?

- a)Yes b) No

Table 4

| Particulars | Yes | No | Total |
|---------------------|------------|-----------|--------------|
| Respondents | 37 | 9 | 46 |
| Percentage % | 80 | 20 | 100 |

Interpretation:

From the table above it was the majority of the 80% respondents were satisfied with the training policy in Venus Home appliances and 20% of respondents was not satisfied on the training policy.

5. Improvement of skills after attending training programs.

- a)Yes b) No

Table 5

| Particulars | Yes | No | Total |
|---------------------|------------|-----------|--------------|
| Respondents | 38 | 8 | 46 |
| Percentage % | 83 | 17 | 100 |

Interpretation:

From the table above it was the majority of the 83% respondents were agreed that their skills had developed after attending trainings. 17% of the respondents were not agreed.

6. Get positive feedback from employee for training programs.

a) Yes b) No

Table 6

| Particulars | Yes | No | Total |
|---------------------|------------|-----------|--------------|
| Respondents | 42 | 4 | 46 |
| Percentage % | 91 | 9 | 100 |

Interpretation:

From the table above it was the majority of the 91% respondents were having positive attitude towards training programs feedback. 9% respondents have not a positive attitude.

7. The contribution of training in better performance of duties.

a) Yes b) No

Table 7

| Particulars | Yes | No | Total |
|---------------------|------------|-----------|--------------|
| Respondents | 34 | 12 | 46 |
| Percentage % | 74 | 26 | 100 |

Interpretation:

From the table above it was the majority of the 74% respondents were agreed that training helps them to perform their duty better in the organization. And 26% of employees did not agree with that they felt their performance will remain same after attending the training.

8. Implementation of the training programme designed.

a) Excellent b) Good c) Satisfactory

Table 8

| Particulars | Excellent | Good | Satisfactory | Total |
|---------------------|------------------|-------------|---------------------|--------------|
| Respondents | 11 | 27 | 8 | 46 |
| Percentage % | 24 | 59 | 17 | 100 |

From the table above it was the majority of the 59% respondents were felt training design is implemented good in organization. 24% of the respondents have rated excellent in training design implementation and 17% have rated its satisfactorily in the organizational training design implementation.

9. The training method / tools provided by the organization are enough to achieve the goals of the organization effectively.

a) Yes b) No

Table 9

| Particulars | Yes | No | Total |
|---------------------|------------|-----------|--------------|
| Respondents | 39 | 7 | 46 |
| Percentage % | 85 | 15 | 100 |

Interpretation:

From the table above it was the majority of the 85% respondents were believe the training given by the organization is enough to achieve the goals of the organization. 15% respondents were not agreed.

Findings

The major findings of the project are enumerated as follows:

- Based on the research data, the researcher found that the overall training and development program in Venus Home Appliances is working effectively.
- The employees were satisfied with the training program conducted by Venus Home Appliances.

- Employees agreed their skills were developed after attending the training programmes offered by the organization.
- The employees were agreed that the training programme is useful for them to perform their job effectively.
- Venus home appliances has provided a fair, consistent and systematic training policy to its employees.

Recommendation

With reference to the topic “A Study on effectiveness of Training and Development in Venus Home appliances ” the following are the recommendations given by the researcher:-

- The organization analysis the need of the employees and then provides them with appropriate training.
- The in-house training program will be very useful for the employees as it will help the employees to do their official tasks effectively in the organization. And it will enhance their skills and knowledge.
- The organization can offer training programs department wise. So that they can provide training based on the need of their field.

Conclusion:

The researcher concluded from the study that the overall training and development program in Venus Home Appliances is functioning more effectively. Employees need training to improve their skills and knowledge in order to do the job better. This will lead them to elevate themselves to a higher level in their profession. It is also the responsibility of the organization to analyze the need of their employees based on the need they offered the training to the employees. The organization will be able to offer more in - house training program to the employees so that they can better perform their official job.

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Modern organization's Employee Wellness Practices

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Abstract:

In modern organization's employees are gained importance as a capital asset. Any asset needs some sort of maintenance for its functionality and wellness. In this context every organization is designing well-versed programs and schemes to enhance the health and safety so that productivity of the company is also boosts up. Now a days employee wellness is a chanting mantra for organization success. This paper focusses on different employee wellness practices of modern organizations.

Key Words: Employee, Environment, Ergonomic, Nutritious, Mandate

Introduction:

Innovation is changing the substance of work culture and it decreases the hole among home and workplaces, representatives are seeking bosses for fostering the balance between fun and serious activities. It's the piece of managers to establish a positive and productive workplace for representatives. Associations face difficulties from inside the business; for example, an association's interior climate might be impacted by shortcomings, changes in the labor force, or undeniable degrees of staff truancy. Outer climate factors, for example, enactment that set new principles, progresses in innovation or changes on the lookout or economy may likewise challenge an association. These all-elements lead organizations to creates their own design and upgrades themselves. Current associations are concentrating to construct their work environment prosperity. While making they are focusing on mental and physical elements which are affecting the worker government assistance.

Employee Wellness Programs aims at:

- Improves employee health behaviors.
- Improves Productivity.
- Reduces elevated health risks.
- Reduces health care costs.
- Decreases employee absenteeism.
- Helps to employee retention as well as recruiting new employees.
- Builds and sustain high employee morale.

Areas of Employee Wellness

- **Physical:** The actual component of wellbeing is the most widely recognized part of health and the one the vast majority consider when they view themselves as, or others, well or sick. Actual health fuses all parts of way of life decisions and the actual self. Work out, rest, diet, individual cleanliness, and the utilization of medications or liquor, among others, are all way of life decisions that influence an individual's actual self.
- **Spiritual:** To all the more effectively work with a comprehension of and start ventures toward wellbeing at a previous point in one's life, comprehend the health aspects past the omnipresent actual aspect. Otherworldly health is a component usually misjudged, particularly in the business world. Otherworldly health has to do with a confidence in and regard for a person or thing bigger than one's self, a "bringing together power."
- **Intellectual:** Scholarly wellbeing is invigorating the brain for the good of incitement; it keeps one occupied with significant, informed discussions on a continuous premise. Perusing books on new subjects, expanding one's very own jargon, or taking an interest in instructive pursuits through the nearby library, a talk series, or a school course could be generally reasonable ways of improving scholarly wellbeing and advance deep-rooted discovering that is helpful both on an individual and expert level.

