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Analysis of Work Life Balance with Respect to Stress Management Pre & PostCovid19Lockdown

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ABSTRACT

Despite the effect of COVID-19 pandemic on each human on the planet, the inquiry is of how people and associations can proactively take more time to forestall the beginning of pressure, rather than responding to its unfavorable outcomes of the pandemic circumstance.

This exploration concentrates on the telecommuting perspectives looked by working individuals which has currently infiltrated in private and expert spaces, in this period of pandemic. Indeed, even the individuals who were beforehand doubtful about accomplishing proficiency in conveyed groups are presently embracing it as a better approach for working. Up reviewing and utilizing advanced stages to remain associated.

The more mindfulness needs about work style, track down ways of approaching the situation with fresh eyes every time. Maybe it is time that the articulation „ work-life balance is let go, and, in its place, we utilize the term „ work-life integration. " People who make this progress might well observe that their versatility is reinforced in light of the fact that the attitude is tied in with tolerating and joining different requests upon our time and abilities, between work, wellbeing, obligation and family.

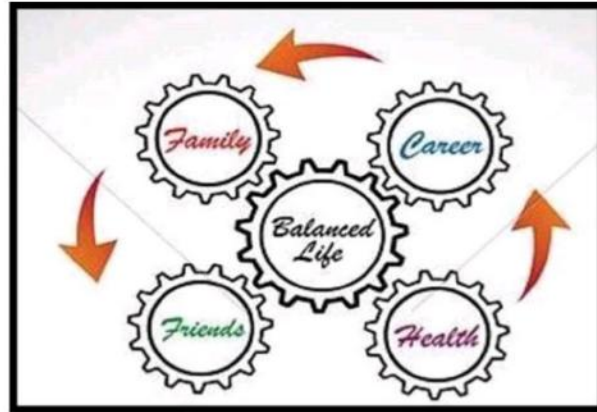
The COVID-19 pandemic was related with gentle mental effect while it likewise energized some certain effect on family support and psychological well-being mindfulness among grown-ups. Clinical mediations focused on towards weak gatherings, for example, females and more youthful grown-ups are required.

Hence this study finishes up the effect of Coronavirus lockdown in the work life and individual existence of representatives concerning private companies and MNCs.

INTRODUCTION

Work-life Balance definition

Work-life means balancing between personal and professional activities in an individual's life and the level to which we do it in the home.



Family: Successful Parenting, the way of life of care and magnanimity that are the piece of day-to-day life, requires energy, time, persistence and a capacity to bear the wreck and disarrays difficult task while the functioning day has demonstrated distressing and long.

The inquiry here is 'who set aside opportunity to really focus on whom?' for what frequently happens is that the tedious listening a piece of relationship gets dumped for convenient solutions, and then, at that point, the unattended get to feel disliked and respond likewise.

Families need supporting and our reactions must be adequate profound a flexible to oblige the unforeseen, in addition to the planned pieces that fit in conveniently with our positions.

Home: Home making is tedious. In the making of a home we make a climate that mirrors our feeling of spot in this world like a warm and recognizable jumper, the home furnishes us with an augmentation of ourselves, where we can feel free in our feelings and content to be who we truly are. The Catch 22 is that the more we work, the more frantic we are to observe such a home with its immortal affiliation and the less time we need to make it.

Work Life Balance consists of:

- 1 Flexi-time
- 2 Staggered hours
- 3 Time off in lieu
- 4 Compressed working hours
- 5 Shift swapping
- 6 Self-roistering
- 7 JobSharing
- 8 Team —time working
- 9 Working from home
- 10 Breaks from home

The ideal balance between serious and fun activities is available to conversation. Freethinker Paul Krassner said that anthropologists frequently characterize satisfaction as having practically no separation between a singular's expert and individual lives.

Balance between serious and fun activities is an effective issue because of the expanded measure of innovation that eliminates the significance of actual area in characterizing the balance between fun and serious activities. Beforehand it was troublesome or difficult to bring work back home thus there was an unmistakable line among expert and individual.

The expansion in versatile innovation, cloud-based programming and the multiplication of the web has made it a lot more straightforward for representatives to be 'forever' working, obscuring the qualification among expert and individual.

A few correspondents fight that PDAs and 'reliably on' induction to the workplace have displaced the despot control of managers. Stress is a typical element of an unfortunate balance between serious and fun activities. In the data economy mental pressure has been recognized as a huge monetary and medical condition, causing by an apparent need of representatives to accomplish more quicker than expected.

A major question in the balance between fun and serious activities banter is the place where obligation lies for guaranteeing representatives have a decent balance between fun and serious activities. The overall inclination is that businesses have an obligation to the soundness of their workers; aside from the ethical obligation, worried representatives are not so much useful but rather more liable to make blunders.

Balance between fun and serious activities is —Extent to which one's apparent portion of physical, mental, and enthusiastic assets between the work and non-work spaces matches one's assumptions, individual and expert objectives.

For People all over the planet today, the new COVID-19 flare-up is an image of how delicate and flighty our lives can be in surprising circumstances. The infection which has fundamentally altered the manner by which the majority of us live, work or plays out our essential everyday capacities is proceeding to expand its grip at a disturbing rate with the effect being felt at different levels bringing about financial log jam, business interruption, exchange preventions, travel hindrances, public separation, etc. On private side the equilibrium offamily has underlined on wellbeing, profession and companions, all individuals are currently aware of individual and encompassing cleanliness and the way of association with individuals.

The changes brought about in the life style of people due the pandemic are as follows:

- Housework
- Local—Lockdown
- Health and Hygiene consciousness for building immunity
- Social Distancing
- No domestic help
- Responsibility Sharing

- No external walks and exercise
- Time to do office work ■ Space for office work
- Skill up Gradation
- Dependence on Digital Modes for work

Preference for Work from Home:

With respect to the continuity of business, companies around the world have switched over to online/virtual mode of working while global mobility has come to a standstill. In India, various states have been exposed to a situation of complete lockdown which has led employer stop and they can make the people to be in safe condition. Contain the spread of the virus and continue their operations effectively during this unprecedented crisis.

Work from home is one the trend and it has become one of the sophisticated activities that makes the people to have some comfort.

Using digital platforms to stay connected:

No longer physical meetings or catchups are possible, it is important to have some harness in the power of digital platforms. That can help the people to ensure the continuity in the operations in remoter conditions.

This may happen through:

Ensuring that each of your employees has the required tech equipment such as VPN connection, digital data base systems, laptops, good internet connection.

Meetings, Discussions, and one-to-ones:

In order to enhance the productivity and to maintain the motivation it is critical to have regular interactions or team meetings with one group. Digital platforms such as Microsoft Teams, Zoom etc. are a big advantage in this case and can help people stay updated and feel connected even while working from home.

Having good communication approach-

Understanding the significance of and interdependencies and responsibilities we have on each other, effective communication becomes one of the main component while working remotely and hence it is useful to have, time to time updates information and updates while working.

Work-Life balance and cause of stress:

One of the essential factors in successfully managing work—life balance is the ability to reduce and control stress. Stress is undoubtedly one of the biggest problems faced by the modern workforce. It is also becoming an increasingly worrying problem for employers. In this article we review stress in the workplace, the current legal attitude, and what individuals and employers and to minimize the stress we have to do this type of things.

Stress in workplace:

Stress is on the increase across the western world. Recent surveys in the US by the American Psychological Association indicate that about 43% of adults suffer adverse health effects due to stress, and that between 75-90%

visit to a doctor are stress related. A similar story is playing out across the developed world. Here are some statistics from the United Kingdom.

- 70% of managers think work related stress has an adverse effect on their home lives and the reverse impacts on their work — life balance.
- In the UK there are nearly 170,000 claims for stress-related illness and injuries every year: 27,000 people take time off work each day as a result of stress. (The situation is even worse in the US, where the Workers' Compensation Scheme and Insurance-scheme-for work.
- The British Heart Foundation has indicated that stressful jobs increase the risk of coronary heart disease by more than 50% in men and by more than 70% in women compared to less stressful jobs.

workplace-induced stress affects employees first and foremost, employers are beginning to know how hard the consequences can hit their bottom line. The rise in legal claims is just one reason for this. In the UK, for example, the Health & Safety Executive calculated that in 1998 alone, 90 million working days were lost due to stress-related illness.

OBJECTIVE OF THE RESEARCH

The objective is to reconsider past researches that were conducted about Working from Home with respect to Work-Life Balance. Many researches were conducted on the similar topic but not the same one. So keeping that gap into consideration the main objectives of this study are as follows:

- To find the factors responsible for dissatisfaction towards Working from Home
- To explore the relationship between work life and personal life.

Importance

- Work Life Balance means less Stress
- Work Life Balance Will Improve Your Mental Health Work Life Balance Means Better Physical Health
- A Balanced lifestyle enhance the relationship and it makes us to be punctual.

- WorkLifeBalanceIncreasesCreativeThinkingBalanceMakesYouMoreProductive
- RealBalanceBringsHappinessandFulfillmentWorkLifeBalanceBringsHigherLevels and of success.

REVIEWOFLITERATURE

Clare Kelliher and Deirdre Anderson (2010) found that the employees who work for less time and work in remote are more satisfied than others. This helps them to have much more commitments in the organization.

Parida (2012) has mentioned that now a days the lives employees, both male and female, is increasingly consume do family and other personal responsibilities and interests. Therefore, in an effort to retain employees, it is increasingly makes the people to make the work life balance.

Gupta and Charu (2013) examined the impact of Work Life Balance on jobsatisfactionofITsectoremployees.Datahavebeencollectedfrom100employeesbyadoptingconvenience sampling method. A self-prepared questionnaire has been administered. Chi-square result shows that work life balance and burnout affects the jobsatisfaction among employees in IT sector.

Panisoara and Serban (2013) have examined the impact of marital status on Work life balance. Data were collected from 132 employees by adopting convenience sampling method. Varying non-work related issues (by means of the presence of a husband/wife, a minor or major child) while keeping the work constant (by means of the state of being an employed person common for all the four groups of participants) may suggest that the diversification of demands brought about by the necessity to assume household or child care responsibilities is not necessarily and it is followed by the concept of work life balance.

Parikh and Gandhi (2014) described how the recent technological changes invaded our home, bedrooms, and even social functions. In this study some of the suggestions have been offered by authors to employees and organizations. Among them one of the suggestions offered to organizations states that organizations could provide "core hours " when an employee should be present and work around different start and finish times.

Deery and Jago (2015) found that work life balance is one of the most important variable within organization to manage and retain their employees. Few other variables like attitude of employees in terms of commitment towards organization and job satisfaction organizations in order to retain their best talent within organization it is important to provide them work life balance which with benefit both employee and organization.

