

A STUDY ON HUMAN RESOURCE DEVELOPMENT PRACTICES IN SUDHA DAIRY, MUZAFFARPUR

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ABSTRACT

From past few decades the dairy industry is crucially concentrating on their human resource, as they are the most valued and most treasured assets of the organisation. To assess the dairy sector Human Resource's competitiveness, from functions have been considered namely 1. Recruitment and Selection, 2. Training and development, 3. Performance Management System, 4. Compensation and Benefits. The organizations should carefully map the available HR while recruiting the candidates, because they provide the advantage for the company amongst industry. While training the candidate the organization has to look their competency area and provide appropriate training to them. The prime objective of training is to improve the performance of human resource working in dairy sector. Compensation & Benefits act as a major base for company's rate of recruitment, retention graph & overall employee satisfaction in the organization. Dairy organizations are introducing modern HR Practices due to the entry of multinational companies. The aim of the paper is to study the Human Resource Practices followed at Sudha Dairy, Muzaffarpur.

***Keywords-** Employee, Human Resource Practices, Human Resource Development, Performance, Recruitment, Training.*

INTRODUCTION

Human resource is considered as the most valuable asset of an organization. Despite the complex and dynamic nature of human beings, which comprises their personality, character and the ability to achieve goals, people differ in all aspects. People are in constant demand, but, cannot be easily replaced by technology. A systematic approach to apply human resource practice is needed to ensure that the manpower capital of a diary organisation is comprised of the right people, in the right place, at the right time to deliver high quality value for

business. Recruitment is considered as the most basic function in HR Practices; it is basically the process of searching employees to apply for the job posting in the Sudha Dairy. On the other side the process of choosing the appropriate candidate among the job applicants pooled by recruitment is known as selection process. Selection process always comes after the recruitment process is over.

Once the employee is part of organization he/she is being trained and developed according to the business requirement and project area. Once the employee is trained, he/she performs and based on their performance an appraisal analysis is done. Once employee appraisal is done their increments in decided and compensation is designed. HR Practices process will be lengthy for large organizations and will be wider for dairy organizations and it differs from one industry to other.

REVIEW OF LITERATURE

The most of connection among HR practices are created at each employee behaviour and attitude at the workplace level. The two possible reasons for the connection are: employee discretion/job influence and social exchange. A detailed study of employees shows that organizational citizenship behavior has a positive impact on HRD practices, through an effect on perceived job influence. The area of human resource function is one of the prime areas which can influence the optimization of available resources. An employee is undoubtedly organizations greatest asset and requires attention. HR function needs to evolve itself with changing time.

Motivation is essentially required to retain the employees who have the vision, skills and determination to adopt to a constantly changing world. Policies are required to be designed in order to attract, motivate & retain the employees who have the vision skills and determination to deal with the external as well as internal environmental threats. There are number of ways in which organization can find and hold the benefits of HR. The new training policy provided by corporate training centers is now a day considered as source of competitive advantage for developing, retaining and attracting the valuable staff of organization. HR managers are using these training policies as a tool to attract, develop, and retain valuable human resources.

RESEARCH OBJECTIVES

1. To study and analyze the Human Resource Practices of Sudha Dairy.
2. To explore the benchmarking for Human Resource practices to be followed in a Dairy.
3. To study the perception of employees towards the design and implementation of distinct HR activities.

4. To analyze the satisfactory level of the employees towards the Human Resource Practices of the organization.

SCOPE OF THE STUDY

The present research is confined to study the HR Practices followed at Sudha Dairy, Muzaffarpur. The study reveals the HR Practices followed in the organization.

1. Whether employees are satisfied with the current HR Practices?
2. Is the organization providing ethical process for HR Practices?

RESEARCH METHODOLOGY

Research design is defined as the specification of methods and procedures for accruing the information needed. It is a plan of organization frame for doing the collection of data. Data which is required for the study is collected from both the primary and secondary source. Primary data was collected through survey method by distributing questionnaires to employees. The Sudha Dairy, Muzaffarpur has around 100 office based on roll operational level employee out of 100 employees sample size have been taken as 70 with the help of sampling method. But the filled questionnaire received from the respondents is 34.

Sample Design

Designation	No. of employee	Contacted	Respo-nded	Male	Female	20-30 age group	30-60 age group
Corporate staff	100	50	19	9	10	11	8
Plant staff	200	50	15	15	0	1	14

Fig-1

ANALYSIS AND INTERPRETATION

Analysis of opinion on Recruitment and Selection Process of the Organization (Fresher VS Experienced)

Analysis of opinion on Recruitment and Selection Process of the Organization (Fresher VS Experienced)

	no of 20-30 age	% of 20-30 age	no of 30-60 age	% of 30-60 age
very good	3	20.83	6	29.22
good	5	44.44	13	60.78
average	2	18.06	2	6.08
poor	2	15.28	1	1.47
very poor	0	1.39	1	2.45
Total	12		2	

Fig 2

Interpretation: The survey depicts that around 65% of employee's opinion of age group 20-30 is very good & good about the Recruitment and Selection process of the company and 90% of employee's opinion of age group 30-60 is very good. Around 17% of employee's opinion of age group 20-30 is very poor & poor about the Recruitment and Selection process of the company and around 4% of employee's opinion of age group 30-60 is very poor & poor.

