



A STUDY ON EMPLOYEES PERCEPTION ON ORGANIZATIONAL HR PRACTICES AT DCW LIMITED, SAHUPURAM, TUTICORIN, TAMIL NADU.

G. Jerlin Shani

Final Year M.B.A., Department of Management Studies, Ponjesly College of Engineering, Nagercoil-629 003, Kanyakumari District, Tamil Nadu, India.

Dr. R. Sam Renu

Associate Professor, Department of Management Studies, Ponjesly College of Engineering, Nagercoil-629 003, Kanyakumari District, Tamil Nadu, India.

ABSTRACT

The abstract entitled "A Study on Employees Perception on Organizational HR Practices at DCW Limited, Sahupuram, Tuticorin." was undertaken to study the perception level of employees at DCW Limited, Sahupuram, Tuticorin. The need of the study is to analyse various dimensions of employees perception of HR practices and its impact on job satisfaction of employees working in DCW Limited. This study is to find out whether employees in the organization are positive or negative about organizational HR practices. The objective of the study is to find out the employees perception on organizational HR practices in DCW Limited, To find out the level of satisfaction based on their perception and To find out the factor influencing employee perception. This study is a descriptive one. Primary data collected with the help of structured questionnaire administered to employees and few management personnel of DCW Limited, Sahupuram, Tuticorin. One fifty samples were collected based on simple random sampling. The data is collected from the top medium and base level employees of DCW Limited, Sahupuram, Tuticorin and the collected data were analyzed by using relevant statistical techniques like Percentage Analysis, Chi-squared test Weighted Average method and ANOVA. The study shows that most of the employees feel happy and satisfactory with the HR policies. The perception of the employees towards organizational policies is positive. But there is need to maintaining certain same policies and little improvements can be done.

KEYWORDS : Employees Perception, Organizational HR Practices, Job Satisfaction, DCW Limited.

INTRODUCTION

Perception is the process by which individuals organize their sensory impressions in order to give meaning to their environment. What one perceives can be substantially different from what another person perceives, and both can be very different than the actual objective reality. In fact, behavior is based on one's perception of what reality is, not reality itself. Employee perception is a one of the important factors to be considered in any of the organization and employee's perception plays an important role in their working environment and impact on their work and also on organizational goal.

Employee perception is the aspect to know how much an employee is satisfied towards the organization. A good perception will create a positive working environment in the organization, while a negative perception will affect the company performance. Employee's perception has been widely recommended as one of the means of improving the quality of work life. Employees in today's world are very different; they tend not to miss good opportunities. If they are unhappy with their present job then they obviously tend to change to the next job which has better prospect and future. Thus, it is the primary obligation to the management to perceive the employee's potential activities and a good management should know how to encourage, attract employees in their organization.

Organization Profile

DCW Ltd (formally Dhangadra Chemical Works Limited) the Company is renowned Sahu Jain Family, Was Incorporated in January 1939 to take over India's first Soda Ash factory in Dhangadhra, Gujrat. Its ownership was acquired in 1949 by Padmabhushan Late Shri Sahu Shriyans Prasad Jain - The founder. Since then, DCW has expanded, diversified and modernized its operations and its now public Limited Company with a diversified range of products for supply to customers in both, domestic and international markets. Over the years its corporate logo, the "Horse Shoe" has earned respect and recognition and now is widely acknowledged as a symbol of excellence. DCW has two manufacturing units At Dhangadhra, Gujrat. It produces Soda Ash, Sodium Bicarbonate & Ammonium Bicarbonate. At Sahupuram,

Tamil Nadu, It produces Caustic Soda, Liquid chlorine, Hydrochloric Acid, Beneficiated Limelite, Trichlorethylene, Yellow Iron Oxide, Ferric Chloride, UTOX and PVC.

Research Objectives

- To study the employees perception on organizational HR practices in DCW Limited.
- To learn the HRM practices in DCW Limited.
- To find out the level of satisfaction based on their perception.
- To find out the factor influencing employee perception.

Research Design

Research design is a systematic problem. It is a detailed outline of how an investigation will take place. A research design typically include how data is to be collected and what instrument will be employed. Simple random sampling method is used in this research. A part of the population selected for the study is called Sample. Here, 150 employees of DCW Ltd are selected as sample. The study was conducted from 2nd April 2022 to 30th June 2022.

The present research study is descriptive and analytical in nature and therefore, data are collected from both primary and secondary sources. Secondary data were collected through comprehensive literature review, internet, magazines, newspapers, factory annual reports and brochures. Primary data were collected from the employees of the company by questionnaire method. It's a first-hand data and fresh, for collecting the data 150 employees are chosen as a sample. Survey is conducted while working hours of the employees. The data gathered is analyzed using percentage analysis, Chi-Square test, Weighted Average method and ANOVA.