Isaacs (2016) explained work-life balance in terms of control. If a person he is able to control his work then it is assumed that he has control over his personal life and professional life. He also suggested improving your quality life then adding a word.

Pandita and Singhal (2017) investigated the relationship between employee engagement in IT sector with work-life balance. It was found that involving employees in fast changing environment is difficult without providing work-life balance in terms of flexible timing, leave policy, compensation etc. Thus, the role of HR has increased to engage its employees strategically in this changing business sustain in market.

DATA ANALYSIS AND INTERPRETATION

TABLE 1 [Distribution of frequency with respect to satisfaction with respect to WFH arrangement] (NO: 102)

	Frequency	Percent	Valid Percent	Cumulative Percent
VERY DISSATISFIED	25	24.0	24.0	24.0
DISSATISFIED	17	18.3	18.3	42.3
NEUTRAL	30	28.8	28.8	71.2
Valid SATISFIED	25	24.0	24.0	95.2
VERY SATISFIED	5	4.8	4.8	100.0
Total	102	100.0	100.0	

Inference:

Responses with respect to work from home arrangements 25 responses (24%) were very dissatisfied with respect to work from arrangement 17 responses (18.3%) were dissatisfied but 30 responses (28.8%) were neutral highest response with respect to work from arrangement. 25 responses (24%) were satisfied which got equal responses as very dissatisfied. 5 responses (4.8%) were very satisfied with respect to work from home arrangements employees.

TABLE 2: [Level of Relaxation with respect to work from home] (N0102)

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	VERY DISSATISFIED	12	11.5	11.8	11.8
	DISSATISFIED	14	13.5	13.7	25.5
	NEUTRAL	30	28.8	29.4	54.9
	SATISFIED	28	26.9	27.5	100.0
	VERY SATISFIED	18	17.3	17.6	
Total		102	98.1	100.0	
Missing	System	2	1.9		
Total		104	100.0		

Inference

Responses with respect to level of relaxation while doing work from home 12 responses (11.5%) were very dissatisfied due to the unsuitable work environment, 14 responses (13.5%) were dissatisfied but 30 responses (28.8%) were neutral they are fine with work environment 28 responses (26.9%) were satisfied to do the same 18 responses (17.3%) shows they are very satisfied of work from home.

CHART-I

1- Very Dissatisfied 2- Dissatisfied 3- Neutral 4- Satisfied 5- Very Satisfied



Inference

During this pandemic there was a lockdown in that time the office had made their employees to have work from home by providing facilities like laptops, internet facilities etc.

TABLE3:[Distribution of frequency with respect to working for more than 12 hours a day while working from home](N0102)

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	ALWAYS	10	11.5	11.5	11.5
	OFTEN	26	25.0	25.0	36.5
	SOMETIMES	28	26.9	26.9	63.5
	RARELY	29	27.9	27.9	91.3
	NEVER	9	8.7	8.7	100.0
	Total	102	100.0	100.0	

Inference

Responses with respect to working more than 12 hours a day. 10 responses (11.5%) always ready to perform because in the system they have US & UK clients so this 11.5% employees 26 responses (25%) & 28 responses (26.9%) both belongs to quality and packing team. 29 responses were (27.9%)

TABLE4: [Distribution of frequency with respect to not able to balance work life while working from home] (N=102)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	ALWAYS	11	10.6	10.9
	OFTEN	23	22.1	33.7
	SOMETIMES	37	35.6	70.3
	RARELY	21	20.2	91.1
	NEVER	10	8.7	100.0
	Total	102	97.1	
			2.9	
Total	102	100.0		

Inference

11 respondents (10.6%) always feel that they are not able to balance their work life while working from home. 23 respondents (22.1%) feel this very often, 37 respondents (35.6%) feel this sometimes, 21 respondents (20.2%) feel this rarely and 10 respondents (8.7%) never had a feeling over this.

CHART2:

1- Always 2- Often 3- Sometimes 4- Rarely 5- Never

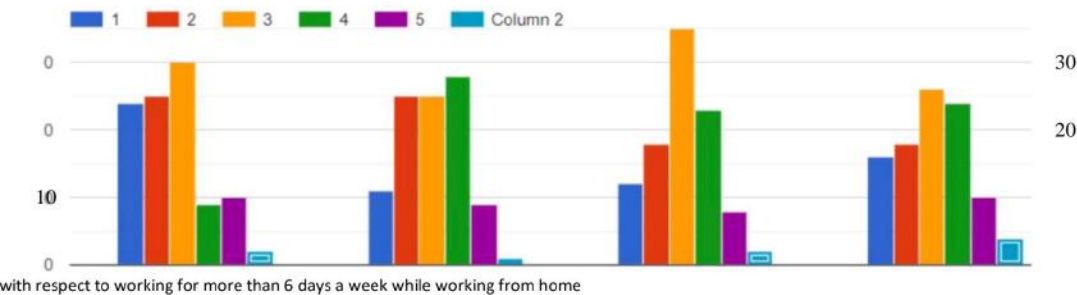


TABLE5 : [Distributionoffrequencywithrespecttofeelingtired/
depressedbecauseofwork]

	Frequenc	Percent	Valid Percent	Cumulative Percent
ALWAYS	12	11.5	11.8	11.8
OFTEN	36	34.6	35.3	47.1
SOMETIMES	34	32.7	33.3	80.4
VALID RARELY	16	15.4	15.7	96.1
NEVER	4	3.8	3.9	100.0
Total	102	98.1	100.0	
Total	102	100.0		

Inference

11

Respondents(11.5%)alwaysfeeltired/depressedbecauseofwork,36
respondents(34.6%) often feel that, 34 respondents (32.7%)
sometimes feel tired/depressed, 16respondents(15.4%

)rarelyfeelthatand4respondents (3.8%) never felt depressed or tired while working from home.

FINDINGS:

- ☐ When it comes to satisfaction with the current WFH arrangement 4.87% were very dissatisfied, 10.06% were dissatisfied, 30.84% were neutral, 32.14% were satisfied and 22.08 % were very satisfied.
- ☐ When compared to earlier situations, 42.53% feel optimistic, 20.78% feel pessimistic and 36.69% feel about the same about working from home.
- ☐ 1.95% respondents feel childcare as their biggest challenge, 21.75%, 8.44%, 8.12%, 10.39%, 10.06%, 8.44%, 13.31%, 10.71% and 6.82% face the biggest challenge of keeping physical workspace, regular schedule difficulty in communication with coworkers, do not have access to the tools or information that are needed in job, internet connectivity, anxiety about the impact of COVID-19 on life, too many distractions at home, social isolation and other challenges respectively when they work from home.
- ☐ 66.88% respondents have all the equipment needed in order to do work from home whereas 33.12% respondents do not have all the equipment needed to work from home.
- ☐ 67.21 % respondents have a dedicated workspace where they can work at home but 32.79% respondents do not have a dedicated workspace at home to work.
- ☐ 14.61% always, 15.26% often, 23.38% sometimes, 18.51% rarely and 28.25% never work for more than 6 days a week while working from home.
- ☐ 9.74% always, 13.31% often, 27.27 % sometimes, 19.16% rarely and 30.52% never work for more than 12 hours a day while working from home.
- ☐ 69% always 24.03% often, 36.04% sometimes, 12.99% rarely and 15.26% never feel that they are not able to balance their work life while working from home.
- ☐ 14.61% always, 29.87% often, 37.99% sometimes, 11.04% rarely and 6.49% never think about work while doing other household chores.
- ☐ 27.27 % always, 33.12% often, 26.30% sometimes, 11.36% rarely and 1.95% never find enough time to spend with their family when they work from home

- ☐ 7.47 % always, 16.56% often, 45.13% sometimes, 21.10% rarely and 9.74% never felt tired/depressed because of work.
- ☐ 16.56% always, 23.38 % often, 37.17% sometimes, 17.12% rarely and 11.69% never able to get time for working out while working from home.
- ☐ 13.31 % always, 14.29% often, 30.84% sometimes, 25.32% rarely and 16.23 % never takes special initiatives to manage their sleep.
- ☐ 23.70% know that their company has a separate policy for work-life balance, 51.62% do not know that and 24.68% respondents are not aware that whether their company has a separate policy for work-life balance or not.
- ☐ As compared to the earlier situation, feeling optimistic or pessimistic about working from home is independent of the industries for which respondents work.

There is a significant difference between respondents who have and do not have work-space at home where one can work towards satisfaction gained with current work from home arrangement.

SUGGESTIONS

1. Companies should provide proper set up such as necessary software and hardware installed, proper work schedule so that employees could give appropriate attention to work.
2. Companies should also come up with virtual employee engagement activities such as sessional talks to keep employees enthusiastic and positive towards work.
3. Companies should give training to the employees to balance their professional and personal life while work from home.
4. Providing a strict work schedule is very important when an employee is working from home because the person will be available at any time at any-where.

CONCLUSION

WFH has proven to be advantageous for the employees especially when this survey took place during the global pandemic situation of COVID-19. But on the other hand, the survey conducted keeping a regular schedule is the main

problem. The result of this study portrays that only less than 35% of respondents feel that they are notable to balance their work life while working from home. Also, more than 75% respondents of different industries feel either optimistic or about the same with reference to working from home. There are less than 25% respondents who feels bad while working from home. This research has show the satisfaction takes place in the minds^{ee} of employees because of keeping a regular schedule, working for more than prescribed hours and timeconsuming house hold chores.

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A STUDY ON WORK LIFE BALANCE AND ITS INFLUENCE ON EMPLOYEE HAPPINESS WITH REFERENCE TO HOSPITALITY SECTOR

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ABSTRACT

Work-life balance is creates and maintains a supportive and conducive work environment, It will enable employees to have balance between work & personal responsibilities and also builds employee loyalty and productivity. This study is done to find out how employees balance their work and personal life and its relationship with employee happiness. The research design used for the study in this project is descriptive research. Data was collected from 110 individuals who work in hotels, using questionnaire. Secondary data was collected from secondary sources like journals, and internet. The data collected are analyzed with the help of statistical tools ,the findings suggestion and conclusion are framed with the help of analyzed data.

Keywords: work-life balance, employees, employee happiness, loyalty

INTRODUCTION

Work life balance is concerned with examination of people's ability to manage simultaneously work demands and multi-faceted demands of life. Work life balance has been assumed to involve the devotion of equal amount of time to paid work roles, more recently the concept has been recognized as more very critical for the healthy well-being of workers. The study was conducted on 110 employees of top 5 Hotels in Chennai.

