A Study on HRM Practices of Employees on Printing Industry in Sivakasi

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Abstract - **The history of printing goes back to the duplication of images by means of stamps in very early times. The use of round seals for rolling an impression into clay tablets goes back to early Mesopotamian civilization before 3000 BCE, where they are the most common works of art to survive, and feature complex and beautiful images. The printing press is considered one of the most important inventions in history. Human resource management (HRM or simply HR) is a function in organizations designed to maximize employee performance in service of their employer's strategic objectives. HR is primarily concerned with how people are managed within organizations, focusing on policies and systems. HR departments and units in organizations are typically responsible for a number of activities, including employee recruitment, training and development, performance appraisal, and rewarding (e.g., managing pay and benefit systems). HR is also concerned with industrial relations, that is, the balancing of organizational practices with regulations arising from collective bargaining and governmental laws.**
*Keywords***: Human Resource Management**

I. INTRODUCTION

The development of our nation is mostly depending upon its industrial development. The growth of industries in a country provides the way for the effective utilization of its abundant resources such as men, material, capital and organization. Hence it will lead to increasing productivity and in turn results in more foreign exchange reserves. The industrial development makes the state of infrastructure by its wide spread, which indirectly awaken the rural people, illiteracy, poverty and so on.

The growth of industries in India contributes the rural uplift men's. In broader sense, industries are divided into two ways namely large scale industries and small scale industries.

A small scale industry requires small outlay. The development of small scale sector becomes more essential, because it can provide more employment opportunities than the large scale industries. At the same time, it does not require highly sophisticated technology. Sivakasi is one of the "Industrial Towns" in Tamil Nadu which is having many small scale industries and as large scale industries, in the industrial map of Sivakasi, Match industries, Fire Works, Printing Industries are more popular.

For Match Industries, Fire Works and Printing Industries the climate condition is more suitable in Sivakasi. To start these industries, the availability of labour is also high. Sivakasi is surrounded in the many rural villages. People from the rural areas are abundant in number for effective working in Match, Fire Works and Printing Industries.

Offset printing is a widely used printing technique where the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface. When used in combination with the lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat (palaeography) image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a film of water, keeping the non-printing areas ink-free.

"The worker is the principal instrument for the fulfilment of the targets of the play and in the achievement of economic progress. Generally, these labour problems are social security, minimum standard of living, working hours, working conditions, accidents, sickness, old age benefits, health care, education, culture and recreational facilities. In brief the scope of labour problems may be classified as socio – economic conditions, working conditions and welfare measures.

A.Importance of Human Resource Management Practices

Human Resource Management becomes significant for business organization due to the following reasons.

1.Objective

Human Resource Management helps a company to achieve its objective from time to time by creating a positive attitude among workers. Reducing wastage and making maximum use of resources etc.

2.Facilitates Professional Growth

Due to proper Human Resource policies employees are trained well and this makes them ready for future promotions. Their talent can be utilized not only in the company in which they are currently working but also in

other companies which the employees may join in the future.

3.Better Relations Between Union And Management

Healthy Human Resource Management practices can help the organization to maintain co-ordinal relationship with the unions. Union members start realizing that the company is also interested in the workers and will not go against them therefore chances of going on strike are greatly reduced.

4.Helps An Individual To Work In A Team/Group

Effective Human Resource practices teach individuals team work and adjustment. The individuals are now very comfortable while working in team thus team work improves.

5.Identifies Person For The Future

Since employees are constantly trained, they are ready to meet the job requirements. The company is also able to identify potential employees who can be promoted in the future for the top level jobs. Thus one of the advantages of HRM is preparing people for the future.

6.Allocating The Jobs To The Right Person

If proper recruitment and selection methods are followed, the company will be able to select the right people for the right job. When this happens the number of people leaving the job will reduce as the will be satisfied with their job leading to decrease in labour turnover.

II. STATEMENT OF THE PROBLEM

Managing people is definite a challenge both at strategic or even organization levels. Thus, human resources are one well managed and developed in alignment with the organizational goals and strategies. Defining improvement human resources management effectiveness is to be cultivated in order to encounter that exist on environment.

Productivity of any industry depends upon the Human Resource Management. Printing industry is a labour incentive of industry. So, the industry requires best human resource practices. The employees feel that human resource planning increases their workload and regulates them through productivity planning bargaining. Employers also resist human resource planning feeling that it increases the cost of manpower.

The employee turnover in Sivakasi printing industry is high. It can be kept minimum following by Human Resource polices.

In these circumstances the researcher has felt that there is a need for studying human resources management in printing industry of Sivakasi.

III. OBJECTIVES

1. To study the brief profile of origin and growth of printing industry.
2. To analyze the human resource management practices of workers in the printing industry.
3. To evaluate the effective utilization of human resources;
4. To know the desirable working relationships among all members of the organization and Maximum individual development.
5. To find out the problems faced by the workers in printing industry and to suggest ways.