- Emotional: How an individual sees their enthusiastic wellbeing is comparative with their current circumstance. Similarly, as somebody who doesn't have an analyzed infection may not be completely well, somebody who isn't analyzed as insane may not be completely normal or sincerely well.
- Social: People displaying ideal social wellbeing can deal with their social schedule comparative with any remaining parts of individual health. The worker who deals with a bustling social schedule, regardless of any remaining parts of their own health he is incredibly famous.
- Environment: Presently a day's ensuring climate is the piece of each one's life. Associations are focusing on natural administration issues in this computerized time a few drives will be taken for establishing health of the climate.
- Occupational: Occupation is how somebody makes ends meet and where the singular works. Word related health is accomplished when there is an appropriate "fit" between the individual and the work, like the fit between an individual and their current circumstance. Somebody's occupation, according to a bigger viewpoint, proceeds even into retirement, as wellbeing, profession, and recreation are interlaced.

| | |
|---------------------|--|
| Physical | Physical wellness yields overall development of the individual. Developing good habits gives human being a great wellness. |
| Spiritual | Prompts more noteworthy self-awareness, greater obligation, and more grounded associations with others, all qualities wanted in workers. |
| Intellectual | Firms that develop scholarly health have been tracked down more benefits. |
| Emotional | Enthusiastic wellbeing is fostering a sound mind and solid self-appreciation character or confidence. |
| Social | Achieves acknowledgment and by fulfilling his regard needs in the public eye worker lives merrily. |

| | |
|---------------------|---|
| Environment | By zeroing in on green drives in the entirety of viewpoint's associations are effectively establishing happy workplace to its representatives. |
| Occupational | Word related achievement can't zero in exclusively on the time spent in the working environment. The excess six aspects can and will influence achievement. |

Tips to Improve Workplace Wellness

- Air-quality Indoors (Fresh air, Sun light, stress relief plants)
- Ergonomic Furniture (Furniture which supports acupressure mats, blood circulation, stability balls, standing-desks)
- Mandate Movement (Install play-booths such as table tennis or gym-spaces in the office. This can be a great stress-buster too.)
- Ambience (Colors to promote happiness and stress relief, Noise control, Prevent over crowing)
- Access to Nutritious Food (pantry with fresh fruits, vegetable snacks such as cut carrots and celery in the fridge, green tea, a blender to allow juicing instead of choosing coffee, protein shakes or bars, etc, Tie-up with external vendors who can supply employees with health lunches or food delivery options.)
- Structured Fitness Program (Hire a fitness professional, in-office gym, yoga studio or play-ground for sport activities)
- Schedule Employee Check-Ups (Regular medical checkups, coupons for health checks)
- Stress Management: (open one-on-one communication between colleagues, irrespective of hierarchy, to prevent work-related depression, life coaching, and charity projects).
- Biofeedback: (With biofeedback, employee body connected to electrical sensors that help them to receive information (feedback) about body (bio). This feedback helps to focus on making subtle changes in body.

Conclusion:

Employee health programs have different advantages, both for the businesses and the representatives. These projects are the way to workers and friends' wellbeing and prosperity. Empowering and helping representatives to remain sound is gainful for association too. Representative wellbeing programs have an immediate, unmistakable impact on the usefulness and benefits of an organization. Make a superior tomorrow, for each person and for the organization overall, by focusing on working environment wellbeing. Troughs set aside the effort to realign their methodology towards representative wellbeing with the goal that it interfaces with the hierarchical health.

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A Study on The Investment Behaviour of Salaried Women Employees in Tamilnadu

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Abstract

The main aim of the study is to know the investment behaviour of working women and awareness of working women towards investment in Tamilnadu. The data was collected through primary data as well as secondary data. Primary data was collected through a structured questionnaire. Secondary data were collected from various internet websites, books, publication and various journals. Descriptive research design was used. Sample Size was 150 women working in Tamilnadu. Simple random techniques were used to select the respondent from the available database. The survey was carried out by circulating the questionnaire to working women in which they were required to fill in their demographic details and questions pertaining to their investments made in life insurance policies, fixed deposits, mutual funds, recurring deposits and market investments (shares). It is concluded that rate of return and risks in investment are the important awareness towards investment among the working women who are married and unmarried. It is concluded that the major factors influencing the investment decision of working women are tax benefits, high return, price and capital appreciation.

Keywords: Working Women, Investment Awareness, Investment Behavior and Investment Avenues.

Introduction

Most of the women see themselves as savers rather than working women and prefer to invest in products that offer guaranteed returns. Some investment avenues are risky, less risky and some are risk free. The working women choose investment Avenue according to their want, risk and attitude capacity and accepted return. When the working women want high return

they have to choose the risky investment avenue. Compared to females, males prefer to invest in investment avenues that are risky.

Objectives of The Study

1. To study the investment behaviour among different characteristics of working women in Tamilnadu.
2. To study the awareness of working women towards investment in Tamilnadu.

Hypotheses

H₀₁ : There is no significant difference in awareness towards investment among different age group of working women in Tamilnadu

H₀₂ : There is no significant difference in awareness towards investment among different marital status of working women in Tamilnadu

Methodology

The data was collected through primary data as well as secondary data. Primary data was collected through a structured questionnaire. Secondary data were collected from various internet websites, books, publication and various journals. Descriptive research design was used. Sample Size was 150 women working in Tamilnadu. Simple random techniques were used to select the respondent from the available database. The survey was carried out by circulating the questionnaire to working women in which they were required to fill in their demographic details and questions pertaining to their investments made in life insurance policies, fixed deposits, mutual funds, recurring deposits and market investments (shares).