Analysis of Opinion on Training and Development process of the Organization (Fresher VS Experienced)

	no of 20-30 age	% of 20-30 age	no of 30-60 age	% of 30-60 age
very good	2	13.54	5	25.29
good	6	51.04	14	63.90
average	3	26.04	2	6.40
poor	1	8.33	0	1.10
very poor	0	1.04	1	3.31
Total	12		22	

Fig 3

Interpretation: The survey depicts that around 65% of employee's opinion of age group 20-30 is very good & good about the Training and Development process of the company and around 98% of employee's opinion of age group 30-60 is very good & good. Around 9% of employee's opinion of age group 20-30 is very

poor & poor about the Training and Development process of the company and 4.5% of employee's opinion of age group 30-60 is very poor & poor.

Analysis of Opinion on Performance Management System of the Organization (Fresher VS Experienced)

Analysis of Opinion on Performance Management System
(Fresher VS Experienced)

	no of 20-30 age	% of 20-30 age	no of 30-60 age	% of 30-60 age
very good	1	6.94	5	24.31
good	5	38.89	14	64.90
average	6	45.83	1	3.43
poor	1	8.33	2	4.41
very poor	0	0.00	1	2.94
Total	12		22	

Fig 4

Interpretation: The survey depicts that around 46% of employee's opinion of age group 20-30 is very good & good about the Performance Management System of the company and around 89% of employee's opinion of age group 30-60 is very good & good. Around 8% of employee's opinion of age group 20-30 is very poor & poor about the Performance Management System of the company and around 7% of employee's opinion of age group 30-60 is very poor & poor.

Analysis of Opinion on Compensation and Benefit Process of the Organization (Fresher VS Experienced)

Analysis of Opinion on Compensation and Benefit Process
(Fresher VS Experienced)

	no of 20-30 age	% of 20-30 age	no of 30-60 age	% of 30-60 age
very good	2	13.54	5	25.94
good	6	51.04	14	59.65
average	3	26.04	2	8.35
poor	1	8.33	0	4.12
very poor	0	1.04	1	2.65
Total	12		22	

Fig 5

Interpretation: The survey depicts that around 65% of employee's opinion of age group 20-30 is very good & good about the Compensation and Benefit process of the company and around 85% of employee's opinion of age group 30-60 is very good & good. Around 9% of employee's opinion of age group 20-30 is very poor & poor about the Compensation and Benefit process of the company and around 7% of employee's opinion of age group 30-60 is very poor & poor.

FINDINGS

- 65% of respondents of age group 20-30 and 89% of respondent of age group 30-60 said that the HR training and development process is good & very good in the company.
- 46% of respondents of age group 20-30 and 89% of respondent of age group 30-60 said that the HR performance management system is good & very good in the company.
- 64% of respondents of age group 20-30 and 85% of respondent of age group 30-60 said that the HR compensation and benefits process is good & very good in the company.
- 92% of male respondent are mostly satisfied with candidate selection process like written tests, Group Discussion, Interviews etc.
- 90% of female respondent and 84% of respondent of age group 20-30 are mostly satisfied with objective of attracting competent people by conducting competitive selection processes.
- 90% of respondent of age group 30-60 are mostly satisfied with the way company widely circulates information regarding both external & internal recruitment processes.
- 92% of male respondent and 84% of respondent age group 20-30 and 89% of respondent of age group 30-60 are mostly satisfied with the way organization, feedback of training is duly recorded, and the training program is evaluated by participants.
- 100% of female respondent are mostly satisfied with organization Trainings that include General Problem solving skills, broader knowledge of the company business, Social & Communication skills.
- 80% of male respondent are mostly satisfied with Performance Appraisal which contributes to enhance the job skill of employees and identifies their developmental needs required to support their career objectives.
- 80% of female respondent are mostly satisfied with company shares criteria of performance appraisal and its subsequent results & feedback from management with all individual employees.
- 75% of respondent of age group 20-30 and 83% of respondent of age group 30-60 are mostly satisfied with the process that, standards of targets & Key Result Areas are set realistically and designed considering the views of concerned employees.

- 92% of female and male employees and 100% of employee of age group 30-60 are mostly satisfied with payment done on time.
- 92% of respondents of age group 20-30 are mostly satisfied with, individual employee's goal and values are strongly considered.

SUGGESTIONS

- Human Resource strategies can be further rejuvenated and designed in order to provide better growth opportunities to young generation employees.
- They may also follow new HR application based tools for better recruitment, selection, training, performance management and compensation practices.
- The member of the HR Practice committee may comprise of more techno savvy people. So that innovative new applications can be used in HR activities for quicker execution and enhanced accuracy.
- It is suggested that the HR department may approach to take more inputs from various departmental heads while designing as well as following any of new HR Practices, as the departmental heads can directly analyze and project the output of these practices through their technical knowledge relating to the job of their particular department.

CONCLUSION

The study was concluded among the workers of Sudha Dairy, Muzaffarpur respondents. The data was collected by means of questionnaire and classified to analyze carefully by all appropriate means. From the analysis, it has been found that the most of the employees in the company were satisfied but modifications are required to stay competitive in the changing scenario of HR processes and trends of industry that has a great impact on working of the company as a fresh blood, to support the entrance of new ideas into the organisation. HR Practices implementation is found standard and the company's HR department is doing well in placing the correct HR Practices for employees, along with filling their requirement for all levels of positions. Hence, some of the suggestion were mentioned to enhance the organizational strategies, procedures and implementations.

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