Chapter-III
Methodological framework

3.1 Statement of the problem

The two contrast groups, workers and management have to work together in an industry to attain the goals set by the industry. The relationships between employees and management are of substantial value for any industry where production processes predominate. Human relation is the process of training employees, addressing their needs, fostering a workplace culture and resolving conflicts between different employees or between employees and management. The human relations have many positive impacts for group cohesiveness, healthy competitiveness and long-term economic sustainability of an industrial sector. The human relations encourage the employees to work together to achieve the desired and expected purpose of the industry. Without a stable and conducive work culture, difficult challenges can arise both in the logistics of managing employees and in the bottom line. The industry with the positive work ethics and a well-trained workforce are more likely to retain and attract the qualified employees, promote faithfulness with the management and more quickly adapt to meet the needs of changing characteristics. The quality of human relations is critical point to buildup the morale amongst the employees. It may seem significant especially in an industry that is used to a high turnover. Every new employee needs a substantial
investment of time and energy in their recruitment and training. In addition, severing ties with old employees can sometimes be challenging, especially if the circumstances are not particularly amicable. The employer and employee relationships provide a source of employee motivation, which is important to maintaining productivity. Employees who are interested in their work and in the well-being of other employees tend to be more productive than those who are not. The productivity pays obvious monetary share to the industry, as it can get more done in less time with fewer costs. Making and maintaining relationships in terms of recognizing an employees’ value and a concern for their needs often goes a long way.

In this scenario, the present study has been conducted at a sugar mill located at Mohanoor. The title of the research is Factors determining human relations in industrial sector (The Salem Cooperative Sugar Mills Limited located at Mohanoor, Namakkal district of Tamil Nadu)

3.2 Objectives of the study

1. To study the socio-economic characteristics of employees of Salem Cooperative Sugar Mills Ltd., Mohanoor, Namakkal of Tamil Nadu

2. To understand the functions of formal and informal groups among the employees in the selected industry
3. To assess the awareness of the employees in connection with the problem solving of the industry
4. To analyze the functions of the management in maintaining the human relations in the said industry
5. To know the selection process of employees in the industry
6. To understand the motivational factors prevailing in industry to maintain the human relation at work

3.3 Area Profile

The Namakkal district is functioning separately from 01.01.1997 onwards which consists of 5 taluks, namely Namakkal, Rasipuram, Paramathivelur, Kollihills and Tiruchengode. The geographical area of the Namakkal district is 34,29,671 hectares. It has 14.96 lakhs population. The northern portion of Namakkal is mountainous and the southern areas are plains. The chief rivers are Cauvery, Aiyaru, Karipottanaaru and Thirumanimutharu. The famous Tamil poet “Namakkal Kavingar Ramalingam Pillai was born in this district. The faniys Anjaneyaswami statue which has its height of 6.7 metre was built in 996 AD. The famous Cauvery river flows in Paramathi Taluk. It helps more irrigation of lands in Paramathi and Mohanoor block.

Salem Cooperative Sugar Mills

The Salem Cooperative Sugar Mills (Ltd.), Mohanoor Post, Namakkal District is situated on the banks of cauvery at a distance of 20 Km from Namakkal, which is the nearest town. The factory
and residential colony is located in an extent of 148 acres of pettapalayam village. The mill contains major 3 units namely, Sugar Mill, Distillery Unit, and Co Generation. The Salem Co operative Sugar Mills was registered on 24.07.1960 and started its first crushing on 07.04.1964 with the crushing capacity of 1000 tones of cane per day at plant cost of Rs.110 Lakhs. The crushing capacity of the mills expanded to 1750 tones of cane per day during the year 1973–1974 at a cost of Rs.105.32 Lakhs. The mills crushing capacity was further expanded to 2500 tones of cane per day during the year 1977-1978 at a cost of Rs.144 Lakhs. The Salem Co Operative Sugar Mills area of operation consists of a part of Namakkal District (Paramathi Velur Taluk part, Namakkal Taluk entire, Rasipuram Taluk part and Tiruchengode Taluk part) in Salem District (Attur Taluk part) and Trichy District (Thottiam Taluk entire, Musiri Taluk part and Thuraiyur Taluk part). The Cane departments have 10 cane Divisional Offices to cover the entire above area of operation. The Salem Co Operative Sugar Mills Ltd., is functioning under the control of Special officer.