Analysis And Interpretation

Awareness towards investment and Age group of working women

The mean scores of working women of different age groups on each statement on awareness towards investment was calculated separately. In order to find out the significant difference in awareness towards investment among different age group of working women, 'ANOVA' test is used with

the null hypothesis as, “There is no significant difference in awareness towards investment among different age group of working women in Tamilnadu”. The result of ‘ANOVA’ test for awareness towards investment among different age group of working women is presented in Table 1.

Table 1

Awareness towards investment and Age group of working women

| Awareness towards investment | Age Group | | | F Statistics |
|---------------------------------|-------------|-------------|----------------|--------------|
| | 30-40 years | 40-50 years | Above 50 years | |
| Liquidity | 2.3182 | 2.4333 | 2.8714 | 2.847* |
| Rate of return | 3.5460 | 3.7719 | 3.9333 | 2.759* |
| Tax Benefits | 2.1983 | 2.2273 | 2.2712 | 1.376 |
| Capital gain | 3.3434 | 3.5440 | 3.6777 | 1.783 |
| Growth prospects | 2.1667 | 2.2475 | 2.3769 | 1.766 |
| Maturity period | 3.9320 | 3.8990 | 3.9745 | 1.277 |
| Safety and security | 3.2323 | 2.9500 | 3.3430 | 2.902* |
| Sources of information | 3.9899 | 4.0855 | 4.1833 | 1.335 |
| Rules and regulations | 4.0496 | 4.0833 | 4.1364 | 1.591 |
| Variety and schemes | 4.0000 | 4.0615 | 4.1960 | 1.416 |
| Grievance handling | 3.9833 | 4.0225 | 4.1290 | 1.090 |
| Options available | 3.7980 | 3.8223 | 3.9500 | 1.803 |
| Fund Performance and Reputation | 2.3167 | 2.4091 | 2.4489 | 1.087 |
| Risks in investment | 3.8167 | 4.2828 | 4.3843 | 2.978* |
| Expert Guidance | 2.3500 | 2.3990 | 3.4719 | 1.200 |
| Minimum capital required | 2.4444 | 2.4917 | 2.5500 | 1.417 |
| Investor services | 2.4192 | 2.4693 | 2.5933 | 1.915 |
| Sponsors reputation | 2.1768 | 2.2727 | 2.3000 | 1.972 |
| Disclosure | 3.2778 | 3.3581 | 3.4500 | 1.864 |

| | | | | |
|---------------------------|--------|--------|--------|-------|
| Rating given | 3.1212 | 3.2340 | 3.3333 | 1.571 |
| Skills of Fund Managers | 3.0505 | 3.2025 | 3.3667 | 1.774 |
| Available Diversification | 3.3223 | 3.4737 | 3.5667 | 1.924 |

Source: Primary data

*Significant at five per cent level

From the Table 1, it is understood that rules and regulations and variety and schemes are the important awareness towards investment among the working women who are in the age group of 30-40 years as their mean scores are 4.0496 and 4.0000 respectively. It is further understood that risks in investment and sources of information are the important awareness towards investment among the working women who are in the age group of 40-50 years as their mean scores are 4.2828 and 4.0855 respectively. Table further reveals that risks in investment and variety and schemes are the important awareness towards investment among the working women who are in the age group of above 50 years as their mean scores are 4.3843 and 4.1960 respectively. Table shows that the significant difference in awareness towards investment among different age group of working women are identified in the case of liquidity, rate of return, safety and security and risks in investment, since the respective “F” statistics is significant at 5 per cent level, the null hypothesis is rejected.

Awareness towards investment and Marital status of working women

The mean scores of working women of different marital status on each statement on awareness towards investment was calculated separately. In order to find out the significant difference in awareness towards investment among different marital status of working women, ‘t’ test is used with the null hypothesis as, **“There is no significant difference in awareness towards investment among different marital status of working women in Tamilnadu”**. The result of ‘t’ test for awareness towards investment among different marital status of working women is presented in Table 2.

Table 2**Awareness towards investment and Marital status of working women**

| Awareness towards investment | Marital Status | | T Statistics |
|---------------------------------|----------------|-----------|--------------|
| | Married | Unmarried | |
| Liquidity | 2.4933 | 2.3625 | 1.469 |
| Rate of return | 4.3708 | 3.9406 | 2.685* |
| Tax Benefits | 2.3220 | 2.2022 | 1.278 |
| Capital gain | 3.6517 | 3.4207 | 2.381* |
| Growth prospects | 3.3555 | 3.1360 | 2.269* |
| Maturity period | 4.0000 | 3.7173 | 2.681* |
| Safety and security | 3.3708 | 3.2263 | 1.080 |
| Sources of information | 3.8674 | 3.7268 | 1.132 |
| Rules and regulations | 3.8798 | 3.6681 | 1.147 |
| Variety and schemes | 3.8674 | 3.7208 | 1.073 |
| Grievance handling | 3.7366 | 3.6205 | 1.261 |
| Options available | 3.8770 | 3.7865 | 1.526 |
| Fund Performance and Reputation | 2.4588 | 2.4045 | 1.058 |
| Risks in investment | 4.3260 | 3.9146 | 2.540* |
| Expert Guidance | 2.4820 | 2.2708 | 1.161 |
| Minimum capital required | 2.5793 | 2.4157 | 1.095 |
| Investor services | 2.5428 | 2.4607 | 1.266 |
| Sponsors reputation | 2.3384 | 2.2360 | 1.037 |
| Disclosure | 3.3873 | 3.2247 | 1.222 |
| Rating given | 3.3360 | 3.1247 | 1.083 |
| Skills of Fund Managers | 3.3800 | 3.0787 | 2.503* |
| Available Diversification | 3.5157 | 3.2625 | 1.365 |

Source: Primary data

*Significant at five per cent level

From the above table, it is understood that rate of return and risks in investment are the important awareness towards investment among the working women who are married as their mean scores are 4.3708 and 4.3260 respectively. It is further understood that rate of return and risks in investment are the important awareness towards investment among the working women who are unmarried as their mean scores are 3.9406 and 3.9146 respectively. Table shows that the significant difference in awareness towards investment among different marital status of working women are identified in the case of rate of return, capital gain, growth prospects, maturity period, risks in investment and skills of fund managers, since the respective “T” statistics is significant at 5 per cent level, the null hypothesis is rejected.

