**A STUDY ON LABOUR WELFARE ACTIVITIES IN**

**DESEEYA AYURVEDIC PHARMACY, POONOOR**

Suubmitted in the partial fullfillment of the requirements for the award of

Degree in Bachelor of Business Administration under university of Calicut

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**DECLARATION**

I ASIM A BACKER, student of BBA 6th semester, studying at **MES College of arts and scince, Chathamangalam** hereby declare that this project report entitled ***“A STUDY ON LABOUR WELFARE ACTIVITIES IN DESEEYA AYURVEDIC PHARMACY”*** submitted to University of Calicut in partial fullfilment of the requirement for the award of **BBA** degree. This work is carried on under the guidance of Miss. Shainy Faculty of Department of Commerce **M.E.S collage**

Date:

Place: sd/:

**ACKNOWLEDGEMENT**

I have immense pleasure in submitting my project entitled “**A STUDY ON LABOUR WELFARE ACTIVITIES IN DESEEYA AYURVEDIC PHARMACY”.**

I acknowledge with deep sense of gratitude to the management of **DESEEYA AYUVEDIC PHARMACY**, Head office, Poonoor for giving me permission for doing the project work in their organization. I express my deep sense of thanks to **Mr.KHALID** **FAISAL**, General manager, Deseeya Ayurvedic Pharmacy , Head office, poonoor for providing best circumstances, valuable information, suggestions support for completing the project successfully.

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**CHAPTER 1**

**INTRODUCTION**

**INTRODUCTION**

Ayurveda is considered as the oldest and the most holistic treatment system in the world. It is a fresh and useful to humans today as it was in the ancient times yet more relevant and provides a holistic approach to our daily life. Ayurveda offers solutions to many human maladies which the modern medicine fails to heal. Ayurvedic medicine also helps in rapidly removing toxic elements from the body if one get sick, enabling him to recover his health quickly. Kerala known as the cradle of Ayurveda has made valuable contribution to Ayurveda with special treatment system and umpteen precious formulations.

Human resource management, is an important function of every organization. HRM is a function in Organizations designed to maximize employee performance in service of their employer's strategic objectives. In modern competitive world almost all organizations considers human resource as a valuable asset, so it has separate human resource department. even though in reality ,this most valuable resource remain under valued in many organizations, under trained and under utilized.

As a part of my BBA program , this study on labour welfare activities has been undertaken in DESEEYA AYURVEDIC PHARMACY which is situated at poonoor in Kozhikode district, Kerala.

**OBJECTIVES OF THE STUDY**

>To study about the welfare measures of the company.

>To study about the effectiveness of training programmes.

>To examine grievance handling procedures of the company.

>To study about job satisfaction of workers.

**RESEARCH METHODOLOGY**

***METHODOLOGY***

Descriptive research design:

The research has used the descriptive research design for the study. The main purpose of descriptive research is to descriptive the state of view as it exist at present. simply stated, it is a fact finding investigation. In descriptive research, definite conclusions can be arrived at, but it does not establish a case and effect relationship. this type of research tries to descriptive the characteristic of the respondent in relation to a particular product.

**DATA COLLECTION**

SOURCES OF DATA

The material necessary for this study have been collected on the basis of primary and secondary data.

1. PRIMARY DATA

Primary data are described as those data which have been observed and recorded by the researchers for the first time to their knowledge .In the study, primary data was collected with the help of structured questionnaire, interviews with the help of questionnaire.

2. SECONDARY DATA

Secondary data are statistics and not gathered for the immediate study at hand but for some other purposes. these data was collected from websites ([www.deseeya](http://www.deseeya/) ayurvedic pharmacy)

**1.3.3Sample Design**

A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques or procedure the researcher would adopt in selecting items for sampling. In order study the effectiveness of DAP. Sampling techniques are used . the researcher used simple random sampling method to select sample.

**1.3.3.1 Random Sampling**

Random sampling is a sapling technique where we select a group of subject (sample) for study from a large group (a population). Each individual is chosen entirely by chance and each member of the population has a known ,but possibly non equal chance of being included in the sample.

**1.3.3.2 Sample Size**

Sample size determination is act of choosing the number of observations or replicates to include in a statistical sample. The sample size is important feature of any empirical study in which the goal is to make inferences about a populations from a sample.

The researcher selected 30 employees in the company according to random sampling method.

**1.4 Scope of the study**

This Study Conveys the welfare measures in Deseeya Ayurvedic Pharmacy in today's highly competitive market, the business firms are realizing importance of human resource management in the company and to take necessary step for improving the welfare measures and expanding the business and help them to a better relationship with the employees.