One way of measuring a company success is flexible work schedule provided to workers. It is found that the happiness that workers feel when they are satisfied with their job and work conditions leads to employee retention and high performance. To win the hearts's of customers' an organization needs engaged employees who can actively transmit their energy and enthusiasm to customers. The success of a business is dependent on satisfied customers and there is a great deal of evidence for a causal relationship between happy customers and higher profits.

NEED FOR THE STUDY

Inflexible working hours, high work pressure and longer working hours causes stress to employees. It reduces their job performance, productivity and disturbs their personal life as well causing broken homes in the community. There is growing concern that the quality of home life and community life is deteriorating gradually. The organizational reports indicate that when employees spend too many hours at work, and spend less time with their families, their health and work performance begin to deteriorate. Moreover, there is a review that workers are less willing to display unlimited commitment to the industries. The study focuses on the employee's happiness on the work life balance of employees, their perception on its work life balance policy and how it affects their work, their relationship at home and health.

OBJECTIVE OF THE STUDY

- To find the factors influencing Work Life Balance of employees in Hospitality sector
- To find the level of employee satisfaction of employees in Hospitality sector
- To find the relationship between work life balance and employee happiness in Hospitality sector

REVIEW OF LITERATURE

Alireza Bolhari et al., (2011), this article measures the level of work life balance among IT employees in Iran, it has identified the factors such as adequate & fair pay, safe & healthy work environment, growth & security, constitutionalism, social relevance, total life space, social integration and development of human capacities influences work life balance.

Mirkamali, and Thani (2011), This study was conducted among faculty members of University of Tehran & Sharif university of technology to determine the Quality of Work Life. It has identified opportunities for continued growth and security, Constitutionalism social relevance in work life, Overall life space, Social integration and cohesiveness improves Quality of Work life

Elamparuthi (2014), it studies the level of work life balance of employees in SSIs. Working environment, safety, job security, stress, superior motivation, use of personal skills, promotion opportunities, Treated with respect, working hours, are causes of job satisfaction.

Iqan Iazar, (2010), this study revealed that, a successful balance between work and non work roles are beneficial for both employee and employer. The balance in work life improves quality of personal relationship.

RESEARCH METHODOLOGY

The study follows descriptive research method. Structured Questionnaire was administered and personal interview was also conducted. This research is carried out among the employees of 5 leading Hotels in Chennai, viz., Savera Hotels, Leela Palace, Le Meridien, Trident Hotel and Chola Grand. The total population is 4215 employees and the sample size of

110 employee views are taken to carry out this study using convenience sampling technique.

DATA ANALYSIS & DISCUSSION

Table 1. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Classification	No of Respondent	% of Respondent
Gender		
Male	44	
Female	66	60%
Total	110	100%
Hotels		
Savera Hotel	24	22
Le Meridien	20	18
Chola Grand	16	15
Leela Palace	30	27
Trident Hotel	20	18
Total	110	100
20-25	51	46.36%
26-30	54	49.09%
31-35	5	4.55%
Above 36		0%
Total	110	100%
Famil Structure		
Nuclear famil	65	59.09%
Joint famil	45	40.91%
Total	110	100%
Marital status		
Sin le	54	49.09%
Married	46	41.81%
Divorce	10	9.09%
Total	110	100%
Workin hours		

8hrs	20	18.19%
9hrs	45	40.90%
More than 9hrs	45	40.91%
Total	110	100%

Table 2 OPINION ON WORK LIFE BALANCE

Res onse	No of Res ondent	% of Res ondent
Ve well balanced	23	20.91%
Somewhat balanced	44	
Balanced	41	37.27%
Somewhat out of balanced	2	1.82%
Ve out of balanced		
Total	110	100%

Majority of the respondents (40%) somewhat balance, their work & life while 37% completely balance and 21% balance very well.

Table.3 OPINION ON FEELING OF STRESS

Res onse	No of Res ondent	% of Res ondent
Ve stressful	11	10%
Stressful	40	36.36%
Not at all stressful	38	34.55%
None of the above	21	19.09%
Total	110	100%

36.36% of respondents are stressful while 34.55% of the respondents are not at all stressful.

Table.4 RESPONSE ON HAPPINESS WITH JOB

Res onse	No of Res ondent	% of Res ondent
Stron I a ree	30	27.27%
A ree	45	40.91%
Neutral	20	18.18%
Stron I disa ree	10	9.09%
Disagree	5	4.55%
Total	110	100%

From the above table of chart shows that 27.27% of the respondents strongly agree, 40.91% of the respondents agree, 18.18% of the respondents neutral, 9.09% of the respondents o strongly disagree, and 4.55% of the respondents disagree that they are happy with their work.

CHI-SQUARE- 12 ANALYSIS

To test whether there exist a significant relationship between the marital status of the respondents and work life balance

Table No.5 Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson ChiSquare	76.871 ^a	16	.000
Likelihood Ratio	87.637	16	.000
Linear-by-Linear Association	3.434	1	.064
N of Valid Cases	110		

a. 15 cells (60.0%) have expected count less than 5.

The minimum expected count is 2.01.

Since, the significance value is less than .05, there is no significant relationship between the marital status of the respondents and work life balance.

PEARSON CORRELATION ANALYSIS

To test whether there exist a significant relationship between work life balance of the respondents and with happiness in job

Table No.6 PEARSON CORRELATION ANALYSIS

	Value	Asymp. Std. Error ^a	Approx.	Approx. Sig.
Interval by Interval Pearson's R	.038	.095	.398	.691 ^C
Ordinal by Ordinal Spearman Correlation	.033	.095	.343	.732 ^C
N of Valid Cases	110			

Pearson correlation is (0.691) indicates a positive perfect correlation. Thus the analysis shows that There is a significance relationship between work life balance of the respondents and their happiness in job.

FINDINGS

- 40% of the respondents are male and 60% of the respondents are female, Majority (55%) of the respondents are in the age group of 31-35. Majority of the respondents 49.09% are single. Majority of the respondents (40% each) work for 9 hours and more than nine hours a day.
- Majority of the respondents (40%) somewhat balance their work life.
- Majority (36%) of the respondents feel that they are stressful.
- Majority of the respondents (40.19%) are happy with their Work.
- There is no significant relationship between the marital status of the respondents and work life balance.
- There is a significance relationship between work life balance of the respondents and their happiness in job.

MANAGERIAL IMPLICATIONS

Most of the employees are middle aged young people and got married. Most of them feel that they do not have special time to spend with their family. Hence management may allow its employee to take special leaves for the period of a week at least twice in a year. Some respondents have said they are working more than normal hours in office and missing the time to be spent with family. Management can consider providing more recreation facilities to their employees specifically. That will encourage others also to involve more on the job and reduce the stress of employees who are working in overtimes. This study reveals that most number of employees is spending more than one hour time travelling to office and company does not provide any separate transport facilities to its employee. Employees are feeling that they don't have enough time to balance their work and family using tight schedules of projects. This can be avoided if management could plan properly and allocate work among adequate manpower resources.

CONCLUSION

"Work life balance is one of the main concerns among the growing population because in an individual's life both work life and personal life play equal and very important role." Work life balance of employees at selected Hotels is maintained well, however it was studied that the management is still male-dominated. There is still further room for female employee to develop their skills and match the opposite gender. The management can promote better work environment within the work units by encouraging frequent family get together, including monthly counseling which can help in improvement of an individual's attitude. This survey was conducted on 110 samples and the feedbacks received were positive. There was a bit

hesitation among the employees the reason being the communication. The management can overcome this problem by giving a basic learning class for the new joiners.

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EMPOWERMENT STRATEGY THROUGH SELF HELP GROUPS (SHGS) - AN EMPIRICAL STUDY

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ABSTRACT

The paper aims at studying the empowerment strategies adopted through Self Help Groups (SHGs) for the betterment of the society. In the socio-economic scenario the contribution of self help group for developing country's economy and sustaining the self help group members in the complex socio-economic conditions. In the last three decades the growth of self help group steeply increasing across the country especially in the rural and the sub-urban areas who are economically backward and unable to fulfil their regular needs in the society. The reasons for high rate of poverty ratio in rural areas are due to major dependence of population on agriculture. To achieve a elevated rate of poverty reduction. This descriptive study done through structured questionnaire and 126 samples identified through convenience sampling. ANOVA and Chisquare has been applied to achieve the objectives.

Keywords: Empirical Study, Empowerment, Self Help Group

INTRODUCTION

A self-help group (SHG) is a financial intermediary committee usually composed of 25 to 40 local men and women. Most of the self-help groups are located in India, though SHGs can be found in other countries, such as South Asia and Southeast Asia. SHG is nothing but a group of people who are depended on daily wages, they form a group in which one person collects the money and gives the money to the person who is in need.

The history of SHGs dates back to 1985, from the steps undertaken by the Mysore Resettlement

And Area Development Agency (MYRADA). The SHG movement, under the leadership of MYRADA, was first started in the southern states. There is a general awareness among the states, especially amongst women, regarding the importance of cheap credit. Since 1986-87, there were around 300 SHGs in MYRADA's projects. MYRADA initiated training to these groups on several grounds like organizing meetings, setting agendas, keeping minutes and accounts etc. Several agencies like the National Bank For Agricultural And Rural Development (NABARD), the Reserve Bank Of India (RBI), leading NGOs, as well as multilateral agencies like International Fund For Agricultural Development (IFAD) helped in the growth of the SHGs.

REVIEW OF LITERATURE

Panadilker S. (1991), this study is on problems of self employed women were women has to play a dual role. If the women has the authority, she can have their own timing and other adjustments and to know the remedies to overcome the problems.

Batliwala (1994), this study id mainly to identified the three approaches to women empowerment , the first approach is to focus on women survival and their needs, second approach is strength the women's economic position and the third approach is to address the sources of oppression.

Karl M. (1995), this study is on the role of women empowerment on decision making, the women will have the rights to take decision on technical skills, administrative, managerial and planning capacities and analytical reflective abilities of local women.

Lalitha Shivakumar (1995), this study is about how the savings can be done in rural areas and to generate the resources for the business. This study also sate that women should maintain their economic position in their business. It also been proved that people can save substantially through group efforts.

NEED FOR THE STUDY

In the socio-economic scenario the contribution of self help group for developing country's economy and sustaining the self help group members in the complex socio-economic conditions. In the last three decades the growth of self help group steeply increasing across the country especially in the rural and the sub-urban areas who are economically backward and unable to fulfil their regular needs in the society. The reasons for high rate of poverty ratio in rural areas are due to major dependence of population on agriculture. To achieve a elevated rate of poverty reduction the empowerment has to be made through SHGs.