Education and opinion of Working women towards Investment Pattern

Working women are classified according to their level of education named as under graduate, graduate and post graduate. Table 3 shows the different educational Qualification of working women and their opinion towards investment pattern.

Table 3

Education and opinion of Working women towards Investment Pattern

| Sr.No | Educational Qualification | Opinion | | | |
|-------|---------------------------|-----------|-----------|-----------|-------|
| | | Low | Medium | High | Total |
| 1 | Under Graduate | 4(2.90) | 8(8.90) | 3(3.20) | 15 |
| 2 | Graduate | 4(8.70) | 36(26.70) | 5(9.60) | 45 |
| 3 | Post Graduate | 21(17.40) | 45(53.4) | 24(19.20) | 90 |
| | Total | 29 | 89 | 32 | |

Source: Primary data

(Figures given in the brackets represent the Expected Frequency)

Null Hypothesis-The association between education of working women

and opinion of the working women towards their investment is not significant.

Chi-square value is calculated, which is 11.81. It is greater than table value (9.49) at 5% level of significance for 4 degree of freedom. The null hypothesis is rejected and it could be concluded that the association between education of working women and opinion of working women towards investment is significant.

Relationship between Size of the Family and Investment Pattern

The sample working women are classified according to their Family size namely small, Middle-size and large. The different family size of working women and their opinion levels towards investment pattern are given in the table.

Table-4

Relationship between Size of the Family and Investment Pattern

| Sr. No | Family Size | Opinion | | | |
|--------|-------------|-----------|--------|-----------|-------|
| | | Low | Medium | High | Total |
| 1 | Small | 5(4.20) | 15(20) | 10(5.80) | 30 |
| 2 | Middle | 10(14.70) | 80(70) | 15(20.30) | 105 |
| 3 | Large | 6(2.10) | 5(10) | 4(2.90) | 15 |
| | Total | 21 | 100 | 29 | 150 |

Source: Primary Data

(Figures given in the brackets represent the Expected Frequency)

Null Hypothesis-The association between Family size of working women and opinion of the working women towards their investment is not significant.

Chi-square value is calculated which is 17.84. It is greater than table value (9.49) at 5% level of significance for 4 degree of freedom. The null hypothesis is rejected and it could be concluded that the association

between Family size of working women and opinion of working women towards investment is significant.

Suggestions

- Awareness campaign should be organized by the Banks, NBFC and Investment companies to educate the working women.
- It is suggestion for working women to stop spending money on heavy luxurious life style and preferring the normal living standard.
- It is evident from the study undertaken that most of women are saving their money in safe investment. From the data collected it has been conclude that women are risk averse and not ready to take much risk.....women wants to play safe investment game then man.

Conclusion

It is concluded that rate of return and risks in investment are the important awareness towards investment among the working women who are married and unmarried. It is concluded that the major factors influencing the investment decision of working women are tax benefits, high return, price and capital appreciation. Investment goals vary from one to another, while somebody wants security, others might give more weight age to returns alone. Somebody else might want to plan for is child's education while age after retirement. With objectives defying any range, it is obvious that the products required will vary as well.

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**A Study on Employees Satisfaction on Employees State
Insurance Corporation (ESIC) Dispensaries in
Tiruchirappalli District of Tamilndu.**

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Abstract

Social Security has now become a fact of life for millions of people throughout the world. It is a major aspect of public policy and the extent of its prevalence is a measure of the progress made by the country towards the ideal of a welfare state. The International Labour Organization (1942) defines social security as “the security that the society furnishes, through appropriate organizations, against certain risks to which its members are exposed. These risks are essentially contingencies against which the individual of small means and meager resources cannot effectively provide by his own ability. These risks are sickness, maternity, invalidity, old age and death. It is the characteristics of these contingencies that they imperil the ability of the working man to support himself and his dependants for health and decency.” This study an attempt was made to micro level and the various aspects of employee’s level of satisfaction of ESI dispensaries in Tiruchirappallai district of Tamilnadu.

Introduction

Social Security measures have now become a fact of life for millions of people throughout the world. It is an important aspect of public policy and the extent of its prevalence is a measure of the progress made by the country towards the ideal of a welfare state. The International Labour Organization (ILO) defines social security as “the security that the society furnishes, through appropriate organizations, against certain risks to which its members are exposed. These risks are essentially contingencies against which the individual of small means and meager resources cannot effectively provide by his own ability. These risks are sickness, maternity, invalidity, old age and death. It is the characteristics of these contingencies that they imperil the

ability of the working man to support himself and his dependants for health and decency.”

India’s populations, mainly consisting of low-income and middle groups, necessitate the provision of social security, although their capacities to pay insurance premiums are very low. In India, only 3% of population is covered under some form of health insurance, either social or private.

Social Security

In India, a good majority of the workforce is devoid of any formal social security protection. There is a dearth of formal social security protection i.e. either a contribution based social insurance scheme or tax/cess based social security benefits. This is a major challenge to the existing social security systems that have evolved in the last century. Security and institutional support are required by all persons in order to face difficulties and to mitigate hardships in the event of losses due to sickness, injury, loss of income and inability to work.

Labour protection for the working people in India is available under various laws enacted by the Parliament as well as the State Legislatures. The Preamble of the Constitution of India guarantees its citizens justice- social, economic and political; liberty of thought, expression, belief, faith and worship; equality of status and opportunities and fraternity, dignity of individual and dignity of nation.

Part IV of the Constitution of India relating to Directive Principles of State Policy, inter-alia, call for provisions for right to work and education; public assistance in cases of unemployment and of social security; just and humane conditions of work; maternity relief; living wage and working conditions capable of ensuring decent standard of life (Articles 41 to 43); workers participation and management.