**LIMITATION OF THE STUDY**

There are some limitations relating to this study, such as:

* Survey was only conducted within 30 workers and the result may not be reliable.
* Reliability and accuracy of analysis and evaluation depends upon the accuracy of data collected.
* Personal bias may occur while answering the questions
* Lack of adequate data

**CHAPTER - 2**

**INDUSTRY AND COMPANY PROFILE**

***INDUSTRY PROFILE***

**A WAY OF LIFE** –Ayurveda the ancient medical science of India, is not merely a doctrine of medical treatment but a way of long life. It is a system of traditional medicine native to the Indian subcontinent and practised in other part of world as a form of alternative medicine. In Sanskrit the word Ayurveda consist of the word **‘ *AYUS’*** meaning “longevity”, and ***‘VEDA’*** meaning “related to knowledge” or science. The major concern is the optimization of physical and metaphysical well-being of man. Simply Ayurveda is the “science of life”.

Ayurveda a system of ancient Indian medicine originated around 5000 BC it is based on sound observational concept which has stood the test of time for thousands of years. The origin of Ayurveda is from “***VEDAS”*** which are the ancient books of knowledge, or science of the world. Ayurveda, propounded by the seers of ancient India, Ayurveda still stand its own, despite the oddities it faced in the past. Ayurveda offers solution to many human maladies which the modern medicine fails to heal.

Life according to Ayurveda is a combination of senses, mind, body and soul. Ayurveda considers the physical, mental and spiritual well-being of person to become healthy. Ayurveda as industry treats many cases like stroke, facial paralysis, rheumatoid and Osteo Arthritis, low back pain prolapsed disc, blood pressure, diabetes, deferent types of skin diseases like psoriasis, infantile eczema, dandruff, piles, respiratory disorders, dust allergy, flatulence, acidity, peptic and gastric ulcers, ulcerative colitis, gynaecological complaints, impotency, infertility, degenerative and demyelinating diseases successfully.

Ayurveda, the knowledge or science of life is more than a practice on the method and medicines to cure diseases .it’s way of life .This system of healing and Rejuvenation had been practiced by the holy sages and passed through generation and its refined now with the modern scientific approach. Ayurveda is divided into 8 parts .hence it is known as ASHTANGA AYURVEDA.

PARTS

**1.KAYA**

The part of Ayurveda which mainly related with digestion problems

**2.BALA**

It is the treatment for the diseases and proper growth of children.

**3.GRAHA**

It deals with stars and planet and mental disorders.

**4.SHALYA**

It is surgical branch of Ayurveda which was well developed by Sushruta.

**5.DHANSTRA**

It is related to the tooth. Animals bites poisoning and its treatment is considered.

**6. URDHEVA**

It deals with diseases of upper part of the body above the neck

**7.JERA**

It is a branch related to GERIATRICS.

**8.VRUSHYA**

It is a branch related with healthy sex life.

**A**yurveda has become an alternative form of medicines in the western world, where patents for its medicines have been passed , and the intellectual property right connected by western and Indian institution. Ayurveda is considered to be form of complementary and alternative medicine(CAM)within USA, where several of its methods such as herbs , massage and yoga exercise are applied on their own as a form of CAM treatment.

It is a historic fact that,Ayurvedic formulation was the primary sources of health care for a vast majority of Indian population in the past. Propounded by the seers of ancient India, Ayurveda still on its own , despite the oddities it faced in the past. In 1970,The Indian medical centre council act was passed by the parliament of India, which aims to standardize qualifications for Ayurveda and provided accredited institution for its study and research. In India, over hundred colleges offer degree in traditional ayurvedic medicine.

Kerala known as cradle of Ayurveda, has made valuable contributions to Ayurveda with special treatment system and umpteen precious formulations. The ideal geographical location of Kerala and its salubrious climate has made external purification and rejuvenation therapies most effective for treatment of many psychometric disorders, Sirodhara ,Pizhichil,Navarakizhi, Podikizhi etc are some of Kerala special Ayurvedic producers . The Kerala tra`ditions of Ayurveda are better placed in comparison to other regional traditions. One important aspect of Kerala formulation is that the stress is more on herbal components rather than on metals or minerals. Malabar in Kerala is one of the chief centers of Ayurveda where its ancient traditions have always been maintained and nurtured through the ages.

One important character of this medical system is the fact do not contain synthetic chemical ingredients. The herbal based formulations, in general, do not cause unwelcome side effects. There are thousands of formulations prescribed in the texts. There are clear ingredients, their handling, processing steps, stability factors, dosage presentation etc.

**LABOUR WELFARE MEASURES IN DESEEYA**

**AYURVEDIC PHARMACY**

**1. ALLOWANCES:**

DAP has been providing a number of allowances

for the enjoyment of employees. They are as follows,

\* Washing allowances

\* Uniform allowances

\* Stitching allowances

**2. HEALTH AND SAFETY BENEFITS:**

\* Safety wears - Safety wears will be given on the basis of nature of work. The workers are given different types of safety wears

**.** Gloves and other materiels

**.** Adequate medical allowances

**3. OTHER MEASURES:**

\* Festival advances

DAP allows bonus of 20% on salary for the following festivals in orederto enable the employees to enjoy on such occations. The festivals are -

**.** Vishu and Onam : Hindus

**.** Ramzan and Bakreid : Muslim

**.**X,mas and Easter : Christians

**COMPANY PROFILE**

**The History of DAP**

Sri .KOYALI HAJI was the founder of DAP. it was started in the year 1946 as sole trading concern at Poonoor, a remote village in the Kozhikode district, Kerala, in southern India. It has been in the forefront in spreading the message of Ayurveda in India and abroad. In 1970 it registered as a partnership firm with haji's brothers and sons. There is a board for the administration of the firm the managing partner is the director and addition to the director. There are several members in the board.