IV. METHODOLOGY

The study is based on the analysis of both primary and secondary data.

A.Primary Data

Primary data is first-hand information, directly collected from the respondents through interview schedule.

B.Secondary Data

Secondary data is collected from published records, various journals, magazines, newspapers, books and websites.

V. SAMPLING DESIGN

In Sivakasi there are more than 300 printing press industries are function. These details are gathered from the printing press association of Master of Printing Press Association. In each printing press has minimum 10 employees working. Hence the sample of 80 respondents has been selected through convenient sampling technique.

VI. METHOD OF DATA COLLECTION

The method of collecting data by questionnaires to respondents, before using this method the researcher has to conduct 'pilot study' for testing the questionnaires.

VII. STATISTICAL TOOLS

1. Percentage Analysis
2. Scaling Technique

VIII. RESULTS AND DISCUSSION

TABLE 1 SOCIO ECONOMIC PROFILE OF THE RESPONDENTS

S.No	Particulars	No of Respondents	Percentage
Gender wise Classification of Respondents			
1	Male	45	56.20
2	Female	35	43.80
Age wise Classification of Respondents			
1	Below 25 Years	18	22.50
2	26-35 Years	22	27.50
3	36-45 Years	21	26.20
4	Above 46 Years	19	23.80
Level of Education			
1	Higher Secondary	10	12.50
2	U.G	33	41.20
3	P.G	23	28.80
4	Diploma	14	17.50
Marital Status of the Respondents			
1	Married	34	42.50
2	Unmarried	46	57.50

Source : Primary Data

From the above Table 1 Shows that majority 56.20 per cent (45) of the respondents are male in the organization. It is inferred that 27.50 per cent (22) of the respondents above the age of 26-35 of the years. It is inferred that 41.2 per cent .

(33) of the respondents complete in under graduate. They survey reveals that majority 57.50 per cent(46) of the respondents are unmarried.

TABLE 2 NATURE OF HRM

S. No	Nature of HRM	No. of Respondents	Percentage
1	Focus is on result	1	1.82
2	Employees Development	12	21.82
3	Pervasive in nature	11	20.00
4	Encourages employees	8	14.54
5	Reach organization goals	11	20.00
6	Maintain relationship	12	21.82
	Total	55	100.00

Source: Primary Data

From the above Table 2 clearly shows that most 21.82 per cent (12) of the respondents are in the nature of employees development and maintain relationship, 20 per cent (11) of the respondents are in the nature of pervasive in nature and reach organization goals, 14.54 (8) per cent of the respondents are in the nature of encourages employees and remaining 1.82 per cent (1) of the respondents are in the nature of focus is on result.

TABLE 3 MAXIMIZE THE HUMAN RESOURCE

S. No	Human Resource	No. of Respondents	Percentage
1	Giving incentives	33	41.20
2	Free accommodation	18	22.50
3	Personal care	29	36.20
Total		80	100.00

Source: Primary Data

Table 3 confirmed that most 41.2 per cent (33) of the respondents are giving incentives, 36.3 per cent (29) of the respondents are personal care and remaining 22.5 per cent (18) of the respondents are free accommodations.

TABLE 4 MAJOR ACCIDENTS

S.No	Major accidents	No. of Respondents	Percentage
1	Carelessness of workers	19	23.80
2	Absence of safety device	25	31.20
3	No training or protection	20	25.00
4	Not having knowledge	16	20.00
Total		80	100.00

Source: Primary Data

From the above Table 4 declared that most 31.2 per cent (25) of the respondents are absence of safety device, 25 per cent (20) of the respondents are no training or protection, . 23.8 per cent (19) of the respondents are carelessness of workers and remaining 20 per cent (16) of the respondents are not having knowledge.

TABLE 5 OVERALL OPINIONS ABOUT HRMPRACTICES OF PRINTING INDUSTRY IN EMPLOYEES

S.No.	Particulars	S.A	A	N.O	D.A	S.D.A	Total
1.	Following training and development programme	20	15	15	20	10	80
2.	Conduct general employee meeting	20	18	20	12	10	80
3.	Provide entertainment games & management games	15	30	30	0	5	80
4.	Employee morale	10	30	15	5	20	80
5.	Better working environment	20	20	30	5	5	80
6.	Promotion strategy	5	15	30	15	15	80
7.	Social welfare scheme	0	10	20	35	15	80
8.	provide better living conditions	20	15	30	5	10	80
9.	Avoid child labour	30	10	10	10	20	80
10.	Better awareness cell	20	20	10	10	20	80

Source: Computed Primary data

Table 5 stated that opinion about the facilities. The average score of the respondent's opinion are calculated by using 5 point scaling technique for that following points are given to each factor:

