



## Human Resource Management Practices in Marine Products Exporting firm in Kerala

### KEYWORDS

Aquaculture, Capture Fisheries, Human Resource Management, Marine Products, Seafood Exports.

**Harish.M**

Ph.D Research, Scholar in Commerce, SD, College, Alappuzha, Kerala.

**Dr.S.Nataraja Iyer**

Associate Professor & Head of the Post Graduate, Department of Commerce and Research Centre -SD, College, Alappuzha, Kerala.

**ABSTRACT** Human Resource Management is a well recognized phenomenon in the business world of competition and globalization. Human Resource Management is totally concerned with managing the human beings working in the organizations for the attainment of predetermined goals. The practice of Human Resource Management is of a continuous nature and therefore it requires managing them continuously throughout the life of an organization irrespective of the size, location, type and nature of the Organization. Seafood Exports play an important role in the growth and development of any nation thereby bringing foreign exchange earnings to the respective country. Therefore good Human Resource Management Practices is inevitable for the existence of Seafood Exporting Company. This research paper moves around developing an understanding about the Human Resource Management practices, delving into the concept taking the case study of the Uniroyal Marine Exports Limited.

### Introduction

In the present Competitive business world, human Resource Management is being increasingly gaining importance in industrial and non industrial Organizations throughout the world. Human Resource Management is needed to promote opportunities for maximum development within the Organization. Human Resource Management is concerned with the creation of harmonious working among the participants. It effectively elaborates the process of planning and directing the applications and development and utilization of human resources in employment. Human Resource Management undertakes all the activities which are concerned with human elements or relations as well as with material elements in any organization.

Uniroyal Marine Exports Limited is located near Kozhikode which was incorporated on August 21, 1992 as a public limited company with the Registrar of Companies, Kerala and obtained the certificate of commencement of business on September 2, 1992. It has the most sophisticated and best laid out plants with a capacity to produce over 13,100 tonnes of IQF and 4000 tonnes of block frozen sea food annually. Rich marine resources, unpolluted waters and modern processing plants today make India's seafood choicest the world over. The strength lies in the infrastructure to procure, handle and transport the catch in a fresh condition. Strong bond with major raw material suppliers, established purchase network all along India's sea costs, dedicated pre-processing units and ice factories, a fleet of refrigerated and insulated trailers/trucks, ample cold storage facilities. Two of the largest fishing harbours from where over 1000 fishing trawlers operate daily are situated nearby. This ensures a perennial supply of ocean-fresh raw material. Setting and enforcing high standards by quality control team comprising of highly qualified and skilled technologists and supported by sophisticated laboratory with a multilayer system of screening and continuous monitoring ensures the highest quality conforming to US FDA and ECC standards in the Company's Export products. The Uniroyal plant has been specially designed to process large volume of variety of sea food complying with buyer specifications with the help of sophisticated state-of-the-art machines. Experienced and competent personnel put Uniroyal in a prominent position in the international seafood map. Uniroyal Marine Exports Limited has one of the most sophisticated and best laid

out plants with a capacity to produce over 13,100 tonnes of IQF and 4,000 tonnes of block frozen seafood annually. Rich marine resources, unpolluted waters and modern processing plants today, make India's seafood choices the world over. Uniroyal's strength lies in experienced promoters – allied Companies, associates – and the infrastructure to procure handle and transport the catch in a fresh condition. Experienced and competent personnel put Uniroyal in a prominent position in the international seafood map.

### Review of Literature

Krishnan (1992) made a study on the potentiality of Indian marine Industry. According to him, the potential for enhancing the marine industry, as a leading one was bright but it was only the techniques and methods that have to be developed as it would result in higher production and lower price. He also concluded that to Combat Competition from Latin America and South East Asia the production strategy need to be improved.

Ostroff (1995) identified that when human resource professionals perceive a higher quality of human resource practices; these firms have higher business results. Studies have shown that relationship between progressive human resource practices and firm performance in manufacturing firms.

Tharakan A.J., (1999), in his study observed that India had international Competitive advantage in shrimp and Cephalopods. Therefore he suggested that higher unit value realization from the export of these two products should be realized by value addition and creation of international brand equity for Indian Shrimp and cephalopods.

(Parvathy & D, 2012), scrutinized the impact of the strengthening of standards in the EU, the US and Japan on the marine product exports from Kerala in the post WTO phase in relation to the pre WTO period. The study hypothesized that the marine product exports from Kerala in the post-WTO period have witnessed a shift from market concentration to market diversification.