**PARTNERSHIP**

The Indian partnership act , 1932 Defines partnership as "The relation between persons who have agreed to share the profit of a business carried on by all or any of them acting for all". So it is clear that partnership is for overcoming the drawbacks of sole trader from the business. Two or more persons may agree to contribute capital and start a business jointly. The person contributing partnership are individually known as 'partners' and collectively known as a firm. The name given to the business is known as "firm name".

**The four partners of DAP Poonoor are ;**

1.N.P Muhammed

2.N.P Abdul Salam

3.N.P Abu Haji

4.N.P Abdul Jaleel

**OBJECTIVES OF DAP**

DAP is a target oriented company, which envisions the development of highly effective products for welfare of every human. Our aim is to satisfy the needs of our product user, Doctors and nutritionists recommending us, product sellers, distributers and all other associated. We endeavor to build nature beneficial relationship based on integrity and trust.

**SPIRITUALITY OF DAP**

Spirituality is the essence of man that transcends life, death, belief customs, and cultures etc. In the courses of spiritual awakening and evaluation man passes through jagrat, swapna, sushuptic etc. The soul awakened in all this status of existence discovers 'PRAKRUTHI' or nature where existence continues after death.

**TREATMENT CENTRE, CALICUT**

DAP treatment Centre is located at Calicut district in Kerala. Kerala has been picked by the national geographic traveler as one among the fifty must see destination in the world. Malabar -the spice coast of Kerala is famous for beaches, valley, mountain wild life history and hospitality.

In addition to providing Ayurveda health care to guests at various resorts and hostels, we have exclusive treatment Centre at Calicut where total health care is provided through traditional Ayurvedic treatments. science Ayurveda believes in harmony with nature, our treatment Centre provides accommodation with modern amenities ensuring complete rest and total comfort.

**THE REJUVENATION PROGRAM**

To fit and ready competitive life, it is essential to take a complete break once in a while. rejuvenation program at our treatment Centre not only gives you that break but also recharges your lost energy. The package comprises traditional Ayurvedic treatment along with yogic exercises, Hydrotherapy, water-friction message, a balanced diet and individual health counseling. After the program you will find your body, mind sprit truly purified and energized.

**BRANCHES OF DAP**

At present there are 11 branches of DAP . As the sales are going high they are going to open more branches soon. the 11 branches are following

1. Calicut

2. Balussery

3. Thamarassery

4. Poonoor

5. Kalpetta

6. Mananthavady

7. Sulthan Battery

8. Meppady

9. Panamaram

10. Chennai

11. Bangalore

**AGENCIES OF DAP**

The main agencies of DAP are as following;

Kasargode,kangangad,Nilesharam,Thaliparamb,Kannur,Mahi,Koyilandy,Iritti,Mattanur,Telechery,Vadakara,Wayanad,Calicut,Malapuram,Manjeri,Perithalmanna,Nilambur,Edavanna,Arecode,Mukkam,Tirur,Thanur,Parappanangady,Kottakkal,Mannarkad,Pattambi,Ottappalam,Koppam,Palakad,kunnamkulam,Valanjery,Kuttypuram,Edapal,Chavakad,Vadanappally, Kodakara, Thriprayar, Kodungalur,Kovalam.

**DESEEYA AYURVEDIC PHARMACY,POONOOR**

For over 60 years, DAP has been dedicated to bringing to Ayurveda and its benefits to everyone. With modern state -of-the-art pharmacy Calicut, which manufactures more than 400 Ayurvedic medicines, which reaches people all over through large sales network, DAP has become a synonym for Ayurveda in Malabar.

DAP was guided Sri .KOYALY HAJI. The pharmacy unit conforms to the certificate for good manufacturing practice (GMP), as laid down by Drugs controller, drugs control Department and Govt. of Kerala. Medicines are approved by the state drugs control authority for sale in India and abroad. Medicines of Deseeya reaches the hands of Ultimate users anywhere in the world through a well organized network of 11 branches,300 plus agencies and stock.

**DAP HEAD OFFICE, POONOOR**

Head office is situated at Poonoor a remote village in Calicut District. It was started in 1946 for spreading the message of Ayurveda in India and abroad. it purpose to spread awareness, familiarize preventive methods and to make medicines treatment available among rural population in order to lead India in to being a state free aliment. In the first phase medical camps were conducted in village and free distribution of medicines also made. The target is to distribute free medicines to the people across the state

**LOCATION**

DESEEYA AYURVEDIC PHARMACY is located at poonoor, a remote village in Kozhikode district, In Kerala, India. Poonoor is a small but developed village in unnikulam panchayath of Kozhikode district.it is situated on the Thamarassery-koyilandy state highway, 4.5 km rest to Thamarassery town and 8.5 km east to Balussery town. Poonoor is land of serene beautiful greeny paddy fields on the banks of the 'poonoor river'.