Employees State Insurance Scheme of India is a multidimensional social security system tailored to provide socio economic protection to working population and their dependants covered under the scheme. Besides, full medical care for self and dependants, that is admissible from day one of insurable employment, The insured persons are also entitled to a variety of cash benefits in times of physical distress due to sickness, temporary or

permanent disablement etc., resulting in loss of earning capacity, the confinement in respect of insured women, dependants of insured persons who die in industrial accidents or because of employment injury or occupational hazard are entitled to a monthly pension called the dependants benefit.

The Employees' State Insurance (ESI) Scheme is most relevant because this was the first social insurance programmes introduced in India and is executed and administered through Employees State Insurance Corporation (ESIC). ESI Scheme of India is a major multi-dimensional social insurance programme that has over the last six decades emerged with its phenomenal growth in terms of geographical reach, demographic coverage, multi-faceted services and an infrastructure that has no parallel. Despite all the endeavours made by the Corporation for the more effective functioning of the ESI Scheme in the country, public discernment of the Corporation has not been very positive. The insured persons often allege that the Corporation has not given any regard for the good services and benefits provided to the insured persons and their dependents.

Importance of the Study

After the Independence, the industrial sectors are marching towards the sustainable development under the New Economic Policy of India in 1991, industrial sector's growth and contribution of industrial GDP is steadily increasing. At this juncture organized sector employees health is important, because the good health of employees can make more contribution to productivity and development of industries. Employee's well-being and satisfaction of work, will lead to employers earning more profit. The core of the study is focusing on the level of employees satisfaction in utility of the ESI schemes and ESI dispensaries for employees.

The study analyses how far the medical care, maternity benefit, cash reimbursement benefits and other benefits provided by ESI are satisfactory for employees.

The study also analyses how the problems faced by the ESI card holders and suggests solutions for improvement of the working of ESI dispensaries, hospitals and ESI tribunals.

Objectives Of The Study

The following are the objectives of the study

- To study the Socio - Economic conditions of employees of ESI card holders.
- To identify the benefits enjoyed and the common problem faced by the ESI Card holders.
- To suggest suitable policy measures for further improvement of ESIC.

Research Methodology

The present study is confined to Tiruchirappalli District of Tamil Nadu. This study used both primary and secondary data. The primary data was collected from 200 sample respondents by employing stratified random sampling technique from Tiruchirappalli district. The respondents were chosen from four regions viz Ramjeenagar, Mathur, Thuvakudi and Periyamilagu parai , the rate of 50 from Ramjeenagar, Mathur 50 respondents ,Thuvakudi 50 respondents,and periyamilagu parai 50 respondents. Secondary data was collected from various published and unpublished sources.

Review Of Literature

Viany S and Manoj Kumara (2018) The concept of Employee State Insurance is very useful to the employees for secure their social life. The purpose of this study is to identify the performance of the employee state insurance in India.

Bidyut Bikash Baishya and Smita Lahkar (2020) The Employees' State Insurance (ESI) Scheme provides comprehensive medical cover and cash benefits to the insured persons and their dependents in the unforeseen contingencies. However, the Effectiveness of the scheme can be best judged Through the facilities and benefits it provides To the insured persons.

Summary Of Findings

Socio Economic Background:

- From the analysis, it is concluded that 72.50% of the respondents were belonged to male category.
- From the analysis, it is inferred that 65% of the respondents belonged to the age group between 25- 35 years.
- Education qualification of the respondents was studied and it is found that 43.5% of the respondents' literacy level was degree level.
- Marital status of the respondents reveals that 64% of the respondents were single and the remaining were unmarried.
- From the analysis, it is found that 70.5% of respondents religion was Hindu religion and the remaining belonged to Muslims and Christians
- From the analysis, it is inferred that the 57.5% of the respondents belonged to backward community.
- From the analysis, it is concluded that employment sectors clearly indicate that maximum of them were employed in textile industry.
- Respondents dependents was analysed and it is inferred that 67.50% of the respondents were having 2 to 4 of dependents in the family of the insured persons.
- From the analysis, it is concluded that 46% of the respondents were living in the semi-urban area.
- From the analysis, it is found that 72.2% of the respondents were having below 10 period of experience.
- From the analysis, it is found that 54.% of the respondents nature of employment was permanent.
- From the analysis, it is concluded that 55.8% of the respondents were earning monthly salary.

- From the analysis, it is found that 52(26%) of the respondents earning income between Rs.7, 001 to Rs.9,000 per month.

Awareness and Benefits of ESI

- Respondents awareness on ESI benefits was studied and it is concluded that 83.50% of the respondents partially aware of the ESI benefit, and minimum for the fully aware.
- The source of awareness was studied and it is concluded that 34% of the respondents were gained the awareness of the ESI benefits through co-workers/friends and employers.
- From the analysis, it is concluded that the 94.5% of the respondents got the materials on ESI scheme published by the corporation.
- From the analysis, it is found that the 85.72% of the respondents were gets the material from ESIC, which were published in Tamil
- From the analysis, it is concluded that 70% of the respondents satisfied the service of insure especially in providing the information by the corporation on the ESI scheme.
- From the analysis, it is found that 55% of the respondent partially aware of the knowledge about the formalities for claiming the ESI benefits.
- From the analysis, it is inferred that 73% of the insured persons, ESI dispensary for the institutional preference for treatment.
- It is concluded from the analysis that the 49.31% of the respondents got Free Medical care which was induced the insured persons for treatment in ESI dispensaries.
- From the analysis, it is concluded that most of the insured persons are Satisfied for the Service Doctors, Quality of Drugs, Nursing Service, Care of Date of Manufacturing / Expiry of drugs, Referring to ESI Regional Hospitals for Special Cases and Health Improvement. After Treatment, the level of satisfaction perceived by the insured employee's in the services and facilities in ESI dispensaries reveals their Dissatisfied for facilities of Laboratory Test and Family Welfare Scheme.