OBJECTIVES OF THE STUDY

- To analyse the effectiveness of microfinance for development of self help group.
- To identify the expectation of the self help group members for effective operations of SHG
- To study the level satisfaction of self help group members towards the micro finance

RESEARCH METHODOLOGY

Research Design: Descriptive Research

Data Collection: Primary data collected through Structured Questionnaire

Sampling Technique: Convenience Sampling

Sample Size: 126

Tools Used: Chi-square test and One-Way ANOVA

LIMITATIONS

The sample size may not be adequate.

The result may not be generalised to other area of the country.

The respondents may be biased.

ANALYSIS AND INTERPRETATION

Table showing ANOVA between education of the Respondent education and dimensions of the impact of micro finance to SHG

Dimensions	Education of the Respondents				ANOVA (F Value)	Sig (Degrees of Freedom)
	Schooling [Diploma	Under Graduat ion	Post Graduat ion	Profession al Degree		
Credit to Poor	2.79	2.45	2.37	2.24	3.610	(2,1126)
Poverty Alleviation	2.64	2.56	2.49	2.34	3.207	(2, 1126)
Women Empowerment	2.69	2.16	2.88	2.24	11.145	.000* (2,1126)
Economic Growth	2.55	2.35	2.39	2.09	1.312	.000* (2,1126)

Mobilisation of Savings	2.64	2.67	2.01	2.37	2.930	.000 * (2,1126)
Development of Skills	2.43	2.56	2.61	2.49	2.361	(2,1126)
Mutual Help and co operation	2.47	2.75	2.49	2.08	1.624	.000 * (2,1126)
Social Welfare	2.67	2.17	2.67	2.69	3.947	.002* (2,1126)
Impact of micro finance	2.33	2.96	2.11	2.45	2.621	(2,1126)

Note: * denotes significance at 1% level, ** denotes significance at 5% level

The above table shows the result of one-way ANOVA for the educational level of the SHG respondents and the dimensions of the micro finance to SHGs in Chennai city. The p values of all the dimensions of micro finance poverty alleviation, women empowerment, economic growth, mobilisation of savings, development of skill, mutual help and cooperation, and social welfare are less than 0.01, which proves that the alternative hypothesis is significant level at 1%. Hence, it shows that there is a significant mean difference occurs among the selected SHG respondents in Chennai city based on their age group with regards to the micro finance to the SHGs. However, the p value of credit to poor, and impact of micro are less than 0.05 and more than 0.01, which indicates that the alternate hypothesis is significant at 5% level. Hence, there is a significant mean difference between the educational level of the SHG respondents and the impact of micro finance to SHG in Chennai city.

ANOVA: Relationship between the respondents' marital status and dimensions of the impact of micro finance to SHG

Null hypothesis Ho: There is no significant relationship between respondents' marital status and

dimensions of the impact of micro finance to SHG

Table showing Test of Homogeneity of variances between respondents' marital status and impact of micro finance to SHG

Factors	Levene's Statistic	df1	df2	Sig.
Credit to Poor	1.268	7		0.397
Poverty Alleviation	1.328	7	1124	0.324
Women Empowerment	1.594	7	1124	0.447
Economic Growth	.451	7	1124	0.218
Mobilisation of Savings	1.369	7		0.624
Development of Skills	1.264	7	1124	0.475
Mutual Help and Co-operation	1.325	7		0.358
Social Welfare	.469	7		0.264
Impact of micro finance	1.824	7	1124	0.714

Table describes the results of the test for the homogeneity among the study dimensions. As this is a prerequisite for the test of one-way ANOVA it is tested. The above results indicates that Levene's statistic value, degrees of freedom, and significance values of all the dimensions among the sub-groups of marital status of the selected SHG respondents are found to be good and thus it confirms the existence of homogeneity for all the dimensions of the study, that is, the data can be used for further test of one-way ANOVA

Chi-Square test for age of the Respondent and the religion of the respondent

Null Hypothesis: There is no significance relationship between age of the respondents and religion of the respondents

Respondent		Age of the Respondents				Chi-Square (P value)
Religion of the Respondents		18-26	27-36	37-46	Above 46	Total

Hindu	175 23.5% 74.4%	379 50.8% 78.3%	143 19.1% 46.8%	48 6.6% 47.0%	745 100.0% 66.1%
Muslim	24 11.9% 10.2%	41 20.4% 8.5%	97 48.2% 31.8%	39 19.5% 38.2%	201 100.0% 17.8%
Christian	23 14.6% 9.8%	56 35.6% 11.6%	63 40.1% 20.8%	15 9.7%	157 100.0% 13.9%
Others	13 56.6 % 5.5 %	8 34.7 % 1.6%	2 8.7% 0.6%	0.0% 0.0%	23 100.0% 2.2%
Total	235 20.9% 100.0%	484 42.9% 100.0%	305 27.0% 100.0%	102 9.2% 100.0%	1126 100.0% 100.0%
					38.668 (.000*)

Table showing Chi-Square test for age of the Respondent and the religion of the res

Note: * denotes significance at 1% level, ** denotes significance at 5% level

It is observed from the table that with $\chi^2 = 38.668$, $p < .01$, there is a significant relationship between age of the respondents and religion of the respondents belonging to the selected SHG.

Out of 235 respondents in the age group 18 — 26, 175 (74.4%) belong to the religion Hindu, 24 (10.2%) of the respondents selected belongs to the religion Muslim, 23 (9.8%) of the selected respondents belong to the religion Christian and only 13 (5.5%) of the respondents belong to some other religion other than mentioned. Out of 484 respondents in the age group 27 — 36, majority of 379 (78.3%) belong to the religion Hindu, 41 (8.5%) of the respondents selected belongs to the religion Muslim, 56 (11.6%) of the selected respondents belong to the religion Christian and only 8 (1.6%) of the respondents belong to some other religion other than mentioned. Out of 305 respondents in the age group 37 — 46, 143 (46.8%) belong to the religion Hindu, 97 (31.8%) of the respondents selected belongs to the religion Muslim, 63 (20.8%) of the selected respondents belong to the religion Christian and only 2 (0.6%) of the respondents belong to some other religion other than mentioned. Also, out of respondents in the age group above 46 years, 48 (47.0%) belong to the religion Hindu, 39 (38.2%) of the respondents selected belongs to the religion Muslim, 15 (14.8%) of the selected respondents belong to the religion Christian and no respondents belong to some other religion other than mentioned.

Chi-Square test for number of earning members in family of the Respondent and family income per month of the respondent

Null Hypothesis: There is no significance relationship between number of members in the family of the respondents and family income per month of the respondents

Table showing Chi-Square test for number of earning members in family of the Respondent and family income per month of the respondent

Family income per month of the Respondents	Number of earning members in family of the Respondents				Total	Chi-Square (p value)
	1	2	3	Above 3		
Less than 5000	31 33.3 %	95 56.5 % 17.5 %	32 19.0% 9.2 %	10 6.1 % 7.0 %	168 100.0% 14.9 %	(.000*)
5000 - 10000	50 7.2 % 53.7 %	388 56.3 % 71.4 %	228 33.1 % 65.5 %	23 3.4 % 16.1%	689 100.0% 61.2 %	

Above 10000	12 4.5% 13.0%	60 22.3 % 11.1 %	88 32.7 % 25.3 %	109 40.5 % 76.9 %	269 100.0% 23.9 %	
Total	93 8.2 % 100.0%	543 48.2% 100.0%	348 30.9 % 100.0%	12.7 % 100.0%	1126 100.0% 100.0%	

Note: * denotes significance at 1% level, ** denotes significance at 5% level

It is found from the table that with $\chi^2 21.014$, $p < .01$, there is a significant relationship between number of earning members in the family of the respondents and family income per month of the respondents in the selected SHG. Out of 93 respondents in the one earning member in the family, 31 (33.3%) of the respondents belong to the family income per month below Rs5000, 50 (53.7%) of the respondents belong to the family income per month Rs 5000 — Rs 10000, and 12 (13.0%) of the respondents belong to the family income per month of above Rs 10000. Out of 543 respondents in the two earning members in the family, 95 (17.5%) of the respondents belong to the family income per month below Rs5000, 388 (71.4%) of the respondents belong to the family income per month Rs 5000 — Rs 10000, and 60 (11.1%) of the respondents belong to the family income per month of above Rs 10000. Out of 348 respondents in the three earning members in the family, 32 (9.2%) of the respondents belong to the family income per month below Rs5000, 228 (65.5%) of the respondents belong to the family income per month Rs 5000 — Rs 10000, and 88 (25.3%) of the respondents belong to the family income per month of above Rs 10000. Also, out of 142 respondents in the above three earning members in the family, 10 (7.0%) of the respondents belong to the family income per month below Rs5000, 23 (16.1%) of the respondents belong to the family income per month Rs 5000 — Rs 10000, and 109 (76.9%) of the respondents belong to the family income per month of above Rs 10000.

SUGGESTIONS

The overall performance of the respondents and its impact on micro finance in various dimensions, credit facilities to the economically poor respondents the SHG members are restricted to admit more number of members due to low financial assistance supported by funding agencies. In this respect the funding agencies have to improve financial facilities according to the performance of the SHG. Then only the economically poor members may chance to participate in the SHG actively.

In the poverty alleviation dimension the SHG members are facing more economical issues. So they are not developing the communities. In this respect the state government and the funding agencies to increase the grant in annual budget to reduce the poverty as well as developing the community in the complex society.

In the women empowerment dimension the respondents confidence level is low compared with other attributes. Hence the government has to increase self confidence level by way of various training methods and provide different schemes to improve the confidence level.

CONCLUSION

Irrespective of the community the financial facilities provided to all the self help group members who indicate the government regulations and the governance on financial lending performance is as per the norms. The widow SHG respondents are low performed in development of skills which shows their capable and self confidence is low, financial facilities offered to the poor widows are less and the overall impact of micro finance for widow respondents is low. The result shows widows are independent and they are struggling to generate economy, supporting from society and mutual support less in the complex society. The monthly repayment of loan by the SHG respondents quite good, only few of the respondents are failure to repay the loan in time which shows the SHG finance schemes are successful in India compared with other sectors loan provided by the bankers. In addition to this every financial year the registration of SHGs is steadily increasing in terms of number of groups as well as members to generate economy for their sustainability and also developing Indian economy as a whole.

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AN ANALYTICAL INSIGHT INTO IMPACT OF DEMOGRAPHIC FACTORS ON DIMENSIONS SELF HELP GROUP

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ABSTRACT

India realized and initiate the significance of poverty reduction programme through micro finance to attain out the poorest people and enhance their livelihood in the complex world. Micro-finance is one of the most efficient tools for economic empowerment of the poor women in India. The Indian Economic statistics indicate about 26% of the entire population in the country belongs to the rural poor and improve their life is very big challenges for the government and the societies. The major performance of the SHG are that it inculcates the savings and banking habits among members, secures them from financial, technical and moral strengths, enables availing of loan for productive purposes and gains economic prosperity through loan/credit. In this paper the effect of demographic factors on dimensions of SHG is analysed using ANOVA and it is found that there is a significant mean difference between the marital status of the SHG respondents and the impact of micro finance to SHG in Chennai city. It is also concluded that here is a significant mean difference between the occupation of the SHG respondents and the impact of micro finance to SHG in Chennai city.