**HOW TO REACH**

Descend at Calicut international airport or Calicut railway station, take a taxi to Calicut town, board a bus from KSRTC/Private bus station To Thamarassery(34 km).board another bus from Thamarassery (4.5 km) To poonoor.

|  |
| --- |
| ADDRESS  DESEEYA AYURVEDIC PHARMACY H.O POONOOR  KOZHIKODE-673574  KERALA,INDIA  Phone:  Factory:+914962646278  H.O :+914962647268, 2648236  Fax :+914962648235  Email :mail@deseeya.com  webste :[www.deseeya.com](file://C:\Users\acer\Documents\www.deseeya.com) |

**Table No.3.1**

**ORGANIZATIONAL STRUCTURE OF DAP POONOOR**

Chart No. 3.1

Managing partner - 2

Partners (5)

General Manager

Assistant Assistant Assistant

General General General

Manager in Manager In Manager in

Assistant General Manager in production

Assistant General Manager in

Finance l &admin

Sales Manager

Production supervisor

Accountant

Lab in charge

Office assistant

Sales executive

Dept.head

Workers

**3.13 DEPARTMENTS OF DAP**

For efficient functioning of every organisation several departments should be formed which specialised in each area. Some of the departments which are usually seen in major organization are human resources Departments, production department, finance department, marketing department, etc. Each of these departments are controlled and managed by qualified and experienced personnel.

In DAP, Head office, Poonoor also have established certain departments for efficient functioning of the company. They are the following

**3.13.1 MARKETING DEPARTMENT**

This department mainly deals with marketing of medicines. This department includes marketing manager, sales manager.

The institution as a wide marketing network with the marketing division in Calicut, branches in different parts of Kerala and agencies .

The management determines the price of product upon the competitive price.

**3.13.2 PRODUCTION DEPARTMENT**

Production is the process of transformation of various input like Man, material, machine and money into some desired output. DAP, Poonoor has separate production department system which produce more than 450 Ayurvedic products including 35 patent products. This department includes production supervisors and workers. The medicines are prepaid in 100 % hygienic environment under the strict monitoring of Ayurvedic experts.

**3.13.3 HUMAN RESOURCE DEPARTMENTS**

Human resource department is a term used to describe the individuals who comprise the work force of an organization. HR is also the name of the function within an organization charged with the overall responsibility for implementing strategies and policies relating to the management of individuals. This department includes HR manager, supervisor, office staff and workers.

The total number of workers in DAP, Poonoor is among them are permanent and are daily wage workers.

The wages of workers 225 per day. Other facilities provided to them are PF, family pension, medicine, tour package, etc. the working hours of the factory is from 8 AM to 5 PM.

**3.13.4 FINANCE DEPARTMENT**

Finance is defined as the provision of money at the time when it is required or the management of flow of money throughout an organization.

**3.14 MAJOR PRODUCTS**

**1.Ayurvedic traditional products**

DAP, Poonoor produces more than 400 Ayurveda traditional products in accordance with the principles of Ayurveda as laid down in the ancient scriptures. The Ayurvedic traditional products can be classified into nine major groups. They are as following

Table No. 3.2

|  |  |
| --- | --- |
| **NO** | **PRODUCT NAME** |
| 1 | ARISHTA |
| 2 | ASAVAS |
| 3 | OIL and KUZHAMBUS |
| 4 | KASHAYAM |
| 5 | LEHYAMS |
| 6 | CHOORNA |
| 7 | GULIKA |
| 8 | BHASMA |
| 9 | GHRITHAMS |

**2. Ayurvedic patented products**

DAP, Poonoor has around 35 patented products in accordance with the principles of Ayurveda as laid down in the ancient scriptures. Some of them are the following.

Table No 3.3

|  |  |
| --- | --- |
| **NO** | **NAMES** |
| 1 | ABALAMRITHAM 40 SOML |
| 2 | BETA SOL 50 CAP |
| 3 | DAN OIL ML |
| 4 | DIABESSOL 100 ML |
| 5 | PRESSAVA RAKSHA LEHYAM 500 G |
| 6 | HERBULSA 200 ML, HAYAGANDHA 200 ML |
| 7 | SMRITHI GULIKA 100 NOS |
| 8 | SMRITHI THAILAM 5 ML |
| 9 | SHAIKARIGULAM 250 GM |
| 10 | D-KOF 100 ML |

**CHAPTER -03**

**REVIEW OF LITERATURE**

**REVIEW OF LITERATURE**

Any organization’s success and growth depends on employees. The company may have rich resources of capital, material, infrastructure, machines and technology but if the quality of manpower is not good, the organization cannot succeed. Employee welfare plays a vital role in every organization. And the quality and productivity of manpower depends on the welfare measures provided by the organization.