- From the analysis, it is concluded that 66.50% of the insured persons had taken further treatment to ESI dispensaries and medical doctors referred to ESI hospitals.
- From the analysis, it is found that lack of medicine and other facilities for treatment were the reason expressed by the insured persons for not taken further treatment.
- From the analysis, it is concluded that 82% of the insured persons, who wish to continue in the medical benefit scheme (After retirement).
- From the analysis, it is conclude that the insured person's poor medical care, poor attention after retirement and poor confidence were ranked as the most buring of problems of the insured persons.
- From the analysis, it is concluded that the most of the insured persons who have availed sickness , maternity, disablement and other benefit.

Assessment of Working of ESI Court & Tribunals

- From the analysis it is concluded that the 55% of the insured persons were not awareness of the employees insurance court.
- From the analysis it is inferred that the 73% of the insured persons have not filed the case in the employee's insurance court.
- From the analysis, it is concluded that the insured persons are satisfied in the working of ESI court.
- From the analysis it is conclude that majority of the insured person aware of the Grievances Redress Cell run by the ESI Corporation.
- From the analysis, it is found that the most of the insured persons learned the reason for the highly delay in disposal of grievances lodged with Redress Cell.
- From the analysis, it is concluded that the insured persons were not satisfied for the working of Grievances Redress cell.
- From the secondary data analysis, it is concluded that when compare to period I and period II. The period II values showed an increasing trend. It

may be due to Number of employees covered under ESI Scheme, Number of dispensaries and Number of beneficiaries are increased.

Henry Garrett Ranking

- From the analysis, it is inferred that lack of medicines and other facilities for treatment, Lack of doctors and misbehaviour of supporting staff were ranked as the most burning problems faced by insured persons from ESI dispensaries.
- From the analysis, it is inferred that Poor medical care and poor attention after retirement was ranked first in medical benefit scheme.

Suggestions

- More awareness among the employees and the employers about ESI programme.
- Enhance the grievance handling mechanism to address the efficiently.
- Regarding health care service deliveries impose quality of doctors, quality of medicines, adequate and improving the laboratory testing facilities. At least in some cases, specialist care should be provided with reimbursement facilities is regard to some diseases, at their choice hospitals where the insured persons seek at treatment.
- Trained and experienced personnel working in ESIC have to deal with their client very sensitively as they visit ESIC for service with some expectations.
- Develop the function of various boards like regional , local board and departments like inspectorate, employment state insurance court etc. to develop better co-ordination among various stake holders and expedite settlement of cash benefit.
- More awareness should be created among employees by employers and the ESIC about ESI scheme, facilities, and benefits in a powerful media like Cinema and Television

- ESI Corporation to have more interaction with employers and employees each month of the year, on the difficulties faced in the use of ESI and how to solve the problems.
- ESI dispensaries should improve the infrastructure such as own building with more facilities be provided for insured patients and staff on par with the private corporate hospital like KG, KMCH and Ramakrishna Hospital and with more expanded modern laboratories, medical equipments for further treatment.
- ESI Corporation has to adopt with fully computerised and modernised data base of the insured persons like card holding details, medical history, beneficiaries, and other all activities.
- ESI corporation official's delays should be reduced in the matters such as registration, cash benefits, medical benefit, reimbursement, maternity benefits and other benefits.
- ESI Corporation should conduct workshops for employers and employees about the ESI, use of medical benefits, reimbursement, eligibility, premium details, and others details to utilise the ESI hospital facilities.
- At least one ESI hospital should be established in each district all over the India with ultra modern facilities to save the lives of the employees and their dependents.
- More awareness to insure persons about the ESI tribunals and grievances redress cell should be taught and reduce the settling disputes.
- The ESI corporations should take initiative stress to reduce the delay in making the payment.
- The sources of awareness may be improved through state language such as brochures, circulars, notice, newspaper, television and radio etc.
- The ESI hospitals can be improved through state of art infrastructure, 24 hours medical care, with more special department can be established (Cardiology, Diabetics, Neurology etc.), with adequate number of specialist doctors, nurse, laboratory assistants and manual workers.

- The respondents are partially aware of the formalities for claiming ESI benefits. Hence, it is suggested that the employers and ESI officials should create more awareness about the formalities for claiming procedures of benefits for the insured persons.
- Majority of the women workers are not availing the maternity benefits. Hence, it is suggested to encourage women workers to use maternity benefit from employers and ESI Corporation.
- The delay may be reduced in getting the payment of cash benefits from the corporation such as sickness benefit, maternity, disablement and other benefit.
- Majority of the respondents were not awareness of the ESI courts. Hence, more awareness should be created by the ESI regional office, Sub-regional office and ESI branch office and employers.
- Redtapism should be eliminated which is the major reason for unnecessary delay for claim settlements.

Conclusion

Though India has developed into a force to reckon with in the fields of science and technology, industrial development, education, information technology, communication etc., the same level of achievements cannot be claimed as in the area of social security measures under health insurance.

Though our country has reached commendable level of advancement in the field of medicine and surgery, the facilities have not yet reached many of the rural workers and poor due to the exorbitant charges needed for such facilities. This state can very easily be removed and the rural poor are enabled to attain the rich treatment by way of every citizen by registering under Employees State Insurance (ESIs)

The study is a challenging task in the sense that, in addition to indentifying the awareness ESI and schemes, utilization of ESI dispensaries, it has also covers the problems encountered from the use of ESI dispensaries. This has enabled satisfaction of medical, maternity, cash benefits and schemes. Further to the employer and ESI Corporation services to the

insured persons. Another awareness of ESI courts and graveness and redress cell mechanism is also attempted in this study.

The present research is a rewarding exercise to the scholar and the researcher will delighted if the suggestions are incorporated by the policy makers in ESI corporations and the government to reach the good medical faculties for the poor employees working in the rural areas through establishing more number of dispensaries and hospitals.

