

A STUDY ON EMPLOYEES JOB SATISFACTION AND SERVICES WITH SPECIAL REFERENCE TO KOTTAKAL ARYA VAIDYA SALA

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Abstract

Kottakkal Arya Vaidya Sala is a century old charitable institution engaged in the practice and propogation of ayurveda,the ancient health care system of India.AVS offers classical ayurvedic medicines and authentic ayurvedic treatment and therapies to patients from all over India and abroad. Employee satisfaction is the individual employees general attitude towards the job. The employees feeling about the job is considered under employee satisfaction. Employees feel satisfied and happy while working on jobs or after completing jobs. They develop some general attitude while they interact with each other, with the general public,customers,manager,administration and also with the members of their societies. The study is mainly based on both primary and secondary data. Primary data is collected through interviews and meetings with different categories of members of arya vaidya sala based on a structured questionnaire which covering almost 30 samples for the survey. The study concluded that the aspect of employee's satisfaction is very important and it has a vital role in the organizations working. In KAVS, majority of the employees are satisfied with the working in arya vaidya sala, so organization work going very smoothly.

Key Words : Arya Vaidya Sala,Employees satisfaction , authentic treatment, Therapies.

INTRODUCTION

The medicine with historical roots in India is ayurveda medicine. In countries beyond India, Ayurveda therapies have been done in general wellness applications and in some cases in medical use. The accounts of transmission of medical knowledge are from God to sages and then to human physicians. Herbal compounds and minerals are typically applied in the therapies.

The term “ayurveda” combines the Sanskrit word ayur(life)and veda(science and knowledge). Thus ayurveda means “the science of life”. In ayurvedic medicine ,health is defined as soundness of sarira(body),manas(mind)and atman(self). Each of these must be nurtured if an individual is to have good health. Ayurveda offers methods of finding out early stages of diseases that are still undetectable by modern medical investigation. It is the knowledge of life in its entirety that is body ,mind and soul. Ayurvedic medicine uses a variety of products and techniques to cleanse the body and restore balance.

Employee satisfaction is the individual employees general attitude towards the job. The employees feeling about the job is considered under employee satisfaction. Employees feel satisfied and happy while working on jobs or after completing jobs. They develop some general attitude while they interact with each other, with the general public,customers,manager,administration and also with the members of their societies.

OBJECTIVES OF THE STUDY

- 1) To get an awareness about the services at Arya vaidya sala.
- 2) To measure the employees job satisfaction level in arya vaidya sala.
- 3) To find the strength and weakness of the institution

METHODOLOGY OF THE STUDY

The study is mainly based on both primary and secondary data. Primary data is collected through interviews and meetings with different categories of members of arya vaidya sala based on a structured questionnaire.

Various types of secondary data including studies, reports & data have been used for the study. Findings of various studies on similar projects are reviewed. These include books, articles, periodicals & websites of relevant institutions. The study covers almost 30 samples for the survey and is conducted through structured questionnaire.

STATEMENT OF THE PROBLEM

The word Ayurveda means 'science of life'. The main aim is to live healthy and a long life without complexities. Kottakal Arya Vaidya Sala is engaged in practice on the traditional health system. There are basically a lot of ayurvedic medicines are prevailing in our society, among them KAVS is in the first position.

REVIEW OF LITERATURE

Here an attempt has been made to review the literature of the past research work in relevance to the present study. The studies related to the kottakal arya vaidya sala and medical tourism have been reviewed. The related literature has been gathered and presented below.

Ramesh.U,Kurian Joseph in their work **Ayurvedic wellness tourism in Kerala** (April 2011) considered the strength ,weakness opportunity and threat of the ayurvedic tourism in specific.

Joseph Cherukara.M&James Manalel (May 2008) in their work **Medical tourism in Kerala-challenges and scope** conference on tourism in India challenges ahead IIMK reveals that foreigners have more acceptance to the alternative medicine topped with ayurvedic medicine. Government played a small role to encourage this field.

Manoj.PK in his study **sustainable tourism in India**,states a general theory facts and figures relation to tourism in general.A spot light effect have been given to health tourism.

Agarwal T(2011) in his work **Ayurveda and sustainable health care** ,health care development magazine gives reason for revival of age old ayurveda and it is because of the emergence of IT,ITES industry in India.Ayurveda proves very effective in cure of some diseases like paralysis,depression,hypertension,backpain etc..permanently in contrast to modern health care system.