Designation Of Respondents

Table showing the Designation of Respondents

Sl. No.	Designation	No. of Respondents	Percentage
1	Junior Officer	12	8%
2	Senior Officer	6	4%
3	Assistant Engineer	57	38%
4	Engineer	66	44%

5	Senior Engineer	9	6%
Total		150	100

Source: Primary Data

Interpretation:

The above table shows that 44% of respondents are in the group engineers. 38% of respondents are in the group assistant engineer and remaining respondents are below 10%.

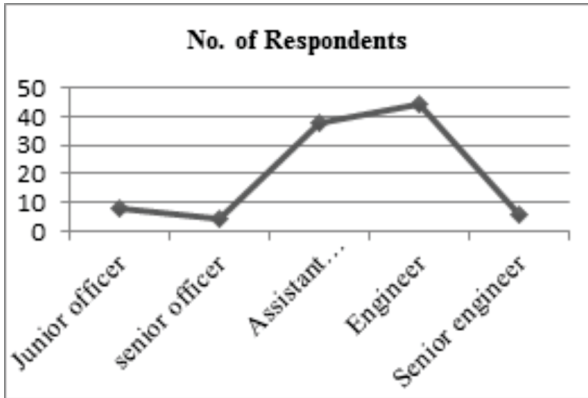


Figure showing the Designation of Respondents

Better Performance

Testing whether the rewards are given on the basis of better performance

Parameter	Observed Frequency	Expected Frequency	(O - E)	(O-E) ²	(O-E) ² /E
Strongly Agree	18	30	-12	144	4.8
Agree	66	30	36	1296	43.2
Neutral	30	30	0	0	0
Disagree	24	30	-6	36	1.2
Strongly Disagree	12	30	-18	324	10.8
					60

Source: Primary Data

Expected frequency = 150/5 = 30
 Degree of freedom = n-1 = 5-1 = 4
 Level of significance = 5%
 Table Value = 9.488
 Calculated value = 60
 Calculated value > Table value

Interpretation:

As the calculated value is greater than the table value, null hypothesis is rejected. Alternative hypothesis is accepted. From this we conclude that the rewards are given on the basis of better performance.

Internal Factors

Attributes	Weighted Average	Rank
Company Policies and Strategy	18.46	5
Trade Unions	20.87	1
Production and Operational Policies	19.93	4
Flow of Communication	20.67	2
Quality of Human Resources	20.13	3

To weight the internal factors that affects the company

Weight	Company Policies and Strategy	Trade Unions	Production & Operational Policies	Flow of Communication	Quality of Human Resources	Total
1	19	23	22	20	16	100

2	32	10	23	17	18	100
3	21	22	14	23	20	100
4	9	22	16	21	32	100
5	19	23	25	19	14	100
	100	100	100	100	100	

Interpretation:

The highest rank is for trade union. Thus, it is clear that the internal factor that affects company is trade union.

Findings

- 48% of the respondents belong to the age group of 30 - 40 years.
- 90% of the respondents are married.
- 48% of the respondents possess UG as their educational background.
- 44% of the respondents are working as Engineer in the company.
- 68% of the respondents have the experience for 5 - 7 years.
- The study shows that there is clearly defined organizational hierarchy in the organization.
- The study shows that rewards are given on the basis of better performance.
- There is formal and written performance evaluation system in the organization.
- The conflicts are resolved quickly and effectively in the company.
- The respondents accept that the organization prefer referred candidates.
- The company follows internal recruitment practices.
- The respondents accept that there is clear understanding of HR policies and procedures in the organization.
- The study shows that the employees are kept adequately informed.
- The study clearly shows that the training programs in the organization are fair.
- The salary structure in the company is satisfactory for the respondents.
- The employees are satisfied by their role in the organization.
- The study shows that the internal factor that affects the company policies is trade union.
- The respondents accept that the information received by the employees are usually believes it.

Suggestions

- Effective communication method can be followed to inform the employees about the changes in the policies and procedures.
- The employees can give the freedom to act in one's sphere for specific work or task to carry out.
- Employees can be given better training and growth opportunities to benefit their growth.
- Effective trainings can be given to the employees to enrich their skills and knowledge.
- In spite of selecting referred candidates the organization can choose a skillful candidate; which leads the organization in the path of growth.
- External recruitment policies can also be followed in the organization.
- The employees should be fully informed about policies. It will help the employees to know better about the company.
- Most of the employees are not informed about how performance is evaluated, so the organization should inform or educate the employees how performance is evaluated.
- Present training method is fair in the company; the organization should provide effective training method.
- Effective growth and career opportunities should be provided to the employees.
- The organization should give only the truthful information to the employees

CONCLUSION

The study was conducted in DCW Limited, Sahapuram in

order to understand the perception level on HR practices. The study shows that most of the employees feel happy and satisfactory with the HR policies. The perception of the employees towards organizational policies is positive. But there is need to maintaining certain same policies and little improvements can be done.

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