Strongly agree   (S.A)   -   5 Marks
Agree   (A)   -   4 Marks
No opinion   (N.O)   -   3 Marks
Dis agree   (D.A)   -   2 Marks
Strongly disagree (S.D.A)   -   1 Mark

TABLE 6 AVERAGE SCORE OF OVERALL OPINION ABOUT HRMPRACTICE

S.No.	Particulars	SA	A	N	DA	SDA	Weighted Average Total	Ave. score	Rank
1.	Following training and development programme	20	15	15	20	10	255	3.19	IV
2.	Conduct general employee meeting	20	18	20	12	10	266	3.33	II
3.	Provide entertainment games management games	15	30	30	0	5	290	3.63	I
4.	Employee morale	10	30	15	5	20	245	3.06	VI
5.	Better working environment	20	20	30	5	5	204	2.55	IX
6.	Promotion strategy	5	15	30	15	15	220	2.75	VIII
7.	Social welfare scheme	0	10	20	35	15	185	2.31	X
8.	Provide better living conditions	20	15	30	5	10	240	3.00	VII
9.	Avoid child labour	30	10	10	10	20	260	3.25	III
10.	Better awareness cell	20	20	10	10	20	250	3.12	V

Source: Computed Primary Data

Table 6 is clearly understand that, most of the respondents are giving First Rank to the conduct entertainment & management games of the industry, Second Rank to the conduct general employee meeting, Third Rank given to the avoid child labour, Next to the training development program, Fifth Rank given to the better awareness cell, Followed employee morale by, Then provide better living condition, Eighth Rank given to the promotion strategy, better working environment got Ninth Rank, Finally the social welfare scheme.

IX. CALCULATION OF WEIGHTED AVERAGE SCORE

On the basics of collected data form respondents the researcher has calculated the weighted average score of overall opinion about the nature job. The following are calculation done by a researcher.

Opinion about nature of the job

$20 \times 5 + 15 \times 4 + 15 \times 3 + 20 \times 2 + 10 \times 1$	=255/80	3.19
$20 \times 5 + 18 \times 4 + 20 \times 3 + 12 \times 2 + 10 \times 1$	=266/80	3.33
$15 \times 5 + 30 \times 4 + 30 \times 3 + 0 \times 2 + 05 \times 1$	=363/80	3.63
$10 \times 5 + 30 \times 4 + 15 \times 3 + 05 \times 2 + 20 \times 1$	=245/80	3.06
$20 \times 5 + 20 \times 4 + 30 \times 3 + 05 \times 2 + 05 \times 1$	=204/80	2.55
$05 \times 5 + 15 \times 4 + 30 \times 3 + 15 \times 2 + 15 \times 1$	=220/80	2.75
$0 \times 5 + 10 \times 4 + 20 \times 3 + 35 \times 2 + 15 \times 1$	=185/80	2.31
$20 \times 5 + 15 \times 4 + 30 \times 3 + 05 \times 2 + 10 \times 1$	=240/80	3.00
$30 \times 5 + 10 \times 4 + 10 \times 3 + 10 \times 2 + 20 \times 1$	=260/80	3.25
$20 \times 5 + 20 \times 4 + 10 \times 3 + 10 \times 2 + 20 \times 1$	=250/80	3.12

X. SUGGESTION

A detailed analysis of the human resources management practices of printing industry in Sivakasi has enabled the researcher to offer the following suggestion for the betterment of the situation on the basis of findings.

a. Majority of the workers working in printing units are illiterates. They were not given proper education at their younger stage. So the informal education may be properly arranged in the study unit.
b. The workers are not satisfied with the working hours, in some organization the number of working hours is more than the legal requirements. So, the working hours should be regulated properly.
c. Working in printing industry is risky one. There is chance occurrence of accidents at any time. Even small careless mistake may cause major printing accidents. So, proper guidance and safety measures should be followed in every printing industry.
d. Employees require training in improved method of handling machines and materials to reduce the cost of production and wastage. For this purpose, the printing industries have to spend some more money for training programs.
e. There are so many voluntary benefits available from the management according to their money power. The management should concentrate on Health Insurance scheme for the benefit of their employees.
f. The major reason for the cause of accident is not having knowledge, so proper knowledge about safety programs should be given to the employees. It is the main duty of the employers.

XI. CONCLUSION

Management practice is as old as human civilization when people started living together in groups. Every human group requires management and the history of human beings is full of organizational activities.

Every organization must evaluate the prevailing human resource management thoroughly, especially the matters pertaining to recruitment, selection, employees' welfare like working conditions and their socio-economic status. To present study is a novel attempt to study the prevailing human resource management of printing industries units in Sivakasi. This study would help the future researcher to pursue in the area to human resource management in many industrial units.

The findings of the presents study will be highly useful to the workers, chamber of printing industries association, state and central governments officials in general and owners of the printing industries units in particular to improve the human resource management system in the printing industries units.

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