

# A STUDY ON EMPLOYEE MORALE WITH REFERANCE TO TAMILNADU COOPERATIVE MILK PRODUCERS FEDERATION LTD (AAVIN)

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## ABSTRACT

*This study on employee morale us to increase the level of employee morale towards their company and reduce the employee turnover of the company. This shows that morale of employee is one of important factor in the companies and organization they should focus more on this factor to ensure.*

*The literature review is about the information for each variable that are used in this study which are the factor that contribute the to development of employee morale. The questionnaires are collected from the employee and the data analysis.*

*The research design adopted for this study is descriptive design. The sampling technique sampling used in this research is simple random sampling. A questionnaire comprising of items on a 5-point Likert scale was used to capture the employee's opinion about the organization safety measures and the data was analyzed using Percentage analysis, ANOVA, correlation and Chi-square analysis.*

*Good employee morale helps to success of the organization. Unless an employee has poor morale if always a possibility of employee disharmony and also affect smooth running of the organization.*

## INTRODUCTION

Employee morale refers to an attitude of satisfaction with a desire to continue and strive for attaining the objective of factor. Morale is purely emotional. It is an attitude of an employee towards his jobs his superior and his organization. It is not static thing but it changes depending on working condition, superiors fellow workers pay and so on.

## DEFINITION OF EMPLOYEE'S MORALE:

According to Larry Flippo – Defines morale as a mental condition or attitude of individual and group which determines their willingness to co-operate. Morale is basically a group phenomenon.

Morale is basically a matter of human behaviour. It is an expression of the attitudes which the member of an organization develops and adapts toward the organization, its members, its purposes and its leaders.

Morale in general sense is referred to 'Willingness to work'. High morale is the result of job satisfaction which is again the result of motivation attitude of the management. There are three main approach to morale:

1.Classical Approach: Assumes that satisfaction of basic needs is the symbols of morale. Need satisfaction leads to high morale.

2. Psychological Approach: Emphasizes that apart from the basic needs psychological needs also influence the morale of the people.

3. Social Approach: Recognizes the morale as social phenomenon which persuades the people to live in society or group in achieving the common goals.

## COMPANY PROFILE

The Dairy Development Department was established in Tamil Nadu in the year 1958 to oversee and regulate milk production and commercial distribution in the state. The Dairy Development Department took over control of the milk cooperatives. It was replaced by the Tamil Nadu Cooperative Milk Producers Federation Limited in the year 1981. On February 1, 1981, the commercial activities of the cooperative were handed over to Tamil Nadu Co-operative Milk Producers' Federation Limited which sold milk and milk products under the trademark "aavin". Tamil Nadu is one of the leading states in India in milk production with about 14.5 million liters per day.

### Activities

The Tamil Nadu Co-operative Milk Producers' Federation Limited is an apex body of 17 District Cooperative Milk Producers' Unions. It is headquartered located at Aavin Illam, Madhavaram, Chennai and has four dairy plants at the following locations in Chennai.

- 1) Ambattur - capacity of 4 LLPD
- 2) Madhavaram - capacity of 3 LLPD
- 3) Sholinganallur - capacity of 4 LLPD

These dairies collect milk from district unions, process and pack in sachets and send for sale to the consumers. The Ambattur product Dairy is engaged in the manufacture of milk products.

- o Milk Products of Aavin
- o Aavin produces 4 varieties of milk.
- o Toned milk (3% fat)
- o Doubled toned milk (1.5% fat)
- o Standardized Milk (4.5% fat)
- o Full Cream Milk (6% fat)
- o It is also engaged in the manufacture of milk products such as milk khoa, mysorepak, gulab jamun, curd, butter milk, lassi, yoghurt and ice-creams.
- o In September 2017, Aavin announced that it would be launching seven varieties of milk-based sweets for Deepavali

### NEED FOR THE STUDY:

Employee morale is to improve the employee morale in the company. Many employees want to feel as if they are part of something important and contributing to success for the greater good is a real morale booster. A deep focus on serving the need of customers also promotes positive employee morale. The company wants to improve the employee work involvement by increasing the employee morale of the company.

**OBJECTIVES OF THE STUDY:****PRIMARY OBJECTIVE:**

- o To study about the employee morale towards aavin

**SECONDARY OBJECTIVE:**

- o To find out the various factors leading to employee morale in organization.
- o To suggest measures to increase morale of the employees of the company.
- o To evaluate the impact of employee morale on their efficiency.
- o To identify the HR initiative that contribute to high morale among the employees.

**SCOPE OF THE STUDY:**

The scope of the study employee morale is to identify the employee involvement towards their work. Happy employees are productive employees. Employees who are positive about their jobs and motivated will tend to miss fewer work days and work more efficiently when they are there. High morale is also correlate with fewer errors in the work being performed and fewer workplace accidents. Your customer service will also benefit from high morale because employee will be more friendly and helpful when dealing with customers.

**REVIEW OF LITERATURE**

**Zial Sayma:Journal article: Effects of organizational team building on employees morale & job retention. Business management dynamics vol.1 (.7) pp.31-37**

Concluded is that teambuilding has long term positive relationship between employee morale and employee retention. Team performance individual contribution, team evaluation and coordination have long term positive relationship between employee morale and employee retention. Team unity has no significant effect on employee morale and employee retention. Employee morale within an organization has a direct impact on the satisfaction level of its customers and the company ultimate success.