A human resource needs to be utilized to the maximum possible extent in order to achieve to active organizational and individual goals. It is the most valuable asset of an organization in fact it is an economic resource covering all human resource organized and unorganized, employed or capable of employment, working at all level hence importance of human resources.

As organizations get larger and sophisticated and processes more complex, it gets increasingly difficult to coordinate specializations at various policy and operating levels. The HR department performs the vital task of weaving sectional and individual interests and practices into the matrix of group functioning, that is the ‘organization’. Organizations had hitherto looked at the "Personnel Department," for management of paperwork involving hiring and paying people. More recently, organizations consider the human resource department better suited for the task. HRM plays a significant part in both regulatory and policy planning functions.

**HUMAN RESOURCE MANAGEMENT**

Human Resource Management is concerned with the managing people as an organizational resource rather than as factors of production. It involves a system to be followed in business firm to recruit, select, hire, train and develop human assets. It is concerned with the people dimension of an organization. The attainment of organizational objectives depends, to a great extent, on the way in which people are recruited, developed and utilized by the management. Therefore, proper co-ordination of human efforts and effective utilization of human and others material resources is necessary.

Human Resource Management is a process, which consists of four main activities, namely, acquisition, development, motivation, as well as maintenance of human resources. People are considered the key resource in this approach. it is concerned with the people dimension in management of an organization. Since an organization is a body of people, their acquisition, development of skills, motivation for higher levels of attainments, as well as ensuring maintenance of their level of commitment are all significant activities.

**4.1.1 DEFINITIONS OF HRM**

The following four definitions encompass the aforesaid core issues in human resource management. HRM could thus be referred to as;

* Flippo, 1984 defined “HRM is the planning, organizing directing and controlling of the procurement, development, compensation, integration, and maintenance of human resource to the end those individual, organizational, and social objectives are accomplished.
* Milkovich & Boudreau, 1997 defined as “Human resource management is a series of integrated decisions that govern employer-employee relations. Their quality contributes to the ability of organizations and employees to achieve their objectives”.
* Decenzo & Robbins, 1989 defined as “The HRM is concerned with the people dimension to management. Since every organization comprises people, acquiring their services, developing their skills, motivating them to higher levels of performance and ensuring that they continue at the same level of commitment to the organization are essential to achieving organizational goal. This is true, regardless of the type of organization: viz. government, business, education, health, recreation, or social action.
* Tracey, 1994 HRM is the organization function that focuses on the effective management, direction, and utilization of people; both the people who manage produce and market and sell the products and services of an organization and those who support organizational activities. It deals with the human element in the organization, people as individuals and groups, their recruitment, selection, assignment, motivation, empowerment, compensation, utilization, services, training, development, promotion, termination and retirement.”

From the above definitions, certain new and some of the most important ones HRM aspects emerge could be stated as:

* There is an explicit link between managing human resource and success of administrative or management strategy. Competition forces management to alter the latter with implications for the former.
* Sector strategies cannot be appreciated in isolation but only as parts of the integral whole.
* Senior line managers are required to assume more responsibility with regard to managing human resource. There is a stress on inter-personal relations as a determinant of performance.

**4.2 EMPLOYEES SATISFACTION**

Satisfaction is fulfillment of a need or desire and the pleasure obtained by such a fulfillment. Satisfaction is a good measure to evaluate personal attitude to the professional activity of enterprises. It also expresses a level of happiness of a person in his professional environment connected with interpersonal relations with colleagues and superiors.

Employee satisfaction is a key part of successful business. Knowing the employee needs and achieving satisfaction are the basis for successful business activities the employee feedback is most important source of information for improving product and services. Satisfied and convinced employees ensure the company’s success in the long term. Research has shown that companies that encourage or engage their employees to provide ideas or suggestions have a consistently higher employee retention rates, productivity and job satisfaction.

“Happy employees are productive employees.”“Happy employees are *not* productive employees.” We hear these conflicting statements made by HR professionals and managers in organizations. There is confusion and debate among practitioners on the topic of employee attitudes and job satisfaction— even at a time when employees are increasingly important for organizational success and competitiveness. Therefore, the purpose of this article is to provide greater understanding of the research on this topic and give recommendations related to the major practitioner knowledge gaps.

As indicated indirectly in a study of HR professionals (Rynes, Colbert, & Brown, 2002), as well as based on our experience, the major practitioner knowledge gaps in this area are: (1) the causes of employee attitudes, (2) the results of positive or negative job satisfaction, and (3) how to measure and influence employee attitudes. Within each gap area, we provide a review of the scientific research and recommendations for practitioners related to the research findings. In the final section, additional recommendations for enhancing organizational practice in the area of employee attitudes and job satisfaction are described, along with suggestions for evaluating the implemented practices.