Keywords: Analytical Overview, Demographic factors, Dimensions, SHGs

INTRODUCTION

The origin of self-help group can be traced is from Grameen bank of Bangladesh, which was initiated by Mohamed Yunus. SGHs were started and formed in 1975. In India NABARD initiated in 1986-1987. The absence of institutional credits in the rural area has led to the establishment of SHGs. The National Bank for Agriculture and Rural Development (NABARD) initiated a pilot project commonly called as SHG linkage project in 1992. With a small beginning in 1992 as a pilot project, there was a active participation from Government, Banks, development agencies and NGOs has successfully made the SHG movement as the world's largest microfinance programme. The group members use collective wisdom to ensure proper end-use of credit and timely repayment. In India, RBI regulations made the banks to offer financial services, including collateral free loans to these groups on very low interest rates. This allows poor women to face the challenges of exclusion from institutional financial services. This system is closely related to the solidarity lending, widely used by the microfinance institutions. Micro finance is considered as a development tool to eliminate

poverty in Asian, African and South American countries. Micro finance gives quick and tangible results to the poor people exclusively for women. Micro finance is mostly required for the poor people to invest in income generating activities which will eliminate their vicious cycle of poverty. NABARD has defined micro finance as "Micro finance is all about provision of thrift, credit and other financial services and products of very small amount to the Poor in rural, semi urban and urban areas for enabling them to raise their standard of living." UN officially declared the year 2005 as year of micro credit as the policy makers of UN supported the view that micro finance is an instrument to fight against poverty. According to Nobel Committee, "Micro finance can help the people to break poverty, which in turn is seen as an important prerequisite to establish long last peace".

The SHG member's satisfaction and problems is the main test for the success of efficient performance of any women development programme. The "Member —Beneficiaries" of SHG groups are the predominant members of any women welfare network and rural development. The members who are engaged in SHG programmes as members came to enrich with the available financial potency to spend on their income generating activities with a view to keep away from the misuse of the money lenders. Although the government of India has been launching several schemes and giving subsidies, due to poor socio- economic environment, these women are unable to produce adequate income from several programmes. The detailed framework of the requirement for micro-financial services provides them with huge opportunities and challenges the Indian market presents. Protective financial services may be vital for poverty lessening, but they do very few for protecting people out of poverty. Hence, promotional financial services are needed initially for improving livelihood among poor people. It is described that micro-finance can also affect poor people. The improvement in income of micro-credit borrowers is directly proportional to their starting level of income — the poorer they were to start with, the less is the effect of the loan

REVIEW OF LITERATURE

Luke D.A. (1991)⁴, this study is conducted to measure the changes in the self-help group and to know the behavioural and social community. There is a positive connection or link between the self help group and social empowerment. This study also stated that women has all the freedom to interact with their officials and other women who joins in their group and women can also solve all the problems and issues related to their business.

Quinones, Benjamin (1992), this study is based on the financial intermediaries of self help group which provide credit facilities to women and about the contribution to micro finance. This also help to know the availability if capital to poor rural people to start their business.

Rao D.K. (1994), this study is on self help group and credit facilities. Loan facility which is available for the women and the loan amount which can be repaid in short period of time. The groups will develop their own management system to handle the resources generated.

Pillai J.K. (1995), this is study on "Women and their empowerment" that women has to realize their full identity and powers. Power is given to achieve their aims. Power has to be owned and it has to be implemented and to maintained.

NEED FOR THE STUDY

India realized the significance of poverty reduction programme of micro funding to attain out the poorest people. Micro-finance has become one of the most efficient tools for economic empowerment of the poor women. Still most of the Indian rural yet to develop, level of the women living conditions has to be improved for which the role of micro finance play a vital role. In this respect, how the micro finance facilitates and motivates to lead the self help group for uplifting society and also sustaining the poor women SHG members in the complex life system. Hence, the present study is attempted to identify the impact of micro finance on self help group performance in different dimensions which includes Poverty reduction in society among the poor women, strengthen the women empowerment in biased society, developing the economic growth, increase the mobilisation of savings among poor women, development of women skills in self help group and Social Welfare.

OBJECTIVES OF THE STUDY

To analyse the problems of self help group members for sustaining their position in socioeconomical conditions.

RESEARCH METHODOLOGY

Research Design: Descriptive Research

Data Collection: Primary Data collected through Questionnaire.

Sampling Technique: Convenience Sampling

Sample Size: 1125

ANALYSIS AND INTERPRETATION

Table showing ANOVA between marital status of the respondent and the dimensions of the impact of micro finance to SHG

Dimensions	Marital status of the Respondents	ANOVA	Sig
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	Single	Married	Widow	Destitute/ Divorcee	(F Value)	(Degrees of Freedom)
Credit to Poor	2.49	2.45	2.37	2.67	1.312	.000* (2,1126)
Poverty Alleviation	2.08	2.45	2.49	2.56	2.930	.000* (2,1126)
Women Empowerment	2.69	2.16	2.88	2.75	2.361	.000* (2,1126)
Economic Growth	2.55	2.35	2.39	2.39	2.412	(2,1126)
Mobilisation of Savings	2.64	2.67	2.49	2.37	2.240	.031 * (2,1126)
Development of Skills	2.49	2.56	2.08	2.49	2.191	.000* (2,1126)
Mutual Help and Cooperation	2.88	2.75	2.69	2.08	2.344	.000* (2,1126)
Social Welfare	2.39	2.17	2.67	2.69	3.247	.000* (2,1126)
Impact of micro finance	2.33	2.96	2.11	2.45	2.621	(2,1126)

Note: * denotes significance at 1% level, ** denotes significance at 5% level

Source: Primary Data

The above table shows the result of one-way ANOVA for the educational level of the SHG respondents and the dimensions of the micro finance to SHGs in Chennai city . The p values of all the dimensions of micro finance poverty alleviation, women empowerment, economic growth, development of skill, mutual help and cooperation, and social welfare are less than 0.01, which proves that the alternative hypothesis is significant level at 1%. Hence, it shows

that there is a significant mean difference occurs among the selected SHG respondents in Chennai city

based on their marital status with regards to the micro finance to the SHGs. However, the p value of credit mobilisation of savings is less than 0.05 and more than 0.01, which indicates that the alternate hypothesis is significant at 5% level. Hence, there is a significant mean difference

between the marital status of the SHG respondents and the impact of micro finance to SHG in Chennai city.

Table showing ANOVA between occupation of the respondent and dimensions of the impact of micro finance to SHG

Dimensions	Occupation of the Respondents				ANOVA (F Value)	Sig (Degrees of Freedom)
	Business	Private Employee	Homemaker	Others		
Credit to Poor	2.69	2.28	2.45	2.66	1.242	.000* (2,1126)
Poverty Alleviation	2.67		2.49	2.56	2.787	.000* (2,1126)
Women Empowerment	2.56	2.16	2.89	2.32	2.641	.000* (2,1126)
Economic Growth	2.35	2.35	2.39	2.39	2.892	.000* (2,1126)
Mobilisation of Savings	2.64	2.31	2.49	2.37	3.210	.000* (2,1126)
Development of Skills	2.19	2.78	2.19	2.49	1.918	.000* (2,1126)
Mutual Help and Cooperation	2.81	2.75	2.55	2.08	2.384	.000* (2,1126)

Social Welfare	2.39	2.17	2.67	2.69	2.247	.024* (2,1126)
Impact of micro finance	2.12	2.62	2.25	2.71	2.131	.000* (2,1126)

Note: * denotes significance at 1% level, ** denotes significance at 5% level

Source: Primary Data

The above table shows the result of one-way ANOVA for the educational level of the SHG respondents and the dimensions of the micro finance to SHGs in Chennai city. The p values of all the dimensions of micro finance poverty alleviation, women empowerment, economic growth, mobilisation of savings, development of skill, mutual help and cooperation, and impact of micro finance are less than 0.01, which proves that the alternative hypothesis is significant

level at 1%. Hence, it shows that there is a significant mean difference occurs among the selected SHG respondents in Chennai city based on their occupation with regards to the micro finance to the SHGs. However, the p value of social welfare are less than 0.05 and more than 0.01, which indicates that the alternate hypothesis is significant at 5% level. Hence, there is a significant mean difference between the occupation of the SHG respondents and the impact of micro finance

to SHG in Chennai city.

CONCLUSION

The problems faced by Self Help Group are The members who are engaged in SHG programmes as members came to enrich with the available financial potency to spend on their income generating activities with a view to keep away from the misuse of the money lenders. Hence, promotional financial services are needed initially for improving livelihood among poor people. It is found that there is a significant mean difference between the marital status of the SHG respondents and the impact of micro finance to SHG in Chennai city. It is also concluded that here is a significant mean difference between the occupation of the SHG respondents and the impact of micro finance to SHG in Chennai city.

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E-RECRUITMENT – AN INSIGHT

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ABSTRACT

E-Recruitment is the process of recruiting personnel with the use of technology and web based resources. The practice of e-recruitment has made the process more efficient and effective in the organization development. This paper identifies internet recruitment methods from relevant literature, and describes how their benefits of online recruitment can influence the recruitment decision making of the organization. The main success factors of e-recruitment are the value-added services provided by the job sites, cost effectiveness, speed, providing customized solutions, helping to establish relationships with HR managers and facilitates brand building of the companies. The main aim of this study is to highlight the theoretical background of fundamental elements of E-recruitment process and to examine the demographic profile of employees and to analyze the different attributes that promotes E-recruitment process in the organization and also to assess the employees insight and problems accurse in E-recruitment process practices by the organization. Such by doing so, there is increase time consuming by speed in transactions and decrease in information errors. Therefore this paper seeks broaden the research on the online Recruitment practices positively depends on entire development of the organization.

Key Words: E-Recruitment, Online Interview, Job Portal, Monstar.com etc.

INTRODUCTION

In the era of globalization, anyone who wants to be interested in the corporate world is aware of job-sites. Using internet prospective applicants could search for positions in which they were interested contact with employers directly is viable. Feasibility of email overruled the use of telephone, fax or mail, and the

companies started accepting application through email. Today Organizations have their sites or job postings are given in the placement sites again the candidates can visit the sites, post resume, and contact the company directly without any delay and the term recruitment considered as a human resource management function, is one of the activities that impact most critically on the performance and development of an organization and E-recruitment, also known within the literature as online recruitment, Internet recruitment or cyber recruiting refers to the practice of advertising job vacancies online, and the formal sourcing of information about jobs online. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which job candidates can be matched with live vacancies.