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A Study on Analysis of Employee Welfare in Essar Engineers, Coimbatore

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Abstract

Employee welfare is a term including various services, benefits and facilities offered to employees by the employers. The welfare measures need not be monetary but in any kind/forms. This includes items such as allowances, housing, transportation, medical insurance and food. Employee welfare also includes monitoring of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families. The study intends to find out the employee welfare at Essar Engineers, Coimbatore and tries to understand employee satisfaction towards employee welfare. Welfare facilities provided by Essar Engineers are exemplary to other organizations in general and manufacturing industries in particular. In this respect Essar Engineers has played a very important role in extending the employee welfare and keeping the employees satisfied. The statement of the problem of the present study is employee welfare in Essar Engineers, Coimbatore. The period of the study covers from December 2020 to April 2021. The area selected for the study is Coimbatore. The respondents selected for the study is restricted to only 100 employees. The researcher has used Chi-square test and correlation techniques for this study. The organizations maintaining smooth relationship between workers and management, which leads to attainment of organization efforts. By conducting this study we could infer that the Employees of Essar Engineers have satisfied with the welfare measures provided by their organization.

Key Words: Employee Welfare, Industrial harmony, employee satisfaction

Introduction

Employee welfare is a term including various services, benefits and facilities offered to employees by the employers. The welfare measures need not be monetary but in any kind/forms. This includes items such as allowances, housing, transportation, medical insurance and food. Employee welfare also includes monitoring of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families. Through these generous benefits the organisation makes life worth living for employees. Welfare includes the activities that is done for the improvement and comfort of employees and is provided over and more than the wages. Welfare measures helps in maintaining the morale and motivation of the employees high so as to retain the employees for longer periods. This welfare need not be in monetary terms but in any kind/forms. Employee welfare includes monitoring of working conditions, creation of industrial harmony through infrastructure for health, industrial relations and insurance against disease, accident and unemployment for the workers and their families.

Statement of The Problem

To sustain and maintain the happy labour force is the challenge of the day which could effectively be dealt through one of the weapons, welfare. Unless people are well taken care of by the organization they may not be satisfied to stay in the organization. The study intends to find out the employee welfare at Essar Engineers, Coimbatore and tries to understand employee satisfaction towards employee welfare. Welfare facilities provided by Essar Engineers are exemplary to other organizations in general and manufacturing industries in particular. In this respect Essar Engineers has played a very important role in extending the employee welfare and keeping the employees satisfied. The statement of the problem of the present study is employee welfare in Essar Engineers, Coimbatore.

Objectives of The Study

The objectives of the study are

- ❖ To study the satisfaction towards employee welfare facilities of Essar Engineers among different socio economic background of employees.
- ❖ To study the type of benefit gets from the training provided by Essar Engineers

Methodology

The concern, which is considered for this study, is around “**ESSAR ENGINEERS**”. 450 workers are working in this concern. This sample taken for the study is 100. While deciding about the method of data collection for the study the researcher should keep in mind the two types of data collection. The primary data's are those, which are collected afresh and for the first time and thus happen to be original in character. With help of the structured questionnaire, personally administered interview technique has been used for the collection of Primary data from the respondents. The secondary data's are those which have already been collected by someone else and which already have been passed through the statistical process. The secondary data has been collected from the company records, journals and various websites. The researcher has used Chi-square test and correlation techniques for this study.

Analysis And Interpretation

Table 1

Type of benefit gets from the training provided by Essar Engineers

| Sl. No | Type of benefit | No. of Sample Respondents | Percentage |
|--------|-----------------|---------------------------|------------|
| 1 | Knowledge | 20 | 20 |
| 2 | Skills | 38 | 38 |
| 3 | Attitude | 8 | 8 |
| 4 | Experience | 16 | 16 |
| 5 | All | 18 | 18 |
| | Total | 100 | 100 |

Source: Primary data

It is clear from table that 38 per cent of the sample respondents gets the benefit of skills, 20 per cent of the sample respondents gets the benefit of knowledge, 18 per cent of the sample respondents gets all the benefits, 16 per cent of the sample respondents gets the benefit of experience and 8 per cent of the sample respondents gets the benefit of attitude.

Level of Satisfaction towards employee welfare facilities of Essar Engineers among different gender group of employees

The level of satisfaction towards employee welfare facilities of Essar Engineers differs among different gender groups of employees. The level of satisfaction towards employee welfare facilities of Essar Engineers differs among male and female employees. While the male employees have satisfied at high level, female employees have satisfied at low level. The following table shows the level of satisfaction among gender groups of employees.

Table 2

Level of Satisfaction towards employee welfare facilities of Essar Engineers among different gender group of employees

| Gender | Level of Satisfaction | | | Total |
|--------------|-----------------------|---------------|---------------|-----------------|
| | Low | Moderate | High | |
| Male | 8(8) | 40(40) | 8(8) | 56(56) |
| Female | 8(8) | 32(32) | 4(4) | 44(44) |
| Total | 16(16) | 72(72) | 12(12) | 100(100) |

Source: Primary data

It is clear from table 2 that majority (40 per cent) of male have satisfied at moderate level and 32 per cent of the female have satisfied at moderate level. In order to study the relationship between level of satisfaction and gender, ‘Chi-square’ test is attempted with the null hypothesis as, “there is no significant relationship between gender and level of satisfaction towards employee welfare facilities of Essar Engineers among employees”. The result of ‘Chi-square’ test is presented in Table 3.