Kishore Patwardhan,Sangeeta Gehtot (2010) in **Global challenges of graduate level ayurveda education**,A survey International journal of Ayurveda research discussing about the education qualities of ayurveda doctors ,nurses and masseurs.The paper indicates the poor standard of ayurveda education in India.

SME Times News Bureau(2010) in **Medical tourism** defies decline in FTA article reveals the reason for people travel for ayurveda to Kerala and the major countries that provide us with inbound tourists.The article was identified that medical tourist are declining but was justifying that ayurveda tourism as an alternative medicine.

Nazmal Islam (2012) in **New age orientation: Ayurvedic "wellness and spa culture"**,**Health –sociology Review**, observes and says that ayurveda has become a wellness therapy instead of a means to restore health.The paper discussed about the commercialization and commodified version of ayurveda.

Praful Patel(2011) in his paper **globalization of ayurveda,a global vision for the next decade**,International ayurveda facilitator discussed the need of having a separate status for ayurveda and need for popularizing ayurveda also discussed about the action plans for the future for the development and restructuring of ayurveda as an entrepreneurship.

Ramesh .U,Kurian Joseph(2012)in their work **The holistic approach of ayurveda based wellness tourism in Kerala** compared ayurveda as an alternative medicine with the inbound tourist.

Mohanlal.PK(2008) in his study on **The holistic approach of ayurveda,ayurveda&health tourism**'does not give an indepth knowledge in the area of ayurveda tourism in specific but discussed the ayurveda,its potential as an alternative medicine and pointed the holistic approach of ayurveda medicine.

Anand Choudary,Neethu Singh(2011),contribution of world health organization in the global acceptance of ayurveda,summarized guidelines of WHO are discussed.Measures inorder to strengthen ayurveda as evidence based medicine for its global acceptance have mentioned.

HISTORICAL BACKGROUND OF KOTTAKAL ARYA VAIDYA SALA

Arya Vaidya Sala popularly known as Kottakal Arya Vaidya Sala (KAVS) is a health care centre located in Kottakal in the Indian state of Kerala known for its heritage and expertise in the Indian traditional medicine system of ayurveda.

KAVS is a century old charitable institution engaged in the practice and propogation of ayurveda,the ancient health care system of India.AVS offers classical ayurvedic medicines and authentic ayurvedic treatment and therapies to patients from all over India and abroad.

AVS was established at Kottakal in Kerala state of India in 1902 by the visionary physician and philanthropist the late Vaidyaratnam P.S Varier,started essentially as a village clinic.It has now grown into a multi unit multidisciplinary and multi crore organization.It has operations in different areas of ayurvedic practice.

Arya vaidyan P.MADHAVAN VARRIER was managing trustee and he was responsible for the introduction of many modern and scientific improvements and machinery to facilitate large scale production and supply of medicines to cope with ever increasing demands of thousands of patients spread all over world. For the convenience and comfortable stay of large number of patience, he constructed nursing homes for need of the people.

BOARD OF TRUST

ARYA VAIDYA SALA is run as a Charitable Trust which is run by a will which includes the Article of Association and Memorandum of Association in the will which was made by its founder of Kottakal Arya Vaidya Sala,Late Sri P.S.Varier include excellent provision for the administration and management of ARYA VAIDYA SALA, by appointing a board of trustees. In this five members elected from the family and the relatives itself and two are the employee representatives, thus there are seven members in the board of trustees.

There are 29 branch clinics located across the country in major cities and towns. All the branch clinics have provided for free medical consultation with experienced physicians who are trained at Kottakkal.

DEPARTMENTS OF ARYA VAIDYA SALA

There are 10 departments are working under Kottakal Arya Vaidya sala

- 1) Administrative Department
- 2) Personnel Department
- 3) IT Department
- 4) Finance and Accounting Department
- 5) Marketing Department
- 6) Manufacturing Department
- 7) Material Department
- 8) Engineering Department
- 9) Research Department
- 10) Publication Department

ADMINISTRATIVE DEPARTMENT

Administration is concerned with determination of policies and objectives. It is more popular in government, military education and religious organizations. It co-ordinates finance ,production and distribution, it takes major decisions.

Main functions of this department are;

- a) Subscription of Journals
- b) Institutional Advertisement
- c) Security

OBJECTIVES OF THE ORGANIZATION

Arya Vaidya Sala Kottakal mainly follow an objectives which been introduced by Vaidya Ratnam P.S.Varier.This includes;

- 1) Preparation of Ayurvedic medicine.
- 2) Sales of Ayurvedic medicine
- 3) Treatment of patient receiving from them, compensation according to Capacity and needs.
- 4) To conduct research in Ayurvedam, with a due to make it more and More useful to public.