Before beginning, we should describe what we mean by employee attitudes and job satisfaction. Employees have attitudes or viewpoints about many aspects of their jobs, their careers, and their organizations. However, from the perspective of research and practice, the most focal employee attitude is job satisfaction. Thus, we often refer to employee attitudes broadly in this article, although much of our specific focus will concern job satisfaction.

**4.2.1 DEFINITIONS**

“Employee satisfaction is the terminology used to describe whether employees are happy, contended and fulfilling their desires and needs at work. Many measures support that employee satisfaction is a factor in employee motivation, employee goal achievement and positive employee morale in the work place”. Susan M. Heath field (About.Com).

Cranny, Smith & stone (1992) defined employees satisfaction as the combination of affective reactions to the differential perceptions of what he/she wants to receive compared with he/she actually receives.

According to Moyes, Shao & Newsome (2008) the employee satisfaction may be described as how pleased an employee is with his or her position of employment.

As Spector (1997) defined job satisfaction as all the feelings that a given individual has about his/her job and its various aspects. Employee satisfaction is a comprehensive term that comprises job satisfaction of employees and their satisfaction overall with companies policies, company environment etc.

The most-used research definition of job satisfaction is by Locke (1976), who defined it as “. . . a pleasurable or positive emotional state resulting from the appraisal of one’s job or job experiences” (p. 1304). Implicit in Locke’s definition is the importance of both affect, or feeling, and cognition, or thinking. When we think, we have feelings about what we think. Conversely, when we have feelings, we think about what we feel. Cognition and affect are thus inextricably linked, in our psychology and even in our biology. Thus, when evaluating our jobs, as when we assess most anything important to us, both thinking and feeling are involved.

**CHAPTER - 4**

**LABOUR WELFARE MESURES:-**

**AN OVERVIEW**

**1. ALLOWANCES**

**2. HEALTH AND SAFTY**

**3. OTHER MEASURES**

**4. OTHER FACILITY**

**LABOUR WELFARE MEASURES IN DESEEYA AYURVEDIC PHARMACY**

* **ALLOWANCES:**

DAP has been providing a number of allowances for the enjoyment of employees. They are as follows,

* *washing allowances*
* Uniform allowances
* *Stitching allowances*
* **HEALTH AND SAFETY BENEFITS:**
* *Safety wears- Safety wears will be given on the basis of nature of work. The workers are given different types of safety wears*
* *Gloves and other materials*
* *Adequate medical allowances*

3. **OTHER MEASURES**:

* Festival advances

DAP allows bonus of 20 % on salary for the following festivals in order to enable the employees to enjoy on such occasions. The festivals are –

* Vishu and Onam : Hindus
* Ramzan and Bakreid : Muslims
* X’ mas and Easter : Christians

**1. AGE COMBINATION**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO OF RESPONDENT** | **% OF RESPONDENT** |
| BELOW 30 | 1 | 3.4 |
| 30 -40 | 10 | 33.3 |
| 40 -50 | 9 | 30 |
| 50 &ABOVE | 10 | 33.3 |
| TOTAL | 30 | 100 |

Table No 6.1

Chart No 6.1

INTERPRETATION

Respondent of deferent age group approached .Majority of the respondent are above 50 years of age.

**2. GENTER DIFFERENCE**

|  |  |  |
| --- | --- | --- |
| **PARTICULARES** | **NO. OF RESPONDENT** | **% OF RESPONTEND** |
| MALE | 28 | 93.3 |
| FEMALE | 2 | 6.7 |
| TOTAL | 30 | 100 |

Table No 6.2

Chart No 6.2

INTERPRETATION

The above table shows that majority of respondent are male (93%) only 7% of female working in this company

**3.ACAEMIC QUALIFICATION**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| SSLC | 23 | 77% |
| Plus Two | 5 | 17% |
| Above PLUS two | 2 | 6% |
| TOTAL | 30 | 100% |

Table No 6.3

**Chart No 6.3**

INTERPRETATION

From the above diagram shows that majority of the workers in the company are educated

**4.WORKING CONDITION**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF WORKERS** | **% OF WORKERS** |
| Highly Satisfactory | 19 | 63% |
| Satisfactory | 9 | 30% |
| Neutral | 2 | 7% |
| Dissatisfactory | 0 | 0% |
| Highly Dissatisfactory | 0 | 0% |
| TOTAL | 30 | 100% |

**Table No 6.4**

**Chart No 6.4**

INTERPRETATION

**5.WORK TIME**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF WORKERS** | **% OF WORKERS** |
| Highly Satisfactory | 5 | 17% |
| Satisfactory | 18 | 60% |
| Neutral | 5 | 17% |
| Dissatisfactory | 2 | 6% |
| Highly DisSatisfactory | 0 | 0% |
| TOTAL | 30 | 100% |

**Table No 6.5**

**Chart No 6.5**

INTERPRETATION

**6.** **OVER TIME ALLOWANCES**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| Highly Satisfactory | 9 | 30% |
| Satisfactory | 15 | 50% |
| Neutral | 6 | 20% |
| Dissatisfactory | 0 | 0% |
| Highly Dissatisfactory | 0 | 0% |
| TOTAL | 30 | 100% |