MAJOR FUNDAMENTAL ELEMENTS OF E-RECRUITMENT PROCESS:

E-recruitment has brought a radical cultural and behavioral change, both within functioning of the HR department and the potential candidates and online Recruitment increases performance for organizational recruiting, and how specific Internet recruitment methods attribute to this organizational development.

Latest trends in E-Recruitment are use of Mobile application for job search. Monsters, Naukri are one of major job portals in India who have started mobile application for job seekers. Use of mobile application makes job searching more easy. Company websites also plays a major role in searching potential candidates. Various social networking sites are available to connect with job seekers and attracting them towards organizations. Blogs are also getting popular now a days. Also Resume Scanner helps companies to screen and shortlist the resumes as per candidates, qualifications and experience, special skills and salary details and is provided by major portals in India. There are abundant evidences which prove that organizations are increasingly using Internet as a platform for recruiting candidates. Major reasons for E-recruitment usage is having web presence and using Internet improve corporate image, minimizes hiring costs, reduces paper work and administrative burden, ability to arrange advanced web tools for the recruitment team. The employer must learn to reach job seekers by creating profiles on Facebook, Linked. In (social networking) along with using job portals for making recruitment more effective also they can advertise job vacancies with the numerous online recruitment agencies to brace the talent hunt process in the organization.

REVIEW OF LITERATURE:

Akashi Rai (2012), focused a study on online recruitment process in MNCs .He try to gives overall view of advantage of using internet to select people with reference to tesco. These online recruitment and selection process reaches many industries and students who does internship project. He identifies in this study tesco method of recruitment helps to reduce admin cost, reduces time in hiring, increases market image in order to attract right candidate. Therefore the organizations have taken steps to make their HR team to accept of act in recruitment, selection, personality development etc.

Ghouri (2013), studied the significance of e-recruitment in the forums. This study examined the relationship between the recruitment sources, job seekers' perception and intention to pursue the job. He collected data from 257 respondents and analyzed in relation to the research objectives. Lastly, statistics of the study found that the Recruitment sources and applicant's perceptions of a job significantly influence the intention to pursue the position applied by the job seeker.

Taresh (2015), examined the impact of print advertisement and website on candidate's attraction by indicating how these recruitment workouts corporate with each other. He reveals that websites and printed advertisement promotions have an indirect impact on candidate attraction that is intervened by business information. Also, printed promotions complement the positive outcomes of web and, therefore, the synchronous utilization of various recruitment exercises directly impacts candidate interest in the organization.

Sayel (2018), made a study on online recruitment which was adopted by many organizations. That adopted process brought trend in present recruitment process. The case study helps to analyze the usage and practice of recruitment methods and challenges faced by the recruitment was solved and it increased the scope in the recruitment process of a company. He says that e-recruitment process using technology and web-based resources leads to interview and select the potential candidate. So that it reduces the work pressure of the employee.

Kamalaravan (2019), observed a study on the effectiveness of job portal & networking sites recruitment. In this study he shares real images or real work life balance of the employees in an organization. In many MNC's they conduct a telephonic interview to filter the candidates through communication. But on the other hand this process should not be encouraged. Instead they can directly move for face to face interview to build good candidates.Lastly he agrees that while the technology is growing in high speed, usage of job portals and networking has a separate value to develop sites, separate training has to be given to the recruiters.

OBJECTIVES OF THE STUDY:

The following are the major objectives of the study:

1. To highlight the theoretical background of fundamental elements of E-recruitment Process in HR practices;
2. To analyze the different attributes that promotes E-recruitment process in the organization
3. To assess the employees insight about E-recruitment process practices by the organization
4. To depicts the major problems accrued in E-recruitment process in the organization
5. To offer findings and suggestions in the light of the study.

TEXT OF THE STUDY:

E- Recruitment is the well articulated technique for effective utilization of internet technology to improve efficiency as well as effectiveness of the recruitment process. Major two kinds of E-recruitment involve,

- I. Use of job portals
- II. Online career option in the organization's web site.

I. Use of job portals:

The use of various job portals is increasing day by day by the candidates. It provides ease for applying for the job. Moreover, as internet usage has been increased in the recent years, it is one of the convenient ways also for application. Candidates can search for the suitable jobs and at the same they can apply from home for the job. Generally these job portals have tie-ups with the organizations and by screening the candidates profile and considering the requirements of the organization, job portals refer to the candidates with the suitable job profile for the application.

Online career option in the organization's web site:

One of the recent options available for the E-recruitment is online career option in the company's website itself. Many huge companies have started adopting this option. Website will have a separate 'Career' option so that passive applicants can apply online only for the job and they will

be called at the time of respective requirement in future. This method is also very useful to save the time as well as resources of the organization. Many companies like, Sun Pharma, GlaxoSmithKline, BAN labs ltd, Kotak Mahindra Bank, etc are using online career option in their websites.

Major Advantages which E-recruitment is offering are,

Lower cost:

E-recruitment is offering low cost alternative compared to tradition recruitment process. It is easier to use internet than giving advertisements in the newspaper for the recruitment.

No intermediaries:

E-recruitment strategy asks for no mediaries. Organization can directly add career option in the website or they can use job portals for available vacancy.

Time saving:

It also helps in saving time of organization as well as applicant also.

Centralized platform:

It provides central platform for each the candidate. Everyone can apply without any discrimination or biases.

Reduced paper work: E-recruitment helps in reducing paper work and hence save the environment.

At the same time E-recruitment offers certain Drawbacks also, which are,

- o Low penetration of internet in the rural India
- o Avoids face-to-face communication
- o Authenticity of resumes

FINDINGS AND LIMITATIONS:

Various questions asked to the respondents were comparison of traditional and E-recruitment, problems they are facing in E-recruitment, cost for recruitment, number of portals they are using, checking the authenticity of resumes.

Traditional Vs E-recruitment:

Most of the respondents agreed upon that E-recruitment have provided better way for recruitment. Though it is having some drawbacks but it is time saving and effective process.

Problems in E-recruitment:

One of the problems that E-recruiters are facing using job portals is duplication of work. If accurate delegation of responsibilities is not there same candidate will be scanned and called by 2-3 employees and wastage of time and resources will be there. Many a times it happens, for particularly job portal users, that the exact required job description is not available in the job portal option, hence for such situation personalized option is required. It is generally occurring for technical designation.

Cost for recruitment:

Cost of recruitment varies from organization to organization and the type of organization as well as objective of the training.

Checking the authenticity of the resumes:

It is one of the major issues faced by E-recruiters. Online resumes are not that authentic as the person applying online may write exaggerated data and checking its authenticity is very difficult. But E-recruiters accepted that over a period of time with experience just by talking with the person on telephone they come to know about the probable authenticity of the person .

It was found from that E-recruitment strategies has improved recruitment efficiency and it is widely accepted by the MNCs as well but at the same time major limitation is to check the authenticity of the resumes and it does not allow face-to-face communication as well.

FUTURE / SCOPE:

It will be useful for the E-recruiters to focus on the limitation of it and problems associated, with the aim of eliminating the discrepancies and effectively implementing E-recruitment.

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A STUDY ON INVESTMENT ANALYSIS WITH SPECIAL REFERENCE TO SKY BROKING COMPANY, CHENNAI

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ABSTRACT

An investment is an [asset](#) or item acquired with [the goal of generating income or appreciation](#). In an economic sense, an investment is the purchase of goods that are not consumed today but are used in the future to create wealth. In [finance](#), an investment is a monetary asset purchased with the idea that the asset will provide income in the future or will [later be sold at a higher price for a profit](#). Investments can be [stocks](#), [bonds](#), mutual [funds](#), interest-bearing accounts, land, [derivatives](#), [real estate](#), artwork, old comic books, jewelry -- anything an investor believes [will](#) produce [income](#) (usually in the form of interest or rents) or become worth more. The tools which are used for this study are debt-equity ratio, return on investment, price earnings ratio, Average rate of return and net present value.

Keywords: Investment, Monetary, Return, Ratios

OBJECTIVES OF THE STUDY

Primary Objective

- A study on investment analysis with special reference to Stock Broking Company, Chennai

Secondary Objective

- To study the investment avenues existent in the business.
- To ascertain the risk involved in the investment.
- To analyze the profitability of the business.
- To study the return from investments.

NEED OF THE STUDY

- The study on Investment Analysis of stock broking company, Chennai is considered to measure the investments and viability of a company. The investment analysis is used to identify the risk, profitability and return involved in the investments. It helps to expand the business by financing for non-current assets and invest in those avenues with minimum risk.

SCOPE OF THE STUDY

- The study covers the area of investments which are analyzed from various ratios to know the value and position of a company which helps to finance for its assets. It is used to expand their investments with the utilization of funds in the felicitous investment avenues. The study delivers the results which will be helpful to minimize the risk and maximizing the returns involved in the investments. The present study covers a period of 5 years from 2016-2021.

LIMITATIONS OF THE STUDY

- The report could not able to touch all aspects of analysis because of limited source and time.
- Since the financial matters are sensible in nature so it could not be acquired easily.
- The study covers only for the period of 5 years (2016-2021).
- The tools used in this study have its own limitations because changes may occur at any time in profit, cash flows.

REVIEW OF LITERATURE

Juwairiya P. P. (2014) an economic activity which fascinates people from all walks of life is called as investment. Investors face problem in choosing Investment Avenue from various options. Systematic investment plan is a tool to create a wealth by investing small amount of money every month over a period of time. Systematic investment plan is easy.

N. Srividhya, S. Visalakshi (2013) The study analyses various avenues of investment such as Government deposits, bonds, real estates, post office saving certificates life insurance policies,

mutual funds etc. study covers Government colleges, Private colleges and aided colleges which states that maximum teachers saves below one lakh. Maximum respondents invest in fixed deposits.

RESEARCH METHODOLOGY

Data collection:

- The data required are collected from the secondary sources

Secondary data:

- Secondary data is the data that have been already collected by and readily available from other sources. Such data are cheaper and more quickly obtainable than the primary data and also may be available when primary data cannot be obtained at all.
- The secondary data of stock broking company, Chennai collected from the annual reports of a company which consists of last five year balance sheets & profit and loss accounts (2016- 2021)

TOOLS & TECHNIQUES USED IN DATA ANALYSIS:

- The tools which are used for this study are debt-equity ratio, return on investment, price earnings ratio, Average rate of return and net present value.