EMPLOYEES CLASSIFICATION

- 1) Housekeeping & Sanitation
- 2) Manufacturing employees
- 3) Chikitsa workers
- 4) Technical workers
- 5) Clerical workers
- 6) Executives and managerial staffs

GENDER DISTRIBUTION		
GENDER	FREQUANCY	PERCENTAGE
MALE	24	80%
FEMALE	6	20%
TRANSGENDER	0	0
TOTAL	30	100%
EDUCATIONAL QUALIFICATION		
BELOW SSLC	8	26.67%
SSLC	18	60%
DEGREE	0	0
DIPLOMA	3	10%
OTHERS	1	3.33%

TOTAL	30	100%
WORKING EXPERIENCE		
LESS THAN 1 YEAR	0	0
1-5 YEARS	2	6.67%
5-7 YEARS	12	40%
MORETHAN 10 YEARS	16	53.33%
TOTAL	30	100%

From the above analysis the researcher has found out that 80% of employees are males and 20% of respondents are females. From this we can say that there is no transgender are working in this organization. Around 60% of employees having SSLC qualification and more than 50% of respondents having 10 years and more experience in this field.

DEPARTMENT WISE DISTRIBUTION		
DEPARTMENT	NO.OF RESPONDENTS	PERCENTAGE
FACTORY	16	53.33%
SANITATION	8	26.67%
MEDICINE MAKING	6	20%
TOTAL	30	100%
SPECIALITIES OF AVS		
LESS COST	3	10%
EXPERIENCED DOCTORS	6	20%
CONVENIENCE	9	30%
BETTER FACILITIES	12	40%
TOTAL	30	100%
FACILITIES PROVIDED BY AVS		
FREE TREATMENT	5	16.67%
SCHOLARSHIPS	3	10%
INSURANCE	8	26.67%
OTHERS	14	46.67%
TOTAL	30	100%

TYPES OF VISITORS		
COMMON PEOPLE	5	16.67%
OUTSIDERS	9	30%
BOTH	16	53.33%
TOTAL	30	100%

From the above analysis the researcher has found out that 53.33% of the employees are in factory, 26.67% of the respondents are in sanitation work and remaining 20% employees are working in medicine making department. The majority of the people that is 40% are saying that one of the major specialty of AVS is better facilities and experienced doctors (20%) and most of them are preferring this organization because of their convenience. Some of the facilities are opinioned by the respondents are free treatment (16.67%), scholarships to their students (10%), insurance facilities (26.67%) like that.

From the table we can see that both types of people that is common people and outsiders are the regular visitors of Arya Vaidya Sala. Most of the respondents (53.33) are opinioned that both outsiders and common people are regularly visiting this organization.

SERVICES OF KAVS

Services
Medical treatment
Research opportunity
Tourism
Charitable activities

The above table shows that the important services provided by Kottakal Arya Vaidya Sala. The important among them are medical treatment, research facilities, tourism, charitable activities etc.

DIMENSIONS OF EMPLOYEE JOB SATISFACTION

An employee's overall satisfaction with his job is the result of a combination of factors, among them general working conditions, pay and promotion potential, work relationship, use of skills and abilities, work activities and management policies are considered in the present study. Management's role in enhancing employees' job satisfaction is to make sure the work environment is positive, morale is high and employees have the resources they need to accomplish the tasks they have been assigned. Hence, the perceptions of the employees on the above said job satisfaction factors tabulated and the discussion on the output results are discussed in the following.

Calculations for the data in the below tables

1. For Calculating Likert scale total value – Scale value is multiplied by total frequency (Frequency X Scale value).
2. Maximum Possible score calculation = Highest scale point x No of statements x Total No of respondents
3. Likert Scale value in percentage is derived by - Frequency X Scale Value / Total Scale Points X 100

