

A STUDY ON RURAL EMPLOYEE'S JOB SATISFACTION IN HATSUN AGRO PVT LTD

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ABSTRACT

Satisfied employees make for satisfied employers. The following paper will provide you, as an employer of a non-profit organization, with the evidence and the tools that you need to create a climate within your workplace that fosters employees job satisfaction. In this paper we break down the benefits to you and to your employees, we provide examples of the kind of tools you may wish to consider when addressing job satisfaction at World Vision New Zealand and we unravel the “how” of ongoing job satisfaction measurement and application. Thankfully, employee job satisfaction is a topic that has historically received a high degree of focus. As a result, personal and corporate catalysts for job satisfaction and the associated methods that facilitate that change have been thoroughly researched, tested and applied. As a result you can be assured that should you take head of the information contained in this paper, your efforts will yield results. For both employee and employer alike the benefits are both wide-ranging and significant. As an employer, an investment into job satisfaction is a must. Simply put, your employees’ job satisfaction truly is your gain

INTRODUCTION

In an organization the first and foremost requirement is employee job satisfaction. It is impossible to bring about high satisfaction in all the spheres and areas of the concern. Unfortunately not everyone receives the satisfaction from his job. Employees get satisfied if they

are good enough to fit in the work culture. There is a growing awareness among employees on the job satisfaction and the working climate etc. Employee Job satisfaction refers to an employee's general attitude towards his job. Satisfaction or dissatisfaction rising from his job gives the psychological problem of morale. The importance of Employee job satisfaction is fairly evident from description of the importance of maintaining morale in any industry. If a worker is not satisfied with his work, then both the quantity and quality of his output will suffer, if his job satisfaction increases then there is an improvement in both the quality and quantity of production.

RURAL EMPLOYEE JOB SATISFACTION

- The study of the employee job satisfaction helps the company to maintain standards & increase productivity by motivating the employee. The study tells us how much the employee are capable & their interest in their work place.
- It is important not to lose people who deliver the end product or service to the customer of employee.
- These are the people that need proper support systems. Employee job satisfaction is what will determine the successes or failure of the company.

IMPORTANCE OF RURAL EMPLOYEE JOB SATISFACTION:

Employee job satisfaction is essential to the success of any business. A high rate of employee contentedness is directly related to a lower turnover rate. Thus, keeping employees' satisfied with their careers should be a major priority for every employer. While this is a well known fact in management practices, economic downturns like the current one seem to cause employers to ignore it. There are numerous reasons why employees can become discouraged with their jobs and resign, including high stress, lack of communication within the company, lack of recognition, or limited opportunity for growth. Management should actively seek to

improve these factors if they hope to lower their turnover rate. Even in an economic downturn, turnover is an expense best avoided.

OBJECTIVE OF THE STUDY

- To study the rural employees perception towards working environment in the hatsun agro production industry, Palacode.
- To analysis the rural employee satisfaction towards rural employee facilities provided by the company
- To offer valuable suggestion to the company to improve the rural employee job satisfaction.
- To study the rural employee perception towards organization.
- To study the attitude of the rural employee towards their work.
- To pride suggestion for the growth and perspective of the company

SCOPE OF THE STUDY

- Rural Employee job satisfaction is not easiest one to achieve generally, prediction of human behavioral, and satisfying them is impossible employee job satisfaction comes through various fulfillment.
- But this present study focuses only on two aspects. i.e working environment and welfare facilities working environment is very important to given a peaceful atmosphere to the Rural employees.
- The rural employee facilities are supporting the employee motivation. Hence, this study covers working environment and employee facilities contribution for employee job satisfaction at hat sun agro production ltd.

STATEMENT OF THE PROBLEM

No human being is fully satisfied because when one need is satisfied another need automatically arises. Satisfaction is very important for a person's success in his/her professional life and for the development of the organization. This study aims at development and suggests ways and means of improving the level. Satisfaction is the result of various attitudes possessed by an employee. In short satisfaction is a general attitude which is the result of specific attitudes of man in three areas namely, specific job factors, individual characteristics and group relationship outside the job.

RESEARCH METHODOLOG

Research methodology describes the research procedures, which includes the overall research design and the data collection method.

RESEARCH DESIGN:

In accordance with the objective of the study the researcher has used descriptive research design. To collect relevant data from the samples the researcher has used Stratified Random Sampling Method. To select 100 samples respondents out of 300 employees. To collect data from the sample respondents a questionnaire was designed to avoid biased respondents the researcher has used direct interview method to collect data from sample respondents. Percentage analysis and chi-square test have been applied for analysing the data. The data was analysed through SPSS.

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	50	10

2	Human resource	50	10
3	marketing	130	30
4	production	140	50
	TOTAL	370	100

STATISTICAL TOOLS FOR ANALYSIS:

In order to analysis the primary data the researcher has used two statistical tools namely

- percentage analysis
- Chi-square method.

STATISTICAL TOOL

The study has used various statistical tools viz.. simple percentage, chi- square test.