**Upadhyay Devina and Anu gupta :The key mantras for gaining competitive edge. International journal of physical and social science.Vol.2 (7) pp.80-90**

Conclude that communication plays a major role in increasing the satisfaction of an employee. Satisfied employees are reported to have high morale. Welfare measures and work experience does not necessarily relates to satisfaction. Therefore it's recommended that company should provide for adequate welfare measure but should not burden itself by increasing the cost part of it

**Chopade Pallavi : An impact of rightsizing on exiting employee commitment and morale International journal of management and science research Vol.1(2)pp.6-10**

Revealed the relationship between survivors perception of rightsizing and their continuance commitment, effective commitment and morale. During this intervention if employee positive perception of rightsizing would have positive impact on their continuance as well as effective commitment. But survivors rightsizing perception has negative impact on their morale. Employees were satisfied with their pay and amount of work done.

**Usmani sania : Diversity employee morale and customer satifaction. Journal of economic, business and management Vol.3 no.1, jan.pp.11-18**

Explores the relationship between diversity and customer satisfaction mediated by employee morale. Exploratory factor analysis, confirmatory factor analysis and structural equation modelling were run to test the relationship and significance of the model.

## RESEARCH METHODOLOGY

### Research design

It is simply the frame work or plan for a study that is used as a guide in collecting and analysing the data

#### Types of research design

- ❖ Exploratory research design

Exploratory research is research conducted for a problem that has not been studied more clearly

- ❖ Descriptive research design

Descriptive research is used to describe characteristics of population or phenomenon being studied.

- ❖ Experimental research design

Experimental research is any research conducted with a scientific approach.

### Sampling size

In the total population select 200 sample are selected for interpretation.

### Statistical tools

- ✓ Percentage analysis
- ✓ Chi-square test
- ✓ Correlation
- ✓ Anova

### LIMITATION OF THE STUDY:

- It was very difficult to analyse all the aspects of morale within this short period of time.

Perceive the morale	No of respondents	Percentage (%)
Excellent	46	23
Good	68	34
Fair	60	30
Poor	16	8
Unsatisfactory	10	5
Total	200	100

- Most of the employees did not provide appropriate answer to the questions because they think it will be disclosed to other.
- Poor knowledge of the respondents in many cases respondents did not have any knowledge about subject matter of the study
- Busy schedule because of the busy schedule most of the case respondents were unable to give time for personal interview.

## DATA ANALYSIS

**All treated as equally and with respect**

	Observed N	Expected N	Residual
Always	26	40.0	-14.0
Often but not always	52	40.0	12.0
Sometime	82	40.0	42.0
Rarely	26	40.0	-14.0
Never	14	40.0	-26.0
Total	200		

**Table 1-Table showing perceive the morale of the respondents**

### Interpretation:

From the above table it is inferred that 34% of the respondents are good, 30% of the respondents are fair, 23% of the respondents are excellent, 8% of the respondents are poor and 5% of the respondents are unsatisfactory.

## CHISQUARE TEST

**Table 2Table showing chi-square test for relationship between you and your supervisors and all treated as equally and with respect**

**Test Statistics**

	Relationship like b/w you and your supervisors	All treated as equally and with respect
Chi- square	103.400 <sup>a</sup>	74.400 <sup>a</sup>
Df	4	4
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0.

**Result:**

For significant difference between the two variables the significant value must be less than 0.05. Therefore  $H_0$  is accepted. Hence there is no significant between relationship b/w you and your supervisors and all treated as equally with respect.

**CORRELATION ANALYSES**

**Table 3-Table showing correlation analyses between respected in your workplace and satisfied with the work you do**

**Relationship like b/w you and your supervisors**

	Observed N	Expected N	Residual
Excellent	52	40.0	12.0
Good	88	40.0	48.0
Fair	38	40.0	-2.0
Poor	12	40.0	-28.0
Unsatisfactor y	10	40.0	-30.0
Total	200		

**Correlations**

	Respecte d in your workplac e	Satisfied with the work you do
Respected in your workplace Pearson Correlation Sig. (2- tailed) N	1  200	.953** .000 200
Satisfied with the work you do Pearson Correlation Sig. (2- tailed) N	.953** .000 200	1  200

\*\*, Correlation is significant at the 0.01 level (2-tailed).

**Result:**

At 1% level of significance the correlated value is greater than zero therefore  $H_0$  is rejected. There is correlation between respected in your workplace and satisfied with the work you do.

**ONE WAY ANOVA****Table 4- Table showing analyses of the variance between income and satisfied with your current salary.****ANOVA**

Satisfied with your current salary

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	199.583	4	49.896	179.857	.000
Within Groups	54.097	195	.277		
Total	253.680	199			

**Result:**

The difference between the two variables of the significant value must be less than 0.05. Therefore  $H_0$  is accepted. Hence there is no difference between income and satisfied with your current salary.

**SUGGESTION**

- Recognize employee achievements with genuine appreciation.
- Open the floor for feedback and listen to your people
- It will be better if the management provides incentives to employee so it will boost in their morale and productivity.
- Supervisors can maintain relationship with workers and offers recognitions of the employee efforts and provide needed guidance to workers.
- The management can pay reasonable wage and allowance to the employees.
- Management can reduce the work load of the employees.
- It will be more effective if the management take the steps to introduce suggestion scheme system for the employees.
- Management can provide secure employment for the employees in the organization.
- Management can provide performance and potential appraisal in regularly.

**CONCLUSION**

Morale is psychological concept. Morale is not a cause but rather the affect or result of many going away. Morale drifts from person to person, industry to industry, level of education, age, nature of work etc. Morale may be range from very high to very low. To conclude employee morale plays very important role in organization. Good employee morale helps to success of the organization. If the employees have high morale then the organization can achieve high result. Unless an employee has poor morale if always a possibility of employee disharmony and also affect smooth running of the organization. So it is the duty of the organization to adopt strategies to build high employee morale.



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