PERCEPTIVE ANALYSIS ON EMPLOYEES JOB SATISFACTION

SL NO	STATEMENT	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	TOTAL	
	SCALE VALUE (SV)	5	4	3	2	1		
1	Getting Training Programmes	14	13	3	0	0	30	
	Frequency X Scale Value	70	52	9	0	0	131-I	
2	Enjoyment Of Freedom	5	20	5	0	0	30	
	Frequency X Scale Value	25	80	15	0	0	120-III	
3	Getting Job Security	10	15	2	3	0	30	
	Frequency X Scale Value	50	60	6	6	0	122-II	
4	Discrimination From Management	0	1	5	20	4	30	
	Frequency X Scale Value	0	4	15	40	4	63-VI	
5	Getting Remuneration And Compensation	8	10	12	0	0	30	
	Frequency X Scale Value	40	40	36	0	0	116-IV	
6	Satisfied with current work	3	18	8	1	0	30	
	Frequency X Scale Value	15	72	24	2	0	113-V	
	Total score for employees satisfaction						669	
	Maximum Possible Score	5 (Maximum score points) 30 (number of respondents) X 6 (number of statements)						900
	Percentage of score of employees satisfaction	Total score for employees job satisfaction/Maximum Possible Score X 100						74.33

Respondent's opinion on employee job satisfaction in AVS is presented in the above Table. Data is collected from the respondents on 6 statements which comprise of employees job satisfaction factor on Likert scale and scale value analysis is done for better understanding of the dimensions and ranking the statements based on the total scale value.

Data shows that majority of the respondents give first rank to getting training programmes to employees from AVS with the highest total scale value of 131 followed by second rank given to the statement that getting job security are satisfactory (122), third rank given to employees' are enjoying their freedom (120), fourth rank given to getting remuneration and compensation to employees (116), fifth rank is given to satisfaction of work(113), sixth rank is given to discrimination from management is not agreeing(63).

The above analysis indicates that out of the total 6 statements of employees job satisfaction in the AVS as many as 5 statements are account for higher than the average score value (111.5) and the remaining 1 statements are scored less than average.

Hence, the above table infers that the following 5 dimensions mostly influence the general working conditions and job satisfaction of employees and the 1 dimension influenced less job satisfaction in general working conditions.

SURPLUS INCOME		
Surplus Income	Number	%
Charitable activities	14	46.67
Development	14	46.67
Scholarship	1	3.33
Research	1	3.33
Total	30	100
CURRENT STATUS		
GOOD	16	53.33%
BAD	0	0
NOT BAD	5	16.67%
MORE OR LESS GOOD	9	30%
TOTAL	30	100%
FUTURE PLANS		
MORE BRANCHES	8	26.67%
FREE MEDICAL SERVICES	8	26.67%
MORE FACILITIES	13	43.33%
OTHERS	1	3.33%
TOTAL	30	100%

The researcher analyzing the information that, the organization using their surplus income mainly for charity and their development activities (46.67%). And the remaining for research and scholarship purpose (3.33%). The current status of kottakkal arya vaidya sala is, from this we can understand that it's now in a good condition and good status. The future plans of this organization are introducing more branches in all over India, provides more facilities and free services etc.

FINDINGS, SUGGESTIONS AND CONCLUSIONS.

The result of the study reveals that Kottakkal Arya Vaidya Sala makes a large impact in kottakkal municipality. Major findings of the study are given below;

- 1) Total employees satisfaction in arya vaidya sala Kottakkal shows good level of satisfaction there is no low level of satisfaction.
- 2) There exist a good and cordial relationship between the management and the employees.
- 3) Majority of the employees are on the age group of 51 and above.
- 4) Majority are male employees (80%)
- 5) Marital status is 100%
- 6) Majority of employees (60%) are SSLC qualified, there is no employee who is qualified degree and above.
- 7) Most of the workers they are working in KAVS has the experience of more than 10years (53.33%)
- 8) Majority of workers agreeing that they are enjoying their freedom (83.33%) and job security.
- 9) Surplus income of the organization is mainly used for charity and their development activities.
- 10) Current status of KAVS is in a good position.

SUGGESTION

- 1) Provide maximum training and development programmes to improve workers efficiency and skill.
- 2) Introduce new technologies
- 3) The organization must take necessary actions to avoid stress and difficulties faced by workers.
- 4) Encourage workers by improving salary and providing leisure.

CONCLUSION

The Arya Vaidya Sala is a born to the society, which was emerged when people looked down ayurveda with contempt by the people who were fascinated by the wonder and attraction of allopathic system which had the patronage and support of the government, at present ayurveda has regained its value through this organization.

The aspect of employee's satisfaction is very important and it has a vital role in the organizations working. In KAVS, majority of the employees are satisfied with the working in arya vaidya sala, so organization work going very smoothly.

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