

**A STUDY ON RURAL EMPLOYE’S PERFORMAN'CE
APPRAISAL SYSTEM AT ATK THENI GURU KRISHNA
TEXTILE MILLS PVT Ltd.**

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ABSTRACT

Employees’ performance is a process supporting the use of human resource in an organization. It is possibly management’s most powerful tool in controlling performance and productivity of human resources in the organization. Used effectively, employees’ performance can have tremendous strategic potential for governing employee behaviour and, in turn, organization’s direction through its dynamic links to selection, training, career path planning and reward system.

Introduction

Performance appraisal is a method of evaluating the behaviour of employees in the work spot, normally including both the quantitative and qualitative aspects of job performance. Performance refers to the degree of accomplishment of the tasks that makeup an individual’s job. It indicates how well an individual is fulfilling the job demand.

Performance is always measured in terms of results. When properly conducted, performance appraisal not only let the employee know how well he is performing but should also influence the employee's future level of effort, activities, results and task direction. Performance appraisal evaluates not only the present performance of a worker but also his potential for development.

Characteristics of Performance Appraisal

- ❖ It is the systematic of an employee's strength and weakness in term of the job.
- ❖ Performance appraisal is a scientific or objective study. Formal procedures are used in the study. The same approach is adopted for all jobholders so that the results are comparable.
- ❖ It is ongoing or continuous process where in the evaluations are arranged periodically according to a defined plan.
- ❖ The main purpose of performance appraisal is to secure information necessary for making objective and correct decision on employees.

Importance of Performance Appraisal

- ❖ Performance appraisal provides valuable information for personal decision such as pay increase, promotion, managements, transfer and terminations.
- ❖ Management's gets an objective based for discursion salary increase and promotion with the staff. Thus, performance appraisal serves as the basis of suitable personal politics.
- ❖ It helps to judge the effectiveness of recruitment, selection, and placement and orientation system of the organization. It is useful in analyzing performance appraisal needs.
- ❖ These need can be assessed because performance appraisal develops people who require further performance appraisal to remove their weakness it also identified individual with high potential who can be groomed up for higher position
- ❖ Performance appraisal facilitates human resources planning, career planning and succession planning.

OBJECTIVE OF THE STUDY

- ❖ To study the performance appraisal of employees in general “ATK Theni Guru Krishna Textile Mills Pvt Ltd in Theni”
- ❖ To identify the effective method of Performance Appraisal
- ❖ To measure the effectiveness of the Performance Appraisal in ATK Theni Guru Krishna Textile Mills Pvt Ltd in Theni”. .
- ❖ To give the needed suggestion for the further improvement of appraisal system

SCOPE OF THE STUDY

- ❖ The scope of the study is confined to ATK Theni Guru Krishna textile Mills Pvt Ltd in Theni.
- ❖ To effort promotion based on competence and performance.
- ❖ To access the training and developing needs of employees.
- ❖ To help the superior to have proper understanding about their subordinates.
- ❖ To let the employees know where they stand in and so far as their performance is concerned and to assist them with constructive criticism and guidance for the purpose of their development.
- ❖ Based on the study the organization can take further step towards the development of the appraisal system.

RESEARCH METHODOLOGY

Research Design

Accordance with the objective of the study the researcher has used descriptive research design. To collect the relevant data from the sample the research has stratified random sampling method to select 100 sample respondents out of 500.

Sampling Design

To select the sample for the study the researcher has adopted **stratified random sampling method**.

S. No	Name of The Department	No. of Employee Working	No. of Employee Selected In Sample
1	Finance	18	7
2	Human Resource	17	8
3	Marketing	66	5
4	Production	297	42
5	Purchase	37	12
6	Store	23	10
7	Quality control	42	16
Total		500	100

Sample Size

To represent the total population of the company the research has used in 100 samples

Statically Tools for Analysis

1. Percentage analysis
2. Chi-square analysis

LIMITATIONS OF THE STUDY

- ❖ The study is restricted only to the employees of “ATK Theni Guru Krishna Textile Mills”. So that findings cannot be generalized..
- ❖ Some of the respondents were not even ready to spend time with the researcher.

FINDINGS

- The employees of the company are they are in the age group of 25-35 years. The well experience respondent is highly in the company.
- The company has more male employees then the female. The company wanted to male employees for manufacturing process.
- Majority of the employees of the company are low educated and they know only reading and writing and they are highly adventure in nature.
- The more employees of the company having general shift, the female employees are unfit for the night shift due to there is no proper safety to the female employees.
- The more employees of the company having 8-10 year's experience, the company having more employees turn-over.

- **Organizational factors**

- It is found from the analysis the majority of the employees receive more benefit through allowances.
- It is inferred from the analysis that the majority of the employees motivating factors are like other packages due to it easily given only were the employee's performance are well good in the organisation.
- The more employees of the company is strongly agreed and no employees of the company are strongly disagreeing about the overall responsibility of the organization.
- The more employees of the company are strongly agreed and no employees of the company are strongly disagreeing about the discussion between company plans with the employees.
- All the respondents are agreed that the organization have clearly defined business goals, purpose and strategy.
- Most of the employees agree that performance appraisal needs transparency to correct the erring employees.
- It is concluded that the majority of the respondents are moderately satisfied with their prevailing format of performance appraisal in the organisation.

- It depicts from the analysis that the majority of the respondents must improve the skills in performance appraisal and from that skill their promotion, salary experience will increase in the organisation.
- It is concluded from the analysis that majority of the employees are aware in future challenges in the organisation.
- It is found from the analysis that majority of the employees strongly agreed that the managers are monitoring and measuring the ongoing basis of performance appraisal in the organisation.
- It is concluded that the majority of employees evaluate the performance in knowledge of work life in the organisation.
- It is concluded that the majority of employees strongly agreed with their evaluation of performance in attitude.
- It is concluded that the majority of employees evaluate the performance of team work in the organisation.
- It is concluded that the majority of employees strongly agree with their evaluation of performance in Discipline
- It is concluded that the majority of employees strongly agree with the co-operation of performance in the organisation.
- The employees attendance must be evaluated in performance factor were the majority of the respondents agreed.
- From the analysis of the interpretation the majority of the employees strongly agreed to develop the business and improve the skills.
- It is found from the analysis of the interpretation the majority of the employees strongly agreed to develop the business in Record keeping system.
- It is concluded that the majority of employees strongly agree with product or service to develop the business
- From the analysis of the interpretation the majority of the employees strongly agreed to identify customer in the organisation.

SUGGESTIONS

- It is suggested to improve the performance factors. Employees are the backbone of organization. A performance appraisal is need for the employees are to be seriously examined. The company may invest more for the development of employees.
- It suggested that the organization can make awareness of the performance appraisal system and implement some new innovative ideas in appraisal system to encourage employees to increase more productivity, efficient in work and achieve their task.
- Salary has to be increased for worker.
- Reward for employees must be given at the proper time.
- Every inside the company must reward based on their performance.

CONCLUSION

The study aimed to know the employees attitude about the performance appraisal method adopted in the organization. Based on these a well structured questionnaire was framed. From the analysis the results were concluded that the employees need some more changes and updating in the performance appraisal programmers. As well as the employees should be aware of future goals and challenges faced by the organization.

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