



“A STUDY ON INDUSTRIAL RELATION AND EMPLOYEE SATISFACTION WITH REFERENCE TO REGIONAL AGRO INDUSTRIAL DEVELOPMENT COOPERATION (RAIDCO) LTD; KANNUR, KERALA.”

Management

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ABSTRACT

This Research paper reviews the effectiveness of the Industrial relations and employee satisfaction at Raidco. Detailed study on companies that maintains such kind of employee friendly policies are good for any Industry to survive and prosper. This study opens considerable scope for drawing up such welfare measures.

KEYWORDS

Grievances handling, quantitative research, industrial climate, employee satisfaction, basic urge

Introduction

Industrial relations has become one of the most delicate and complex problems of modern industrial society. Industrial progress is impossible without cooperation of labors and harmonious relationships. Therefore, it is in the interest of all to create and maintain good relations between employers and employees. The topic for this research paper is “A Study on Industrial Relation and Employee Satisfaction with reference to Regional Agro Industrial Development Cooperation (RAIDCO) Ltd; Kannur, Kerala.” Employees are considered as the real assets for every company. Every productive work in the company is initiated and executed by these employees. They contribute much more to the company.

The term 'industrial relations' comprises of two terms: 'Industry' and 'Relations'. "Industry" refers to "any productive activity in which an individual or a group of individual is engaged". Here relation means "the relationships that exists within the industry between the employer and his workmen". The term industrial relation explains the relationship between employees and management within the organizational settings. It is the relation of individual or group of employees and employer for engaging themselves in way to maximize the productive activities.

Industrial Relations do not constitute a simple relationship between the employers and employees rather it is an art of living together for the purpose of production, productive efficiency, human well being, employee satisfaction and industrial progress. Peaceful industrial relation reduces the industrial disputes. Disputes are reflections of the failure of basic urges or motivations to secure adequate satisfaction, which are fully cured by industrial relations. Strikes, lock-outs, go slow tactics and grievances are some of the reflections of industrial unrest which do not spring up on an atmosphere of industrial peace. Sound industrial peace improves the morale of employees. Need for Industrial Relation arises to defend the interest of workers for adjusting the reasonable salary or wages. It also helps the workers to seek perfect working condition for producing maximum output. Workers, employees are concerned with social security measures though this. Industrial Relation also needed for achieving the democracy by allowing worker to take part in management, which helps to protect human rights of individual.

OBJECTIVES OF THE STUDY

- To know the industrial relation operations existing in RAIDCO Kerala Ltd.
- To study the satisfactory level of employees towards the present industrial relations in the organization.
- To understand the working conditions inside the organizations for analyze the industrial relation.
- To understand the industrial dispute in the organization.
- To study the grievances handling procedure inside the Raidco Kerala Ltd.

SCOPE OF THE STUDY

- To provide opportunities for improvement in relations.
- It provides a chance to the organization to find out how employees feel about the organizational system.
- To provide the information about the causes for the dissatisfaction of employees in the factory with response to its circumstances.

RESEARCH DESIGN

In order to get an exact answer we used all employees as respondent. The study is pertained to descriptive research design. The quantitative research methods were adopted through the use of self-administered questionnaires for the data collection.

HYPOTHESIS

Hypothesis framed for the study are

- 1) H_0 = There is no relationship between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization.
 H_1 = There is a relationship between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization.
- 2) H_0 = There is no relationship between nature of employment and satisfaction level regarding the personal industrial relation in the organization.
 H_1 = There is a relationship between nature of employment and satisfaction level regarding the personal industrial relation in the organization.

Profile of Food Industry in India

India has abundant availability of wide variety of crops, fruits, vegetables, spices, pulses, flowers, livestock and sea food. The food processing industry is one of the largest industries in India. It ranks fifth in terms of production, consumption, export and import prospectus. The country's food processing market is opening up to available world range of investors across the globe. Food processing covers available spectrum of products sub sector comprising of agriculture, horticulture, plantation, animal husbandry and fisheries. India's food processing sector covers fruits and vegetables, meat and poultry, milk and milk products, alcoholic, beverages, fisheries, plantation, grain processing and other consumption product groups.