(Somasekharan & et.al, 2013), analyzed export performance dynamics of Indian seafood (shrimps and cephalopods) in the major export destinations (EU, USA and selected Asian countries), which

accounts for a sizeable market for Indian seafood which was extended to account for the competitiveness at dis-aggregated commodity level. According to the study enhanced competitiveness was observed in the case of cephalopods while shrimp exports were less competitive. It was found that trade facilitating as well as trade restricting effects can coexist as an impact of strict food safety regulations.

(Singh & Pratap, 2013), studied the export procedure followed by export organization and importance of seafood produce export from Odisha. The study reported that the seafood export from odisha is having huge potential because of both domestic and international demand and the liberal government regulation has also supported the export business of seafood.

### Statement of the Problem

Human Resource Management is that branch of management that deals with managing the most important resources of the Organization-Human Resources. The success and growth of any Organization depends highly upon the Knowledge, skills, talents and working of human resources. Efficient human resource practices are very important for the success and meeting future challenges. The importance of human resources is being understood by most of the companies and they spend huge amount for efficient Human Resource Management Practices by adopting and implementing various training and development programs, adopting good recruitment and selection methods for selecting and recruiting right qualified persons. The problem is that how the Organization manages its most important resource that is the human Resource for its success and growth. This paper focuses on the Human Resource Management Practiced by UniRoyal Marine Exports Limited-Kozhikode.

### Objectives of the study

- To understand the Human Resource practices adopted by the Uniroyal Marine Exports Limited.
- To meet future challenges effectively and to generate sustainable Competitive advantage.

### Methodology

Secondary Data is only used in the Study. The Secondary Data is drawn from the Annual Reports of UniRoyal Marine Exports Limited-Kozhikode. The study is descriptive in nature.

### Scope of the Study

The present study is confined only to a single Company Uniroyal Marine Exports Limited-Kozhikode.

#### Limitations of the Study

- There was certain information that being of confidential nature, the Company would not like to share such as Company's Salary and Wage pattern, basis of salary and perks revision. Thus it becomes difficult to draw exact conclusions without considering the same.
- It becomes Compulsory to accept and consider the information furnished by various Companies Personnel. The cross verification about the given data is not possible so it becomes necessary to consider and believe the same as given by the Company. So it is impossible to draw true and fair results by the company and it may lead to misleading findings and Conclusions.

#### Findings

- Sales growth and Seafood Exports of the Company is found Satisfactory.
- More amount of technical training has been organized as

compared to functional training.

- The reason behind the growth of salary of senior managers in the Company was due to increase in the Cost of living.
- Incentives such as Housing allowances, Cash Bonuses and Travel Allowance and other perks are given to the employees.
- Performance Appraisal is conducted in the Company once in a year.
- The Company provides more perks as Compared to Financial bonus.
- Good Working Condition plays a major role in attracting and retaining employees.
- Financial reward is the most effective tactics to attract and retain employees.
- There is less employee turnover in the Company. Some of the employees left the Company because of better Opportunities elsewhere.
- Internal recruitment is not followed in the firm as source of recruiting senior managers.
- There is strong presence of workers union in the firm.
- There is harmonious relationship between the workers and the Management in the firm.

### Suggestions

- Functional training to certain level of managers through better sensitivity training methods has to be focused and a proper Schedule for training has to be done to make the employees understand and perform better.
- Organization should provide equal rise to the employees depending upon the cost of living. Organizations should not create differences in percentage hike to various levels of the employees.
- Cash Bonuses should be paid instead of ploughing back of profits.
- To retain employees in the Organization and to motivate them towards better performance, Organizations should provide allowances and perks to make them feel that they are also the part of the Organization.
- Performance appraisal system should be done at regular intervals and a proper feedback system has to be created as to explain the employees about their shortcomings and how to improve them for better productivity.
- Workers union in the Organizations should create positive and healthy atmosphere towards the growth of the Organizations rather than defaming the image of the Organization.

### Conclusion

Uniroyal Marine Exports Limited-Kozhikode is committed to provide customers with the highest quality seafood products available in the market place. This is efficiently and profitably attained in order to be a sustainable business enterprise with the Coordination and team efforts of Human Resource involvement in the enterprise.

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