3.4 Sugar Industry: A Glance

India has been known as the original home of sugar and sugarcane. Indian mythology supports the above fact as it contains legends showing the origin of sugarcane. Sugar cane is known in India from times as back as one thousand BC sugar was known during the days of Buddha. Sugar industry is very important to the
Indian national economy, because of its multiple contributions in the shape of employment and provision of raw materials to other industries. Sugar is made by some plants to store energy that they don’t need straight away rather like animals make fat. People like sugar for its sweetness and its energy so some of these plants are grown commercially to extract the sugar. Sugar is produced in 121 countries and global production now exceeds 120 million tons a year. Approximately 70% is produced from sugar cane a very tall grass with big stems which is largely grown in the tropical countries. The remaining 30% is produced from sugar beet a root crop resembling a large parsnip grown mostly in the temperate zones of the north. India has been known as the original home of sugar band sugarcane. Nearly 4.1 million hectares was under sugarcane with an average yield of 70 tons per hectare in the country. In Brazil, the sugar recovery rate was 14% and in India, it was just about 10 percent. The sugar industry in India is the best agro based industry occupying a pre- eminent position in the economy of the country. India is the fourth major sugar producing country in the world the first three being Russia, Brazil, Cuba. Next to textiles sugar industry has been instrumental in resource mobilization employment generation, income generation and creating social infrastructure in rural areas. Sugar consumption rate is highest in India as shown in the statistics received from USDA. However as per production is concerned India has notched
up second position following Brazil the largest sugar producer in
the world.

3.5 Type of research

The present study follows the principles of basic research which
insists upon the contributions may go to the existing body of
scientific knowledge in the concerned areas of research.

3.6 Research design

This study pursues the descriptive research design. The main
goal of this type of research design is to describe the data and
characteristics about what is being studied. The idea behind this
type of research is to study frequencies, averages and other
statistical calculations. This particular research design is mainly
done when the researcher wanted to gain a better understanding of
a specific topic.

3.7 Universe and Sample

There were 150 employees rendering their services in the
sugar mill when the researcher entered into it for the data
collection. He included all the 150 employees as respondents for
his research; so, the entire universe has been used as interviewees.
In this regard, present study is a census research.

3.8 Methods and Tool for data collection

The researcher has used two methods-interview and
observation besides he used the interview schedule as a tool for the
data collection. The primary data and the secondary data have been
used in the present study to obtain as much as possible information.

3.9 Pilot-Study and Pre-Test

The researcher has visited sugar mill at least ten times to make pilot study. His visits enhanced his ideas about the structure and functions of industry on the one hand and the prevailed interpersonal relationships exist between the employees and employers in connection with the title of the research ‘factors determining human relations’ on the other hand. After gone through the previous studies in detail with regard to review of literature and with the help of the conducted pilot study he was able to construct the interview schedule with consultations.

After constructing the interview schedule, he interviewed 20 respondents in the same industry to test the tool. This process has helped him a lot to know status of the framed questions and relevance of them pertaining to the study. With the help of the pre-test, he deleted a few questions, added a few more and finally rearranged questions in order, the same questions have been posed on the respondents to elicit the needed facts from them.

3.10 Statistical Techniques used

The researcher has used the percentage analysis and chi-square test to analyze the data to reach the meaningful conclusions.
3.11 Period of Data collection

The necessary data have been collected from the respondents in between January and March 2012

3.12 Chapter scheme

The first chapter discusses the introduction, second chapter focuses its attention on the review of literature, third chapter concentrates on methodological framework, fourth chapter gives interprets the data and analyze the same and the fifth chapter narrates the summary, conclusion and suggestions.