Table No 6.6

Chart No 6.6

INTERPRETATION

**7. LEAVE POLICY**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| Highly Satisfactory | 3 | 10% |
| Satisfactory | 18 | 60% |
| Neutral | 6 | 20% |
| Dissatisfactory | 3 | 10% |
| Highly Dissatisfactory | 0 | 0% |
| TOTAL | 30 | 100% |

**Table No 6.7**

**Chart No 6.7**

INTERPRETATION

**8. RELATIONSHIP**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| Excellent | 8 | 27% |
| Good | 16 | 53% |
| Fair | 6 | 20% |
| Poor | 0 | 0% |
| Very poor | 0 | 0% |
| TOTAL | 30 | 100% |

Table No 6.8

Chart No 6.8

INTERPRETATION

**9. TRAINIG ATTEMPT**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| All Time | 5 | 17% |
| Some Time | 12 | 40% |
| Exceptional | 4 | 13% |
| Neutral | 6 | 20% |
| Never | 3 | 10% |
| TOTAL | 30 | 100% |

**Table No 6.9**

Chart No 6.9

INTERPRETATION

**10.** **TRAINING TYPE**

Table No 6.10

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| Computer | 5 | 17% |
| Technical | 4 | 13% |
| Personality DVPT | 13 | 43% |
| Communication | 6 | 20% |
| All | 2 | 7% |
| TOTAL | 30 | 100% |

Chart No 6.10

INTERPRETATION

**11. DEVELOPMENT OF TRAINIG**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| Extremely | 6 | 20% |
| Highly | 12 | 40% |
| Moderately | 4 | 13% |
| Neutral | 5 | 17% |
| Never | 3 | 10% |
| TOTAL | 30 | 100% |

**Table No 6.11**

Chart No 6.11

INTERPRETATION

12. SATISFACTION WITH WELFAIR

Table No 6.12

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| Highly Satisfactory | 6 | 20% |
| Satisfactory | 22 | 73% |
| Neutral | 2 | 7% |
| Dissatisfactory | 0 | 0% |
| Highly Dissatisfactory | 0 | 0% |
| TOTAL | 30 | 100% |

Chart No 6.12

INTERPRETATION

**13. PERSANAL APPRAISAL**

**Table No 6.13**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF RESPONDENT** | **% OF RESPONDENT** |
| Highly Satisfactory | 8 | 27% |
| Satisfactory | 17 | 57% |
| Neutral | 5 | 16% |
| Dissatisfactory | 0 | 0% |
| Highly Dissatisfactory | 0 | 0% |
| TOTAL | 30 | 100% |

Chart No 6.13

**14. QUIEVENESS HANDLING**

Table No 6.14

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF WORKERS** | **% OF WORKERS** |
| Highly Satisfactory | 5 | 17% |
| Satisfactory | 15 | 50% |
| Neutral | 9 | 30% |
| Dissatisfactory | 1 | 3% |
| Highly Dissatisfactory | 0 | 0% |
| TOTAL | 30 | 100% |

Chart No 6.14

INTERPRETATION

**15. TRADE UNION**

**Table No 6.15**

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO.OF WORKERS** | **% OF WORKERS** |
| YES | 24 | 80% |
| NO | 6 | 20% |
| TOTAL | 30 | 100% |

INTERPRETATION

**16. AVAILABLE FACILITIES**

**Table No 6.16**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **CATOGARY** | **HIGHLY SATISFACTORY** | **SATISFACTORY** | **NEUTRAL** | **DISATISFACTORY** | **HIGHLY DISATISFACTORY** |
| Canteen | 16 | 10 | 3 | 1 | 0 |
| Medical benefits | 1 | 25 | 4 | 0 | 0 |
| Rest room facility | 6 | 17 | 4 | 3 | 0 |
| Bonus | 16 | 12 | 2 | 0 | 0 |
| Toilet facility | 21 | 6 | 3 | 0 | 0 |
| Sanitation | 4 | 11 | 14 | 1 | 0 |
| Prayer hall | 2 | 10 | 10 | 7 | 1 |
| Hostel facility | 0 | 0 | 6 | 14 | 10 |
| Drinking water | 21 | 7 | 2 | 0 | 0 |
| Safty measures | 6 | 16 | 6 | 2 | 0 |
| Parking facility | 10 | 12 | 6 | 2 | 0 |
| Gratuity | 19 | 9 | 2 | 0 | 0 |