LIMITATIONS OF THE STUDY

- Researcher was not allowed to ask most touching questions which easily affected employees.
- Since all the employees were not available during the day shift the researcher took accidental sampling.
- Some employees were afraid to give information.
- Illiterate employees might have given wrong information.
- Short period of time the researcher has got to do his project work.

FINDINGS

- ❖ 70% of employees are male in the organization so the organization having more production process

- ❖ 42% of employees are in an age group of 21-30 ages. The organization having young & energetic employees. So it can implement new idea and new innovative scheme..
- ❖ 39% of employees are graduate so company is going in the systematic way there should be a discipline in organizational culture.
- ❖ 63% of employees are married so basically they having a decision making knowledge and also known how to solve the problem.
- ❖ From the analysis it was found that 39% of employees are experience.
- ❖ 65% of employees are getting 11,000-15,000 salary with that they are happy.
- ❖ Out of 100 employees all of them responded that the management satisfied 41% of employee are present wages.
- ❖ Out of 100 employees all of them respondent that the management satisfied with 41% periodic increments based on your years of experience.
- ❖ Because of their performance 38% of the satisfied level of medical allowances.
- ❖ Out of 100 employees, 43% of employee are satisfied welfare of infrastructure, canteen, education facilities.
- ❖ All the executives highly satisfied that the organization have clearly 36% employee are satisfaction level of work environment with your colleagues
- ❖ Out of 100 employees 41% all of them responded that the bosses discussing the job motivation from the management.
- ❖ From the analysis it was found that 42% good that they are job matching with your qualification.
- ❖ From this we observed that 49% of the employees satisfied that they are overall satisfaction level.
- ❖ From the analysis it was found that 63% of them satisfied that they are respondent of the job.

- ❖ From the analysis it was found that 49% of them thought that the respondent opinion about nature of the working environment.
- ❖ From the analysis it was found that 47% of them thought that the respondent of satisfied level with the working facilities.
- ❖ From the analysis it was found that 43% of them highly satisfied that the medical facilities in the job.
- ❖ From the analysis it was found that 47% of them highly satisfied that the working time.
- ❖ From the analysis it was found that 51% of the employees satisfied that the respondents opinion the total employee job satisfaction amenities.
- ❖ From the analysis it was found that 51% of the employees highly satisfied that the management provides health insurance.
- ❖ From this analysis it was found that 42% of the employees agree that the manager monitor, measure and make note of their subordinates performances on an ongoing basis.
- ❖ Out of 100 employees,49% of the executives highly satisfied with the respondent opinion adequate importance given to first aids & facilities.
- ❖ From this analysis it was found that 48% of them highly satisfied that respondent opinion hygienic conditions of working place.
- ❖ From this analysis it was found that 52% of the highly satisfied that respondents opinion adequate drinking water facilities.
- ❖ The majority (90%) of the respondents expectation filled by the organization and 10% respondents said no
- ❖ The majority (60%) of the respondents satisfied about the salary offer by the company (40%) of the respondents dis-satisfied about salary.
- ❖ The majority (70%) of the respondents are satisfied towards the commitment of Managing Director in the organization.

- ❖ The majority(46%) came to know through by internet, (30%) of the respondents came to know through by friends, 4% of the respondents came to know through by newspaper and 20% of the respondents came to know through by other sources.
- ❖ The majority (60%) of the respondents willing to refer the organization to others
- ❖ The majority (60%) of the respondents felt that suitable designations offered for right persons,(40%) not a suitable designation.
- ❖ The majority (55%) of the respondents said that the main recruitment source is direct recruitment.
- ❖ The majority (60%) of the respondents prefer internal recruitment(through staff reference)
- ❖ The majority (56%) of the respondents having awareness about organizational policies
- ❖ The majority (55%) of the respondents said excellent about written test conducted during the recruitment process.
- ❖ The majority (80%) of the respondents satisfied towards overall selection procedures adapted in the organization

SUGGESTION:

- It was found that majority of respondents are satisfied with the working environment. Hence it is advised to the company that to give importance in making good working atmosphere
- It was found that majority of respondents are satisfied with the employee facilities.
- Hence it is advised to the company that to given to provide more employee facilities or make aware about the employee facilities given to the employee.

- Majority of the employees feel that there should be an incentive wage schema for efficient work in the organization.
- The management should be more helpful and sympathetic towards the problems faced by the workers at the workstation.
- Trainings will help the employees to update their knowledge .So, the organization has to design the employee job satisfaction .
- This will helps the employees to update their knowledge and also will help to apply latest technology environment is very essential for my programmers.

CONCLUSION

- Employee job satisfaction provide to the labors was found to be satisfactory.
- It has been found from the study that the worker had a positive attitude towards their job and management. The study conducted also revealed that a majority of the workers of hatsun agro food products.
- The relationship with the supervisors and the co-workers also provides conductive work environment for the workers. The study therefore highlights the various aspects on employee facilities provided satisfaction for the labors.

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