Financial tool:

- Return on investment
- Debt equity ratio
- Average rate of return
- Price-earnings ratio
- Proprietary ratio

Return on investment:

Return on investment or ROI is the ratio of a profit or loss made in a fiscal year expressed in terms of an investment and shown as percentage of increase or decrease in the value of the investment during the year.

TABLE SHOWING RETURN ON INVESTMENT RATIO

Years	Operating Profit	Capital Employed	ROI Ratio
2021	2620	30117	8.699405651
2020	2109	28134	7.496267861
2019	1135	28764	3.945904603
2018	-3695	25779	-14.33337212
2017	399	36596	1.090283091
2016	295	33740	0.874333136

INFERENCE:

From the above it is inferred that return on investment is increasing yearly from 0.87433 in the year 2016 to 8.699 in the year 2021.

Debt-equity ratio:

The debt to equity ratio shows the proportions of equity and debt a company is using to finance its assets and it signals the extent to which shareholder's equity can fulfill obligations to creditors, in the event of a business declines.

TABLE SHOWING DEBT EQUITY RATIO

Years	Total liabilities	Total equity shareholder's funds	Debt-equity ratio
2021	26631	34 86	7.639414802
2020	27486	64 8	42.41666667
2019	33267	- 45 03	-7.387741506
2018	28134	- 23 55	-11.94649682
2017	45250	11404	3.967905998
2016	21474	12266	1.750692972

INFERENCE:

From the above it is inferred that the extent of using debt to finance its assets, the ratio got increased in the year 2016 when compared to 2017 from 1.75 to 3.967 and it declines till 2019 to - 7.3877. But again in the year 2020 increased to 42.4166 and got declined in 2021 is 7.639.

Average rate of return:

ARR is a capital budgeting metric useful for a quick calculation of an investment's profitability. ARR can be used when deciding on an investment or an acquisition.

TABLE SHOWING AVERAGE RATE OF RETURN

YEARS	Annual average net earnings	Average Investment	ARR
2021	183	662	0.276 435
2020	5092	1452	3.506 887
2019	-2082	2227	- 0.9348 9
2018	-13759	2227	- 6.1782 7
2017	-745	2468	- 0.3018 6
2016	245	2498	0.098 078

INFERENCE:

From the above table and chart it is inferred that the average return from the investment to know profitability shows its extent that it got decreased in the two years i.e. 2016&2017 when compared to the previous year 2016 from 0.0980 to -0.93489 and increased for only one succeeding year 2020 to 3.5068 but again falls to 0.276 in the year 2021.

Price Earnings Ratio:

The price-to-earnings ratio (P/E ratio) is the ratio for valuing a company that measures its current share price relative to its per-share earnings ([EPS](#)). The price-to-earnings ratio is also sometimes known as the price multiple or the earnings multiple.

TABLE SHOWING PRICE EARNING RATIO

YEARS	NET PROFIT AFTER TAX	NO. OF EQUITY SHARES	EPS	PE ratio
2021	183	297.72	0.614671503	16.26885
2020	5092	297.61873	17.10913826	0.584483
2019	-2111	297.61873	-7.09296757	-1.40985
2018	-13759	297.61873	- 46.23028934	-0.21631
2017	-745	297.61873	- 2.503202671	-3.99488
2016	245	25467352	9.62016E-06	10.39484

INFERENCE:

From the above it is inferred that the ratio of earnings in the year 2021 reaches its optimum level to 16.26885 from the previous year's 2020 0.5844, 2019 -1.40985, 2018 -0.216, 2020 -3.994 and 2016 -1039.

Proprietary ratio:

The proprietary ratio is the proportion of shareholder's equity to total assets, and as such provides a rough estimate if the amount of capitalization currently used to support a business. Thus, the equity ratio is a general indicator of financial stability.

TABLE SHOWS PROPRIETARY RATIO

YEARS	SHAREHOLDER'S FUNDS	TOTAL TANGIBLE ASSETS	Proprietary ratio
2021	3486	28965	0.120352
2020	648	26257	0.024679
2019	-4437	19989	-0.22197
2018	-2356	17750	-0.13273
2017	11404	26691	0.42726
2016	12266	25051	0.489641

INFERENCE:

From the above it is inferred that the financial stability of a company is diminishing year to year. In the year 2021 it is decreased to 0.120352 when compared to 2016 i.e. 0.4896.

FINDINGS

- It is found that the liabilities increases in the year 2019 rather than investing more in equity shareholder's funds or in investments so it affects the debt-equity ratio.
- It is found that the return on investment mildly increasing year by year from 0.87433 in year 2014 to 8.6994 in 2019.
- It is found that the volatile nature represents in the result of price earnings ratio and finally in the current year it reaches optimum level by 16.26885 (2019).
- It is found that the profitability of the investments is diminishing but got increased in the year 2018 by 3.506887 and declined to 0.276435 in 2019.
- It is found that equity ratio in the year 2014 is 0.4896, 2016 is 0.42726, 2016 is -0.13273, 2017 is -0.22197, 2018 is 0.024679 and increase in the year 2019 to 0.120352.

SUGGESTIONS

- The company is maintaining appropriate return on their investments; so by retaining this position the future risk can be averted.
- The company wants to maintain more equities than the liabilities as it will affect the company's value and the reputation.
- Even though the earning of the company reaches its optimum level it has to maintain the same share value to sustain their business.
- The company earns only a minimum rate of return on average so they want to analyze and make investments in the felicitous avenues to gain a maximum return from the overall investments.
- The company needs more financial stability as the findings results the low proprietary ratio.

CONCLUSION

The study has been undertaken in the title of —Investment analysis; with the help of ratios i.e. return on investment, P/E ratio, debt-equity ratio, Average rate of return and Proprietary ratio. The study concluded that the financial stability and investments are affected due to increase in debt in the business and suggest to increase the own funds rather than receiving the debt from other sources.

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A STUDY OF EFFECTIVE ADVERTISING AND ITS IMPACT ON BUYING BEHAVIOUR OF HONDA BIKE CONSUMERS IN KALLAKURICHI DISTRICT

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ABSTRACT

The study was undertaken to know how to stimulate the buying behaviors of consumers and the study with special reference to the Kalakurichi district. Effective advertisement includes reachability to the audience, creativity, ethics, and attractiveness. There are large numbers of customers in India and overseas, but this study has been conducted in Kalakurichi district only. The sample size of the study is 200 Respondents from the population of 150000 customers are using Honda bikes. The study is combined to primary and secondary objectives. The primary objective is a study on effective advertising and its influence on buying behaviour of honda bike consumers in Kalakurichi district. The secondary objectives are to study customer credibility views, to know consumer behaviour while purchasing a two wheeler bike, to know which media play an important role for influencing to purchasing a bike, to study the advertisement motivating the purchasing power.

INTRODUCTION

Advertising is the common playground where consumers ensnare themselves with products and services available in the market. The adverse effects of advertising are perceived to be reinforcing elements in the development of consumerist behaviour and culture. This assumption greatly relies on the concept of consumer behaviour. Initially, understanding buyer behaviour is one of the more perplexing tasks confronting every manager. The difficulty arises from the heterogeneity of buyers, from their being groups of individuals who differ from one another. But differences notwithstanding, consumers do share attitudes, opinions, reactions, and desires at various times. Business experience, marketing research, theoretical constructs and models, and trial-and-error methods help to find some of the common denominators.

Consumer behaviour as defined by “the activities that people engage in when selecting, purchasing, and using products and services so as to satisfy needs and desires” such activities involve mental and emotional processes, in addition to physical actions”. In general perspective, consumer behaviour studies individuals, groups or organizations with regards to obtaining, using and disposing of products and services and accounts the decision processes leading to individual behaviours. It investigates consumers' actions, as well as the reasons for those behaviours. In order to fully understand the broad spectrum of consumer behaviour.

Consumer behaviour at a macro level categorizes marketers to look for demographic shifts as well as the general public's values, beliefs and practices which affect their interaction with the economic marketplace. Meanwhile, the micro level indicates consumer behaviour focused on human behaviour and the motivations underlying these behaviours. These concepts are drawn out from sociological and psychological perspectives as proven results of studies in the said aspect.

Thus, the study of the behaviour of consumers involves an examination of a wide range of records of everyday human buying behaviour and not only advertising, the most basic theory of advertising is composed of different stages such as awareness, consideration, reaffirmation, confirmation, action, and

reinforcement. In the awareness stage, the consumer is aware of the product or service. It is also the stage in which the consumer is introduced to a brand for instance, without seeing any advertisement about the brand.

REVIEW OF LITERATURE

According to Jerry W. Thomas (2002), Advertisement is one of the effective tools of integrated marketing communication to emotionally motivate consumers to buy the products. It also has strong linkage with entertainment and the proliferation of media has blurred the distinguishing lines between advertisements and entertainment. Advertising is to create brand awareness, preference, and selection of product or services. The most influencing theory in marketing and advertising research is attitude-towards-the-ad. However, the attitude that is formed towards the ad help in influencing consumer's attitudes toward the brand until their purchase intent.

According to John Wanamaker, Father of Modern Advertising, (November 23, 2010), Advertising is among the most popular techniques that every global company uses in order to be made known by the international markets and consumers. There has been an extensive collection of media studies and literature that proved the enormous benefits of advertising not only to the communication aspect but also in the business sector. With the identified changes in the business communication trends, the popular advertising theories and practices are also changing. Today, the traditional means of advertising products and services through mainstream media such as broadcast and print are considered quite obsolete. The emergence of various new technologies like the internet somewhat changed the theory and practice of advertising. Also, the varying consumer demands and their increasing knowledge about products and services prompted every organisation to re-evaluate their existing marketing communications strategies

According to Arens, (1996), Dunn et al (1978), Advertising, sales promotion and public relations are mass-communication tools available to marketers. As its name suggests, mass communication uses the same message for everyone in an audience. Today, definitions of advertising abound. We might define it as communication process, a marketing process, an economic and social process, a public relations process or information and persuasion process viewed advertising from its functional perspectives, hence they define it as a paid, non-personal communication through various media by business firms, non-profit organization, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience.

According to Schiffman and Kanuk (2000), Advertising is the common playground where consumers ensnare themselves with products/services available in the market. The adverse effects of advertising are perceived to be reinforcing elements in the development of consumerist behaviour and culture. This assumption greatly relies on the concept of consumer behaviour. Initially, understanding buyer behaviour is one of the more perplexing tasks confronting every manager. The difficulty arises from the heterogeneity of buyers, from their being groups of individuals who differ from one another. But differences notwithstanding, consumers do share attitudes, opinions, reactions, and desires at various times. Business experience, marketing research, theoretical constructs and models, and trial-and-error methods help to find some of the common denominators

According to Johnson and Mullen (1990), The study of consumer behaviour is one of the most interesting and challenging as well as important aspects in marketing communications management. Practically,

essential decisions that are taken in developing an effective marketing mix for specific product/service are based on the systematic knowledge of the consumers that make up its permanent target market.

