



An Assessment of Labour Welfare Measure in Milk Industry - A Case Study on Mother Dairy A Unit of Karnataka Milk Federation

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Abstract

The business organizations are attaching great importance to human resource because human resources are the biggest source of competitive advantage and has the capability of converting all the other resources in to product/service. The effective performance of this human resource depends on the type of HRD climate that prevails in the organization, if it is good than the employee's performance will be high but if it is average or poor then the performance will be low. The study of HRD climate is very important for all the organization and the banking sector is not an exception, especially in the present situation of financial recession. The present study is an attempt to find out the type of HRD climate that is prevailing in public sector banks in Bangalore. The researcher has also tried to find out the difference in the perception of employees regarding HRD climate on the basis of age, gender, designation, qualification. The researcher collected the data from the employees of selected public sector banks using structured HRD climate questionnaire .The data were analyzed using several statistical tools such as mean, standard deviation, percentiles, Z test. The result shown that the HRD climate in public sector banks is average and the perception of employees regarding the HRD climate do not differs significantly on the basis of gender, qualification and designation but it differs significantly on the basis of age . The paper ends by offering useful suggestions to the management involved in the operations of the banks.

Key words: HRD, Performance, Competitive Advantage

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1. Introduction

India is possible the largest contributor of milk products to the World. India has become the second largest milk producing Country in the World; It also has the most rapidly growing dairy industry in the world; milk production in India has risen to 78 million tons, while its annual milk production growth rate averages about 5%, the domestic market for products like butter, powder, ice cream, dairy whiteners and spreads in galloping at 10-15 percent per year. There is a need for diversification of the agriculture sector with a view of stepping into the employment opportunities for the poor. Dairy development is one of the remunerative areas, which deserve immediate attention. Dairy development is viewed as the best means to raise the national standards of the people, generation of employment and management of income in rural areas through available subsidiary occupation.

The estimated production capacity in India is 60 million tons during 1991-93, the value of the annual output of its dairy industry is Rs.3, 00,000 million. To consolidate he gains of dairying achieved in the State of Karnataka and with a view of to efficiently chill, process and market ever developing and increasing milk procurement with an utmost emphasis on the quality and in the process conserve the socio-economic interests of rural milk producers, the Govt of Karnataka through KMF has proposed to undertake several projects with financial and technical support of NDDDB for which an MOU was signed between Govt of Karnataka and NDDDB on 10th Nov 2004. The establishment of the KAIRA district cooperative milk producers union in 1946 is major land banks in the history of the dairy development in India. The integrated approach adopted by this union are providing facilities for improving the breeding of cattle and expansion of veterinary services, regular supply of nutritious food for animals and feed collection, transport processing and marketing of milk has been well appreciated.

The milk cooperatives have been playing a significant role in raising milk production and also the economic status of the members. India has become the second largest milk producing in the world, it also has the most rapidly growing dairy industry in the world, milk production in India has risen to 20 million tons in 1990. The pattern cooperative seek to consolidate achievement made earliest to organise milk procurement at remunerative prices through economically viable village, provide efficient marketing for rurally produced milk and dairy products, introduce productivity enhancement measure and organise training program and centre for meeting manpower requirement of emerging cooperatives.



2. Literature Review

A Study on the welfare measures and their Impact on QWL provided by the Sugar Companies with reference to East Godavari District, Andhra Pradesh, India P.V.Satyanarayana says that because of being highly labour intensive industry it needs to concentrate more in the area of employee's welfare measures. East Godavari District in Andhra Pradesh, India has taken as a sample for this study, for identifying various methods and also to identify the effectiveness of the methods. The study shows that 15% of the employees are highly satisfied with their welfare measures. 22% of the employees are satisfied with their welfare measures. 39% of the employees are average with their welfare measures. 16% of them are in highly dissatisfied welfare measures play an important role in employee satisfaction and it results in improved quality of work life. This study throws light on the impact of welfare measures on QWL among the employees of Sugar factories in Andhra Pradesh.

Dr.C.Vijaya Banu, M.J. Ashifa in their one of the studies says that the Labour Welfare Measure in Public Sector Transport Corporation throws light on welfare measures followed in Public Sector Transport Corporation. This study analyse the various dimensions of labour welfare measures that are perceived to the labours. It highlights the perception and level of satisfaction of the labours regarding the various welfare measures and the methods to improve the welfare schemes in Public Sector Transport Corporation.

3. Objectives of the study:

- 1.** To study and analyse the different welfare measures provided by the Organisation.
- 2.** To provide possibilities in future for facilitating welfare amenities to its labour force



4. Research Methodology

A study on labour welfare measures at “Mother Dairy” – a unit of Karnataka Milk Federation. The progress of industries depends on a contented labour force. The problems related to lack of welfare measures is studied. A brief study is done in order to find out the problems and provide solutions to the problems

4.1 Methodology of data collection:

4.2 Source of data:

Primary data: Primary data was collected through structured questionnaire and interaction with the employees.

Secondary data: Secondary data was obtained from Organisation’s manual and through Administrative head.

4.3 Sample size: With 100 permanent employees and with the contract labourers.

4.4 Tools used for data collection: Structured questionnaires are administered to employee in order to collect the information.

5. Analysis of Data

Table 1 : Showing the number of respondents in the Company

Sl.No	No. of respondents	Percentage
1	Male 20	66.67%
2	Female 10	33.33%
	Total 30	100%

Source: Survey Data



Table 2 Showing the improvement of welfare measures in a Company

Sl.No		No. of respondents	Percentage
1	Yes	23	76.7%
2	No	7	24%
		Total 30	100

Source: Survey Data

Table 4 Showing the satisfaction of the employees with present job in the Company

Sl.No	Particulars	No. of respondents	Percentage
1	Yes	18	60%
2	No	12	40%
	Total	30	100%

Source: Survey Data

Table 5 Showing the improvement need to be done by the Company

Sl.No	Particulars	No. of respondents	Percentage
1	Yes	25	83.33%
2	No	5	16.66%
	Total	30	100%

Source: Survey Data



6. FINDINGS

- 1) Most of the employees have a work experience of more than 5 years. This shows that majority of the employees are experience in their related field.
- 2) Most of the employees have expressed their satisfaction over the medical facilities provided by the Company
- 3) Most of the employees are well educated in their related field
- 4) Employees were fully satisfied over the bonus offered to them by the Management
- 5) Employees have a good opinion about the overall facilities and performance of the Company

7. SUGGESTIONS

- 1) Most of the employees are not satisfied with the canteen facilities so it is suggested that the Organisation has to take certain effective measures to provide good food
- 2) Average employees are not satisfied with the welfare facilities provided by the Company hence they should concentrate on it
- 3) Since average employees are not satisfied with the educational facilities, trip facilities so Company should take steps to provide them
- 4) Most of the employees are not satisfied with the coffee breaks, rest room facilities, so Company should look after these facilities properly



8. CONCLUSIONS

KMF considers its employees as human beings but not as machines. It has provided many welfare measures mentioned above like medical facilities, canteen facilities, different types of allowances, advances, incentives etc. over the period of time and continuing in the same direction. KMF constitute a satisfied labour force and most of the facilities are provided by the Company. But they still require additional facilities which were analysed in the study. After my study at KMF in Bangalore, have come to a conclusion that the employees who are unsatisfied with the benefits provided by the Company, the Company should try to improve facilities to satisfy those employees.

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