CHAPTER – I

INTRODUCTION AND DESIGN OF THE STUDY
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1.1 INTRODUCTION

1.2 STATEMENT OF THE PROBLEM

1.3 OBJECTIVES OF THE STUDY

1.4 RESEARCH METHODOLOGY

1.5 SCOPE OF THE STUDY

1.6 HYPOTHESES

1.7 LIMITATIONS

1.8 CHAPTER ISATION
1.1 INTRODUCTION

Co-operative refers to an Institutional framework to organize self-help among those who particular in it. In general such as organization consist of persons of small means unable to face powerful market forces like competitions, these people get together and organize themselves in to co-operatives.

BIRTH OF CO-OPERATIVE SOCIETIES:

In the year of 1844 in Rochadie a place situated near moncester in England in Great Britain the first consumer co-operative store is formed. At the first this society consists of 28 weavers, these weavers joined themselves and store this organization as a friendship society. And afterwards it evolved as co-operative society. Purity, quality and economy are the main objective of this society.

In India the first Co-operative is aimed as credit Co-operative Society. Later a large number of co-operative are formed. Here and there slowly Co-operative society started many Sugar Industry than the other Industries. In India the sugar industry often direct employment to over five lakh workers. It provides substance to 34 million sugar-cane formers and their families, who comprise 7.5% of the nations Rural Population.
India plays a prominent role in producing sugarcane around the world especially in Uttar Pradesh. Sugarcane which is the raw materials for producing sugar, cultivates in Tamil Nadu more than 2 lakhs, the total production of sugar was actually 241.6 lakh tones. The average production of sugar cane in one hector is more than 110 tonnes. In India Tamil Nadu is their place in sugarcane cultivation and second in sugar production, particularly, in the District like Tiruvannamallai, Vellore, Trichy, Tanjavur, Coimbore, Erode and Dharmapuri Districts. Especially Dharmapuri, Tanjavur and Salem were played the vital role in Sugarcane production.

INTRODUCTION TO THE SUGAR INDUSTRY

History of Indian sugar industry

Sugar refers to any short chain of saccharide units in food. This usually refers to mono-and disaccharides that react with receptors in the tongue imparting the sensation of sweet. The common monosaccharides, glucose, fructose, and galactose, are paired to form the common disaccharides, milk sugar, malt sugar and refined sugar. Sucrose is the compound used as a sweetener throughout the world; it is commercially extracted from the stalks of the sugarcane plant.
Sugarcane was first domesticated in New Guinea around 8000 B.C. Around 6000 B.C. It was carried to the Philippines and India. The first written evidence of sugar making is in Hindu religious document dated 500 A.D.

In Europe in 1747, a German chemist named and areas discovered a process for extracting sucrose from sugar beats. This new technology led to the development of sugar industry in Europe.

By the late-1800's Cuba had surpassed Brazil to become the largest sugar producing country in the world.

Sugar industry occupies an important place in the Indian Economy. It is second agro based industry in India. India can rightly be called the home land of sugar.

SUGAR INDUSTRY

Sugar Industry is an agro-based industry next only to Textile Industry. It plays a major role in the economic development of rural areas in the State. The Sugar Industry generates large-scale direct employment, and also helps in giving indirect employment to the rural population in various ways. There are 36 sugar mills in this State, of which 16 are in Cooperative Sector, 3 are in Public Sector and 17 are in Private sector.
Progress of Indian sugar industry

During the season 2003-2004, the production is expected to be somewhat at 17.2 million tones (186 million tones in raw value).

India is the single largest consumer of sugar in the world with an annual increase in consumption of about 5%. In 1991-2002 consumption was 15.7 million tones (16.8 million in raw value) and estimated to go up by 16.3 million tones (17.6 million tones in raw value). In 2002-2003 with the successive years of record production stock level with the industry has increase steeply and currently is of the order of 11.0 million tones (11.9 million tones in raw value) as on 1st October 2003.

Common problems of Indian sugar industry

- Control and stipulations such as minimum support for sugarcane, reservation of cane areas.
- Control over the price of sugar
- Restriction on sale and movement of sugar
- Restriction on the most important by product of the industry, molasses.
- Government following dual pricing for sugar a fixed percentage of production has to be sold to the government or its nominees as “Levy sugar” for distribution system and a free market price.
• A glut of the finished product produced at uneconomic rate is affecting the industry.
• Because of complete freedom, gur and khandsan enjoy, they give stiff competition to sugar mills.

