

THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

Working of Personnel Management in Industries – A Case Study of SICA BREWERIES Ltd, Pondicherry

J. Antony Joseph

Assistant Professor, Krishnasamy College of Education for Women, Pondicherry, India

Abstract:

To achieve the organizational objectives, Management of human resource is very important in a modern organization. The present study is carried out under the title “Working of Personnel Management in Industries – A case study of SICA BREWERIES Ltd, Pondicherry”. To find the specific objectives of Human Resource Management are fulfilled in SICA BREWERIES Ltd, Pondicherry. For which empirical study is conducted with the help of Interview tool under the areas of (i) History and nature of the organization (ii) Recruitment and selection process (iii) Absenteeism and labour turnover (iv) Industrial safety and Health (v) Labour welfare (vi) Industrial dispute (vii) Trade union .The findings of the study shows that the above said factory have fulfilled the maximum of the specific objectives of Human Resource management.

Keywords: *Brewery, Employees, Human Resource Management, Employers, personnel*

1. Introduction

Management of human resource is very important in a modern organization because management can achieve the organizational objectives only with the co-operation of the employees working in the organization. It does not matter how perfect the planning and organization and sophisticated the machines are. If the employees do not want to work, the management will not be able to accomplish the desired objectives. Therefore in order to build a team of co-operative workforce, it is essential to manage the workforce efficiently. In most of the organization this task is entrusted to a department know as personal department. Thus the present study is going to reveal the presence of proper co-operation of workforce in the SICA BREWERIES Ltd.,

1.1. Human Resource Management

According to Alvin “Human resource management (HRM) is the process an organization undergoes to manage people in order to achieve its goals.”

According to Edwin B. Flippo as define “personnel management as the planning, organizing, developmental compensation, integration and maintenance and separation of human resources to the end that industrial, organizational and social objectives are accomplished”

Thus from the above definition it is very clear Human resource management or personnel management or manpower management is known as human elements in the organization

1.2. Objectives of Human Resource Management

1. To achieve and maintain good human relationships within an organization
2. To enable each person to make his maximum personal contribution to the effective working of the organization
3. To ensure Maximum individual development of personnel
4. To ensure respect for human personality and the well-being of the individual
5. To ensure satisfaction of various needs of individuals for achieving their maximum contribution towards organizational goals.

2. Review of Related Literature

Olusegun (2013) conducted a study among universities employees in South West Nigeria to examine the influence of job satisfaction on turnover intentions. The result of the study found that the linear combination effect of job satisfaction and turnover intentions was significant. There were significant relationships between job satisfaction and turnover intention. The study also revealed that there was no significant difference in the turnover intention of library personnel by their place of work.

Hussain and Rehman (2013) examined the relationship between the HRM practices implemented by the organization on employee’s intention to stay and work effectively for the organization. The result of the study explored that HRM practices viz-a-viz: person-

organization fit, employment security, communication and training and development are contributing strongly in developing the employees' intentions to stay with organization. Further, strong positive inter-relationships were found between HRM practices and employees' retention and such practices enhances employees' retain ability of organizations.

Lamba and Choudhary (2013) revealed that how HRM practices provide an edge to employee's commitment towards an organization goal in the global competitive market. The study concluded that HRM practices such as training & development, compensation and welfare activities has significant effect on organizational commitment and are associated with superior organizational performance, which help in retention of knowledgeable and skilled employees.

2.1. Statement of the Problem

The statement of the problem is "Working of Personnel Management in Industries – A case study of SICA BREWERIES Ltd, Pondicherry"

2.2. Objective of the Study

To find the above said Specific objective of Personnel Management are fulfilled in SICA BREWERIES LTD, Pondicherry.

2.3. Limitation of the Study

Due to the confidentiality the management not reveals the wage detail and also not allows us to interview in the aspect of wage to the employees.

3. Methodology and Data Collection of the Study

This is an empirical study of implementation of Human Resource Management objectives. The primary data has been collected from V.Kumar, Personnel Manager, Sica Breweries Ltd., and Employees of Sica Breweries Ltd. Interview method has adopted to collect data, for this purpose an Interview schedule was prepared and operated. Mostly the respondents left to express freely about their experiences and views. In addition to primary data, secondary data was also consulted and utilised purposefully. The Secondary data includes Books, Articles etc.,

3.1. Area of study in SICA BREWERIES

3.1.1. History and Nature of the Organization

SICA BREWERIES is the most popular Haywards range of Beer in India. Initially promoted by M/S. South India Corporation (Agencies) pvt Ltd., from where it got its name SICA Breweries

The company was incorporated in 1972 with the object of manufacturing and marketing beer. The project was designed and commissioned by M/S Alfa Laval Ltd., with technical knowhow from M/S Skoda (I) Pvt Ltd., Czechoslovakia. In 1978 the company was taken over by M/S SHAW WALLACE & COMPANY LIMITED, which has holding more than 60% of Sica's shares.