Table 3**Gender and Level of Satisfaction towards employee welfare facilities of Essar Engineers -Chi-Square Test**

| Cell | O | E | O-E | (O-E) ² | (O – E) ² /E |
|------|----|-------|-------|--------------------|-------------------------|
| R1C1 | 8 | 8.96 | -0.96 | 0.92 | 0.10 |
| R1C2 | 40 | 40.32 | -0.32 | 0.10 | 0.31 |
| R1C3 | 8 | 6.72 | 1.28 | 1.63 | 0.24 |
| R2C1 | 8 | 7.04 | 0.96 | 0.92 | 0.13 |
| R2C2 | 32 | 31.68 | 0.32 | 0.10 | 0.31 |
| R2C3 | 4 | 5.28 | -1.28 | 1.63 | 0.31 |
| | | | | Total | 1.40 |

$$\begin{aligned} \text{Degrees of freedom} &= (c-1) (r-1) \\ &= (3-1) (2-1) \\ &= 2 \times 1 \\ &= 2 \end{aligned}$$

$$\text{Calculated value of } X^2 = 1.40$$

$$\text{Table value of } X^2 \text{ at (5\% level) } = 5.991$$

Since the calculated value is less than the table value, the null hypothesis is accepted. It shows that there is no significant relationship between the gender and level of satisfaction towards employee welfare facilities of Essar Engineers. Hence, gender is not a significant variable having relationship with the level of satisfaction towards employee welfare facilities of Essar Engineers among employees.

Level of Satisfaction towards employee welfare facilities of Essar Engineers among different age group of employees

The level of satisfaction towards employee welfare facilities of Essar Engineers differs among different age groups of employees. The level of satisfaction differs among young and aged employees. While the young employees have satisfied at high level, aged employees have satisfied at low level. The following table shows the level of satisfaction towards employee welfare facilities of Essar Engineers among age groups of employees.

Table 4

Level of Satisfaction towards employee welfare facilities of Essar Engineers among different age group of employees

| Age | Level of Satisfaction | | | Total |
|--------------|-----------------------|---------------|---------------|-----------------|
| | Low | Moderate | High | |
| Below 20 | 2(2) | 10(10) | 6(6) | 18(18) |
| 21-30 | 10(10) | 30(30) | - | 40(40) |
| 31-40 | 4(4) | 12(12) | 4(4) | 20(20) |
| 41-50 | - | 12(12) | 2(2) | 14(14) |
| Above 50 | - | 8(8) | - | 8(8) |
| Total | 16(16) | 72(72) | 12(12) | 100(100) |

Source: Primary data

Table 4 clearly shows that majority (30 per cent) of the sample respondents are in the age group of 21 to 30 have satisfied at moderate level.

In order to study the relationship between level of satisfaction towards employee welfare facilities of Essar Engineers and age, 'Chi-square' test is attempted with the null hypothesis as, "there is no significant relationship between age and level of satisfaction towards employee welfare facilities of Essar Engineers among employees". The result of 'Chi-square' test is presented in Table 5.

Table 5

Age and Level of Satisfaction towards employee welfare facilities of Essar Engineers -Chi-Square Test

| Cell | O | E | O-E | (O-E) ² | (O - E) ² /E |
|------|----|-------|-------|--------------------|-------------------------|
| R1C1 | 2 | 2.88 | -0.88 | 0.77 | 0.26 |
| R1C2 | 10 | 12.96 | -2.96 | 8.76 | 0.67 |
| R1C3 | 6 | 2.16 | 3.84 | 14.74 | 6.82 |
| R2C1 | 10 | 6.4 | 3.6 | 12.96 | 2.02 |
| R2C2 | 30 | 28.8 | 1.2 | 1.44 | 0.05 |
| R2C3 | - | 4.80 | -4.80 | 23.04 | 4.80 |
| R3C1 | 4 | 14.4 | -10.4 | 108.16 | 7.51 |
| R3C2 | 12 | 12.4 | -0.4 | 0.16 | 0.01 |

| | | | | | |
|--------------|----|-------|-------|------|--------------|
| R3C3 | 4 | 2.4 | 1.6 | 2.56 | 1.06 |
| R4C1 | - | 2.24 | -2.24 | 5.02 | 2.24 |
| R4C2 | 12 | 10.08 | 1.72 | 2.95 | 0.29 |
| R4C3 | 2 | 1.68 | 0.32 | 0.10 | 0.05 |
| R5C1 | - | 1.28 | -1.28 | 1.64 | 1.28 |
| R5C2 | 8 | 5.76 | 2.24 | 5.01 | 0.86 |
| R5C3 | - | 0.96 | -0.96 | 0.92 | 0.95 |
| Total | | | | | 28.87 |

$$\begin{aligned}
 \text{Degrees of freedom} &= (c-1) (r-1) \\
 &= (3-1) (5-1) \\
 &= 2 \times 4 \\
 &= 8
 \end{aligned}$$

$$\text{Calculated value of } X^2 = 28.87$$

Table value of X^2 at (5%) level = 15.500

Since the calculated value is higher than the table value, the null hypothesis is rejected. It shows that there is a significant relationship between the age and level of satisfaction towards employee welfare facilities of Essar Engineers. Hence, age is a significant variable having relationship with the level of satisfaction towards employee welfare facilities of Essar Engineers among employees.

In order to find out the relationship between experience and work basis, correlation co-efficient is attempted and the result is presented below.

Table 6

Relationship between Experience and Work basis-Correlation

| Particulars | Experience | Work Basis |
|---------------------|------------|------------|
| Pearson Correlation | 1.000 | 0.661** |
| Sig. (2-tailed) | . | 0.000 |
| N | 100 | 100 |

Source: Computed data

Table 6 highlights the relationship between the experience and work basis of the employees. The table clearly shows that experience is positively related to the work basis with a co-efficient correlation of 0.661.

Suggestions

- (i) The trade unions and the employee's cooperative societies, which are run by the trade union, have to change their work as more transparent and easily viable to the employees.
- (ii) Administration can think of formulation of a problem solving committee including the employees and administration for the better solution of the welfare problems of the employees. This committee can conduct hearings from the employees or then can conduct surprise visits to the different work spot, etc for understanding and by that solving the problems also.

Conclusion

It is concluded that the Employees of Essar Engineers have satisfied with the welfare measures provided by their organization. Generally, welfare measures are recreational, medical, educational, housing, sanitation and so on. Every organization provides the statutory welfare measures but some organization provides some more welfare facilities to the employees so that they may retain the employees and their quality of work life. By the result of improved quality of work life among the employees their involvement in job gets increased and results in increased productivity of the organization.

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