Since liberalization in August 1991, and till February 2000 proposals for projects over Rs.53800 crores have been proposed in various segments of food and agro processing industry. Besides this, Government has also approved proposals for joint ventures, foreign collaboration, industrial licenses and 100% export oriented units envisaging an invest of Rs.19000 crores during the same period. Out of this foreign investment is over Rs.13500 crores in 1998-1999. And also India exported processed fruits and vegetables worth Rs.5240 million in 1997-98.

India is basically an agriculture nation with its farming roots going as far back as Indus valley civilization; this sector forms main focus of the food industry. Some of the major product of the extensive agricultural cultivation is food grains like rice, wheat and barley along with different types of fruits and vegetables which are classified as health foods. The distribution of fruit cultivation varies in accordance with the climatic factors and owing to this reason people residing in north India enjoys a large varieties of fruits while those living in coastal areas like Kerala gets only selected fruits like coconuts and cashew-nuts. Comparatively, the vegetable cultivation is more wide-spread with common vegetables like potatoes, onions, tomatoes, onions, and cabbage for more than half of the production.

The Indian food service industry is anticipated to grow at a CAGR of

around 12% during 2012-2015 as per RNCOS research report titled 'Indian Food Service Market Forecast to 2015'. Indian agricultural and processed food exports during April-May 2014 stood at US\$ 3,813.63million, according to data released by the Agricultural and Processed Food Products Export Development Authority (APEDA). In 2013-14, the total processed/value added agricultural products exported and the foreign exchange equivalent earned therefrom stood at Rs 4,627.99 crore (US\$ 752.39 million) as compared to Rs 3,689.26 crore (US\$ 599.89 crore) during the previous year.

Changes in consumer pattern or increase in income are always accompanied by available change in food market. For instance, the proportionate expenditure in staples (grams, cereals, pulses) declined from 45% to 44% in rural India while the figure settled 32% of the total expenditure on food in urban India.

COMPANY PROFILE - RAIDCO (Regional Agro Industrial Development Cooperation)

The Regional Agro Industrial Development Cooperative of Kerala Ltd was originally registered as a district level co-operative society in the name as Cannanore District Agricultural Development Co-operative Society Ltd No C 361 in the year 1972. The main intention of formation of this co-operative society was to distribute good and quality agricultural machineries and implements to the small scale farmers who were always been exploited by the private traders by supplying poor quality agriculture machines at higher price without providing after sale services. The subsidies and other financial assistance provided by the Government and financing banks were not really reaching the hands of the poor farmers but were enjoyed by the private traders by adopting all sorts of malpractices with an intention of making profit illegally.

This situation forced the Government officials, financial institutions, social workers and other veteran cooperatives to find out a solution to put an end to this evil. The investment of this type of cooperative industries will be comparatively less and the technology utilities are also less. RAIDCO has started its fourth production factory at Mavilayi in Kannur District on 6th January 2000, which was inaugurated by the Chief Minister of Kerala late Mr. E.K.Nayanar. RAIDCO's products vary from agriculture machineries to spice powders, pump sets to packaged drinking water. RAIDCO's all branches are mainly aims to cater the needs of farmers in every nook and corner of Kerala. RAIDCO has started its first food production unit in 1978.

RAIDCO curry powder factory mavilayi was established on 6th January 2000, which was inaugurated by the Chief Minister of Kerala late Mr.E.K.Nayanar. RAIDCO curry powder factory have been set in assistance with National Co-operative Development Corporation (NCDC) and state Government with an investment of 3crores as initial investment and 1crore as working capital. The industry was set up by RAIDCO in consultation with Central Food Technology Research Institute (CFTRI). The main products of this factory is curry powder, masalas, atta, payasam mix etc and these are marketed under the brand name of "FAMILY", which became an instant hit in the domestic market within a short period. This factory obtained ISO 9002 certificate in July 2001. It is the first curry powder manufacturing Unit in Kerala getting the ISO 9002 certificate.