**Chart No .6.16**

INTERPRETATION

FINDINGS AND SUGGESSIONS

**FINDINGS**

STRENGTH

1. The employees of DAP are working in highly co-operate manner

2. Most of the employees working in DAP are male(93.3%)

3. Most of employees DAP are age between 30-50

4. 63% of workers are highly satisfied with their working condition

5. It is found that the company has good human resource department system

6. 60% of workers are satisfied with the working hours of DAP

7. Most of the worker have good relationship with management

8. In DAP there is effective leave policy

9. 80% of worker have membership in trade union

10. Most of respondent are satisfied with the rest room facility

WEAKNESS

1. 33% of workers are in the age of above 50

2. Most of the employees are not satisfied with the hostel facility

**SUGGESSIONS**

1. Company must introduce hostel facility

2. Company must recruit youth employees

3. Company must improve the training programs

4. Company must ensure better grievance handling

5. It is suggested that a complaint box is necessary for the company

**CONCLUTION**

Employee welfare is a term including various services, benefits and facilities offered to employees by the employers. The welfare measures need not be monetary but in any kind/ form. This include items such as Allowances, Housing, Transportation, Medical insurance and Food. Welfare measures helps in keeping the morale and motivation of the employees high, so has retain the employees for longer duration. A business has to provide various benefits to ensure its employees' welfare. while this may increase the business expense and negatively effect its bottom line, looking after its employees will benefits the business in otherwise.

Based on this study about "A STUDY ON LABOUR WELFARE ACTIVITIES IN DESEEYA AYURVEDIC PHARMACY", it is very clear that DAP provides various necessary facilities to its employees for efficient running of the company to a large extent. thus the study concludes that the welfare amenities provided by DAP is very efficient and effective for its employees, this would help the company to achieve its objectives with the increase of productivity of its employees.

However, the company has to comply with fast changing business environment. modification should be comprehensive with inclusion of modern changes. Hence, we have to remember that, Labor welfare includes not only wages and salaries but also those activities of employer which are directed towards providing the employees certain facilities and services in an organization

QUESTIONNAIRE

**Respected sir/madam**

**We are the students of M.A.M.O College ,We conducting a research project on; “ A STUDY ON LABOUR WELFARE ACTIVITIVES IN DESEEYA AYURVEDIC PHARMACY ” .The following questionnaire is an important part of our study and we would be obliged if you co-operate with usin filling the questionnaire. The details collected shall be kept confidential and will be used for educational purpose only.**

**Name :**

**Sex :**

**Age :**

**Educational Qualification :**

**1. How many years you have been working in this organisation?**

**Below 10 years 10-15 years 15-20years** 

**20-25 years** **Above 25 years** 

**2. Are you satisfied with the working environment of the organisation?**

**Highly satisfactory** **satisfactory** **neutral** 

**dissatisfactory** **Highly dissatisfactory** 

**3. How do you rate the working hours of the organisation?**

**Highly satisfactory** **satisfactory** **neutral** 

**Dissatisfactory** **Highly dissatisfactory** 

**4. Rate the over time allowances offered by the organisation?**

**Highly satisfactory** **satisfactory** **neutral** 

**dissatisfactory** **Highly dissatisfactory** 

**5. How do you rate the leave policy of the organisation?**

**Highly satisfactory** **satisfactory** **neutral** 

**dissatisfactory** **Highly dissatisfactory** 

**6. How do you feel about the relationship of employees with management?**

**Excellent** **Good** **Fair** 

**Poor** **very poor** 

**7. Have you undergone any training programme?**

**All time** **Some time**  **Exceptional** 

**Neutral** **Never** 

**8. What type of training programme you have attended?**

**Technical** **computer** **personality development** 

**communication****All** 

**9. Do you feel any development after getting training programme?**

**Extremely** **Highly****Moderately**

**Neutral**  **Never** 

**10. Rate the over all satisfaction with the employee welfare activities of the Organisation?**

**Highly satisfactory** **Satisfactory** **Neutral** 

**Dissatisfactory** **Highly dissatisfactory** 

**11. What is your opinion about the performance appraisal programmes taken by the company?**

**Highly satisfactory** **Satisfactory** **Neutral** 

**Dissatisfactory** **Highly dissatisfactory** 

**12. Are you satisfied with proper handling of employees complaint by the Organisation?**

**Highly satisfactory** **Satisfactory** **Neutral** 

**Dissatisfactory** **Highly dissatisfactory** 

**13. Do you have membership of any trade union?**

**Yes** **No** 

**Enter your opinion about the following items;**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Category** | **Highly**  **satisfactory** | **satisfactory** | **Neutral** | **Dissatisfactory** | **Highly**  **Dissatisfactory** |
| **14. Canteen** |  |  |  |  |  |
| **15. Medical benefits** |  |  |  |  |  |
| **16. Rest room facility** |  |  |  |  |  |
| **17. Bonus** |  |  |  |  |  |
| **18. Toilet facility** |  |  |  |  |  |
| **19. Sanitation** |  |  |  |  |  |
| **20. Prayer hall** |  |  |  |  |  |
| **21. Hostel facility** |  |  |  |  |  |
| **22. Drinking water** |  |  |  |  |  |
| **23. Safety measures** |  |  |  |  |  |
| **24.Parking facility** |  |  |  |  |  |
| **25.Gratuity** |  |  |  |  |  |

**Further Remarks:-**

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Human resource Manager M.A VIJAYARAM

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* K. ASWATHAPPA
* MIRSHA
* S.SAIYADIAN
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