The Brewery is situated in Pondicherry, the Union Territory on the East Coast of India. This is a well laid out and designed Brewery to produce beer of 125000 Ltr per annum. It produces the famous HAYWARDS RANGE of products viz HAYWARDS LAGER BEER, HAYWARDS 2000 EXTRA STRONG BEER, HAYWARDS 5000 SUPER STRONG BEER, HAYWARDS DIET BEER, CAPTAIN PILSNER BEER and ROYAL CHALLENGE PREMIUM LAGER BEER.

According to the personnel manager Mr. V. Kumar, SICA BREWERIES LTD., is the first Brewery to get ISO 9002 certificate for quality. This company is exporting their product to foreign countries.

3.1.2. Recruitment and Selection Process

Recruitment and selection are done in SICA BREWERIES through advertising in local or national newspapers after screening in the personal interview; the management selects the person for the job if they are satisfied. Then six month training will be given to the employers, among them who are well efficient and skilled are appointed in permanent position

3.1.3. Absenteeism and Labour Turnover

Due to the introduction of satisfactory wage plan, proper incentives and promotion plan, giving training for increasing the skills of the employees the Brewery also concentrates on many welfare programmes for the employees such as adequate housing, Medical, and other facilities.

The Brewery gives leave facilities to all the employees. The minimum leave an employee can take without cutting his salary are fourteen days. If the employee doesn't take leave on that particular year, his leave will be carried to next year. (i.e.) he can take twenty-eight days on the next year

3.1.4. Industrial Safety and Health

In SICA BREWERIES LTD., the management following safety measures for the workers. Safety programme is conducted every year to monitor the safety measures followed by the Brewery safety committee and is committed to look into all safety aspects in the brewery. The Brewery does not allow any pollution; as such problem does not arise in the Brewery

3.1.5. Labour Welfare

Labour welfare facilities are good In SICA BREWERIES LTD. The Brewery giving economic services like pensions, credit facilities like loans and advances without interests, allowances such as HRA to employees, free food supply to the employees in the Brewery canteen.

Scholarships will be awarded to those children of the employees who come out good marks in S.S.L.C and +2 levels. Medical facilities are given to the employees and their families. The medical facilities which are given to the employees and their families is been affiliated by RANI HOSPITAL, Pondicherry.

3.1.6. Industrial Dispute

In the Brewery there is no big issues raised due to good management and facilities given to the employees. According to the personnel manager and employees statement some small disputes are being solved by the brewery management, (i.e.) the issues are not allowed to develop into strike and lock-out.

3.1.7. Trade Union

There are two labour unions in the SICA Brewery Ltd., they are

- 1) LOK-SHAKTHI
- 2) AITUC

Their aim are to improve the efficiency of the labour and better facilities to the labour in the form of ensuring adequate wages, secure better working conditions, better treatment from the employers, improve the Vocational status of the workers and it also helps the management to increase the production.

4. Conclusion

It can be concluded that the present study reveals there is maximum co-operation between management and employees are found because of the maximum fulfillment the management provided to the employees in the above mentioned areas like (i) Recruitment and selection process carried out through training and appointed as permanent position, (ii) Area of Absenteeism and labour turnover shows no massive absenteeism and thereby good labour turnover,(iii) Industrial safety and Health is carried out through proper healthcare by monitor the safety measure every year,(iv) Labour welfare through free food, loan without interest, allowances in all aspects, their children study scholarship and family health care are carried out(v) Area of Industrial dispute shows no major industrial dispute, (vi)Trade union work for the benefit of both management and employees by providing maximum production and ultimate labour facilities respectively

5. References

- i. Robert L. Mathis & John H. Jackson, 2007 Human Resource Management (12th, Twelfth Edition), South-Western College Pub
- ii. Gary Dessler, 2002 Human Resource Management (9th Edition), Prentice Hall
- iii. George W. Bohlande, 2003 Scott A. Snell, Managing Human Resources(15th Edition) , South-Western College
- iv. Wendell L. French, 2007 Human Resources Management (6th Edition), Houghton Mifflin Company
- v. Dessler, G, 2003 Human resource management. Delhi: Pearson Education Asia
- vi. Armstrong, M. A, 2005 Handbook of human resource management practice, New Delhi: Kogan Page India
- vii. Kothari C.R, 2004 Research Methodology- Methods and Techniques (2nd Edition), New Age International (P) Ltd, New Delhi
- viii. Indian Streams Research Journal Vol 5 Issue 6 July2015 ISSN No: 2230-7850
- ix. International Journal of Management & Organizational Studies Volume 3, Issue 1, 2014 ISSN: 2305-2600