Data Analysis

CORRELATION ANALYSIS

Co-efficient of correlation between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization

X = Satisfaction level regarding the safeguard of the employee interest
Y = Industrial climate in the organization

X	Y	R1	R2	D	D2
53	48	1	1	0	0
15	23	2	2	0	0
5	11	4	3	1	1
11	2	3	4	-1	1
ΣX = 84	ΣY = 84				ΣD ² =2

r=0.8

Interpretation

It is concluded that there is a high positive correlation between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization.

Coefficient of correlation between industrial relation and grievances handling procedure inside the organization

X=Satisfaction Level of IR

Y= Grievance handling procedure

Y	Y	R1	R2	D	D2
60	54	1	1	0	0
11	18	2	2	0	0
4	5	4	4	0	0
6	1	3	5	-2	4
3	6	5	3	2	4
ΣX = 84	Σ Y = 84				Σ D ² =8

r=0.6

INTRPREATAION: We can conclude that there is a high positive correlation between industrial relation and grievances handling procedure.

CHI-SQUARE TEST

Comparison of satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization

H₀ = There is no relationship between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization.

H₁ = There is a relationship between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization.

Factors/varia bles	highly Satisfied	Satisfied	neutral	Dissatisfi ed	highly Dissatisfied	Total
Highly Satisfied	13	7	3	2	3	28
Satisfied	7	17	4	2	1	31
Neutral	4	2	3	2	1	12
Dissatisfied	2	1	2	1	1	7
Highly Dissatisfied	1	2	1	1	1	6
Total	27	29	13	8	7	84

Σ (O-E)²/E=15.11309 Degree of freedom =(c-1)*(r-1) =(5-1)*(5-1) =16

Table value of X² is less than table value. So we accept the null hypothesis.

Interpretation: There is no relationship between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization.

CHI-SQUARE : Comparison of nature of employment and satisfaction level regarding the personal industrial relation in the organization.

H₀ = There is no relationship between nature of employment and satisfaction level regarding the personal industrial relation in the organization.

H₁ = There is a relationship between nature of employment and satisfaction level regarding the personal industrial relation in the organization.

Factors/varia bles	highly Satisfied	Satisfied	neutral	Dissatisfied	Highly Dissatisfie	Total
Permanent	7	10	9	6	8	40
Temporary	10	9	7	8	10	44
Total	17	19	16	14	18	84

Σ (O-E)²/E = 1.152116 Degree of freedom =(c-1)*(r-1) =(5-1)*(2-1) =4

Table value of X² is less than table value. So we accept the null hypothesis.

Interpretation: There is no relationship between nature of employment and satisfaction level regarding the personal industrial relation in the organization.

FINDINGS

There is a highly positive correlation between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization and a highly positive correlation between industrial relation and grievances handling procedure. There is a highly positive correlation between employee development and industrial relation. There is no relationship between satisfaction level regarding the safeguard of the employee interest by the management and industrial climate in the organization. There is no relationship between nature of employment and satisfaction level regarding the personal industrial relation in the organization.

SUGGESTIONS: - A strong and stable Trade Union in any industrial enterprise is essential for good relation. Both management and employee should help in the development of an atmosphere of mutual cooperation, confidence, and respect. Proper grievances handling procedure should be initiated and implemented to avoid employee burnouts and stress. Employing opinion box and opinion survey would be useful. Timely review of the salary should be done. Workers participation in management should be encouraged and improved. For this purpose formation of work committees can be used.

CONCLUSION:-Regional Agro Industrial Development Cooperation (RAIDCO) Ltd; Kannur, Kerala and its curry powder factory is growing at a very good pace. As from the technical analysis it is clear that industrial relations in Raidco are effective. There are different kinds of welfare schemes like weekly rest hours, medical allowance, death relief fund, and provident fund provided by the company to maintain industrial relation in the company. Instead of all these there is an effective grievance handling machinery for maintaining harmonious industrial relation. The employees working here considered Raidco as the most worthy place to work in and they would willingly continue here till their retirement. It was also found that employees working here opine that industrial relation are directly related to the employee satisfaction and it helps to achieve better employee satisfaction. Thus going through the various policies, rules and regulation and the environment of Raidco, it can be said that Raidco in every aspect deserves to be among the top companies. Finally it can be concluded that industrial relations existing in Raidco is good and stable.