1.2 STATEMENT OF THE PROBLEM

Every organization needs to have well-trained and experienced people to perform the activities that have to be done. If current or potential job occupants can meet this requirement, training is not important. When this is not the case, it is necessary to raise the skill levels and increase the versatility and adoptability of employees.

As jobs become more complex, the importance of personnel management practices has increased. When jobs were simple, easy to learn and influenced to only a small degree by technological changes, there was little need for employees to upgrade or alter their skills. But, the rapid changes taking place during the last quarter-century in our highly sophisticated and complex society have created increased pressures for organizations to readapt the products and the services produced, the manner, and the types of jobs required, and the types of skills necessary to complete these jobs.
Sakthi Sugars Ltd., provides lot of personnel management practices to the employees through various outsiders (Institutes and In campus). The researcher is interested to know the effectiveness of the personnel management practices.

1.3 OBJECTIVES OF THE STUDY

• To study the working and functioning of Sakthi sugars limited.

• To analyse various personnel management practices followed in the study unit.

• To study the effectiveness of the above programmes.

1.4 RESEARCH METHODOLOGY

Research in common parlance refers to search for knowledge. In fact, research is an art of scientific investigation.

Research methodology is the science of collecting, identifying and presenting facts in such a way that it leads to unearthing some truths or angles of reality

Geographical area

The study has been conducted at Sakthi Sugars Ltd, Appakudal.
Type of research

In this study, the descriptive research is used. Descriptive research is carried out for the purpose of collecting descriptive information like employee’s opinion, benefits, personal details, awareness, etc.

Convenience sampling

Convenience sampling as a name implies it is based on convenience of the researcher who is to select a sample.

Data collection method

Two techniques were used for collecting data, namely

A) Primary data collection technique

B) Secondary data collection technique

A) Primary data

Primary data are those, which are collected afresh and for the first time, and thus happen to be original in character.

B) Secondary Data

Secondary data, on the other hand, are those which have already been collected by someone else and which have already been passed through the statistical process.
Whatever data was collected for the current study is absolutely primary in nature, except in that instance requiring some general and allied information, general/secondary sources of data were consulted.

**Research instrument**

Data is collected by questionnaire and interview schedule. A questionnaire consisting of a list of questions, which are relevant in getting the facts was constructed.

**Sampling design**

A sample design is a definite plan for obtaining a sample from a given population. It refers to a technique or the procedure the researcher would adopt in selecting items for the sample.

**Population / universe**

The universe of the current study comprises of 666 employees.

**Sample size**

The sample size taken for the current study is 100.

**Sampling procedure**

Out of the two sampling techniques (probability and non-probability), non-probability convenience sampling was adopted.
1.5 SCOPE OF THE STUDY

The study is confined to the aspect of personnel management practices only and others factors like development methods, appraisal strategies, job satisfaction etc., were not studied and their impact in the personnel management practices could not be taken up for want of time and also because it is beyond the scope of current study.

1.6 HYPOTHESES

The following hypotheses have been framed to analyse the data collected

1. There is no significance difference between the Training and Training Methods.

2. There is no Significance difference between the performance appraisal and welfare measures.
1.7 LIMITATION OF THE STUDY

- The sample chosen for study was 100 and in spite of every care taken by the researcher, the sample may not be exactly representative of the universe.

- Inability to get much exposure in the field due to lack of time

- Human beings tend to behave artificially particularly when observed or interviewed. This might have distorted the findings to some extent.

- The employees of Sakthi Sugars were busy with their work schedules and as a result, interview had to be conducted in pieces whenever they were free from work and the string of continuity was lost and this could have affected their style of answering.
1.8 SCHEME OF CHAPTERISATION

The study consist of five chapters as listed below:

1. The **first chapter** deals with the introduction, objectives, scope, methodology, limitations and chapterisation.

2. The **second chapter** deals with the Profile of the Sakthi Sugars Ltd, Appakudal.

3. The **third chapter** deals with the theoretical background of personnel management practices.

4. Data Analysis and Interpretation has been made in the **fourth chapter**.

5. The **concluding chapter** contains the summary of the findings and the suggestions offered in the light of the above for improving the performance of Sakthi Sugars Ltd, Appakudal and conclusion.