OBJECTIVE OF THE STUDY:

PRIMARY OBJECTIVE:

To study the effectiveness of advertising and its influence on buying behaviour of Honda bike consumers in Kallakurichi district.

SECONDARY OBJECTIVES:

- To study consumers' view on credibility of the advertisements.
- To know consumer behaviour while purchasing a two wheeler bike.
- To know which media play an important role for influencing the purchasing of a bike.
- To study how advertisements motivate the purchasing power.

RESEARCH METHODOLOGY

Descriptive type of research

Sample size

For the purpose of proper survey, there is a need for perfect research instruments to find out sample size for more accurate results about buying behaviour of bikes. The sample size is 200 respondents.

Sampling Method

The sampling procedure is convenience sampling.

Data Collection Method: The sources of data collection methods are as follows.

Primary data

The primary data is that which details collect first time from the market and also used first time in the research. and also say that the information is first time in the research decision. To collect the primary data questionnaire is prepared structured non- disguise questionnaire is prepared.

STATISTICAL TOOLS

- Simple percentage analysis
- Chi square
- Weighted averages

CHI – SQUARE TEST

TABLE NO. 1 The respondents of age and type of ads mostly seen.

Age	Billboard	Newspaper & magazine	Internet	TV Commercial	Total
Up to 20	20	20	16	12	68
21-30	16	37	12	21	86
31-40	3	10	9	7	29
Above 40	3	0	11	3	17
Total	42	67	48	43	200

O	E	(O – E)	(O – E) ²	(O – E) ² /E
20	06.8	13.2	174.24	0.87
20	06.8	13.2	174.24	0.87
16	05.4	10.6	112.36	0.56
12	04.0	08.0	064.00	0.32
16	06.8	09.2	084.64	0.42
37	15.9	21.1	445.21	2.22
12	05.2	06.8	046.24	0.23
21	09.0	12.0	144.00	0.72
03	00.5	02.5	006.25	0.03
10	01.5	08.5	072.25	0.36
09	01.3	07.7	059.29	0.29
07	01.0	06.0	036.00	0.18
03	00.3	02.7	007.29	0.03
00	00.0	00.0	000.00	0.00
11	00.9	10.1	102.01	0.51
03	00.3	02.7	007.29	0.03

Calculated value = 7.64

CHI – SQUARE - 1

The respondents of Age and type of ads mostly seen**Null Hypothesis:**

There is no significant relationship between The respondents of Age and type of ads mostly seen.

Alternative Hypothesis:

There is a significant relationship between the respondents of Age and type of ads mostly seen.

Level of Significance	=	0.5%
Degree of freedom	=	09
Calculated value	=	7.64 (Annexure Table No.1)
Table value	=	16.9

Interpretation:

Calculated value is less than table value the null hypothesis is accepted, alternative hypothesis rejected.
There is no significant relationship between the respondents of Age and type of ads mostly seen

Chi – Square test: 2

TABLE NO. 2 - The respondents of Age and the factors consider while purchasing Honda bike.

Age	Price	Brand name	Mile age	Comfort	Safety	Total
Up to 20	17	22	16	5	8	68
21-30	12	32	22	9	11	86
31-40	15	2	4	7	1	29
Above 40	5	5	3	2	2	17
Total	49	61	45	23	22	200

O	E	(O – E)	(O – E) ²	(O – E) ² /E
17	05.8	11.2	125.44	0.62720
22	07.5	14.5	210.25	1.05125

16	05.4	10.5	110.25	0.55125
05	01.7	03.3	010.89	0.05445
08	02.7	05.9	034.81	0.17405
12	05.2	06.8	046.24	0.23120
32	13.7	18.2	331.24	1.65620
22	09.5	12.5	156.25	0.78125
09	03.9	05.1	026.01	0.13005
11	04.7	06.2	038.44	0.19220
15	02.1	12.8	163.84	0.81920
02	00.3	01.7	002.89	0.01445
04	0.58	03.4	011.56	0.05780
07	01.0	05.9	034.81	0.17405
01	00.1	00.8	000.64	0.00320
05	00.4	04.5	020.25	0.10125
05	00.4	04.5	020.25	0.10125
03	00.2	02.7	007.29	0.03645
02	00.1	01.8	003.24	0.01620
02	00.1	01.8	003.30	0.01650

Calculated value = 6.78

CHI – SQUARE - 2

The respondents of Age and the factors considered while purchasing Honda bikes.

Null Hypothesis:

There is no significant relationship between Age and the factors considered while purchasing a Honda bike.

Alternative Hypothesis:

There is a significant relationship between the respondents of Age and type of ads mostly seen.

Level of Significance	=	0.5%
Degree of freedom	=	12
Calculated value	=	6.78 (Annexure Table No.2)
Table value	=	21.02

Interpretation:

Calculated value is less than table value the null hypothesis is accepted, alternative hypothesis rejected. There is no significant relationship between Age and the factors considered while purchasing a Honda bike.

WEIGHTED AVERAGES**Table no : 3 Weighted average score analysis parameters regarding honda bike**

F A C T O R S	R A N K S C A L E V A L U E (X)	H S (5)	S (4)	M (3)	D S (2)	H D S (1)	T O T A L	W E I G H T E D A V E R A G E	R A N K
P r i c e	F	2 1	1 8	3 9	7 5	4 7	4 9 1	3 2. 7	V I
	F X	1 0 5	7 2	1 1 7	1 5 0	4 7			
Q u a l i t y	F	1 0 0	4 8	3 2	1 9	1	8 2 7	5 5. 1	I
	F X	5 0 0	1 9 2	9 6	3 8	1			
S a f e t y	F	2 2	4 9	7 0	3 4	2 5	6 0 9	4 0. 6	I V
	F X	1 1 0	1 9 6	2 1 0	6 8	2 5			
P e r f o r m a n c e	F	8 0	6 4	2 7	1 8	1 1	7 8 4	5 2. 2	I I
	F X	4 0 0	2 5 6	8 1	3 6	1 1			
M i l e a g e	F	3 3	2 9	3 4	4 2	6 2	5 2 9	3 5. .2	V
	F X	1 6 5	1 1 6	1 0 2	8 4	6 2			
M a i	F	4 2	9 5	2 6	2 2	1 5			

nt en an ce C os t	F X	2 1 0	3 8 0	5 2	4 4	1 5	7 2 7	4 8. 4	I I I
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From the above table it can be that customers are most satisfied with quality and performance in the bike. Customers are not satisfied with the price and mileage. They are least satisfied with riding maintenance cost and safety.

RANK	FACTORS
I	Quality
II	Performance
III	Maintenance cost
IV	Safety
V	Mileage
VI	Price

FINDINGS

- The study shows that 42% of respondents Uncertainly share thoughts about Honda bike advertisement
- The study shows that 44.5% of the respondents are Highly attracted by Honda bike advertisements.
- The study shows that 61.5% Respondents spend time on Reading the newspaper
- The study shows that 47.5% of respondents is think that Honda bike ad is Believable
- The study shows that 48% of respondents mostly seen TV Ads of Honda bike advertisement
- The study shows that 51.5% of the respondents influenced by Television & Radio advertisement
- The study shows that 37% of the respondents have seen Honda bikes ad 3-5 times in the past week.
- The study shows that 37.5% of the respondents think the message of the Honda bike ad is Product is high of quality
- The study shows that 39% of the respondents should consider brand name while purchasing a Honda bike.
- The study shows that 37.5% of the respondents Dissatisfied with price, 50.0% of the respondents satisfied with quality, 35.0% of the respondents moderate satisfied with safety, 40.0% of the respondents highly satisfied with Performance, 31.0% of the respondents highly Dissatisfied with mileage of their bike and 47.5% of the respondents satisfied with Maintenance Cost.
- The study shows that 50.5% of the respondents should remember the Honda bike Ad very well.
- The study shows that 38.5% of the respondents should affect and Desire to purchase.
- The study shows that 31% of the respondents should impact from one week
- The study shows that 39% of the respondents should consider the important aspect of a TV ad is Theme.
- The study shows that 42.5% of the respondents should think that Honda bike ad make that The product is high of quality
- The study shows that 46.5% of the respondents should evaluate things about Honda bike advertisements.
- The study shows that 43% of the respondents should responsible person while watching an Honda bike advertisement

- The study shows that 42.5% of the respondents should be open to new experience while purchasing a Honda bike.
- The study shows that 60.5% of the respondents should make buying decisions on their own.
- The study shows that 53.5% of the respondents should be Motivated by Honda bike Ad.
- The study shows that 32.5% of the respondents Somewhat Agree with the Honda bike ad message is understandable, 40.0% of the respondents Strongly Agree with the Honda advertisement is believable, 34.5% of the respondents Strongly Agree with the benefits described in the Honda bike ad are believable to me, 50.5% of the respondents Strongly Agree with After viewing this Honda bike ad, And then purchasing the product, 37.5% of the respondents Somewhat Disagree with this Honda bike ad is much better than other ads.

SUGGESTION

- Honda should increase its advertisements through Internet social networking like facebook, google+ Yewoh etc..
- The company should give more concentration on banner advertisement.
- Honda should start a brand ambassador for their bike advertisements like.
- Honda should telecast their advertisements in all regional languages like Tamil, telugu etc.,
- Companies should reduce the repetitive advertisement because the audience gets boring and insulting if used instead of seasonal advertisement.
- The company should concentrate more on creating advertisements for youngsters.

CONCLUSION

Advertising has a major influence on consumers buying behavior for Honda bikes and it has greatly contributed to its success. The same thing goes for its quality of advertisements never fails.

The study has been conducted in Kalakurichi district to find out effective advertisements that influence the Honda bike consumer buying behaviour. The collected data has been analysed using percentage analysis and chi-square test and weighted average method based on which suggestions have been given.

The study has helped the researcher to gain practical knowledge about advertisements and psychology behaviour of consumers. I am thankful for this opportunity.

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A STUDY ON STRESS MANAGEMENT PRACTICES AMONG ENGINEERING COLLEGE STAFF

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ABSTRACT

Teaching is becoming more challenging as a profession and it is one of the most significant and visible profession in the world. Educational institutions are as important as any other organization in the world. These are tough times to be a teacher. The nature and organization of the job make teaching inherently difficult. Teachers face new challenges and opportunities from increasingly diverse and needy student populations. Demand on teachers develop new knowledge and skills to perform new tasks are rapidly. So too are expectations for school and teacher performance and accountability. Taken together, the characteristics and conditions of teaching present increasingly stressful situations for teachers and situations that may have positive or deleterious consequences for them and for their work with students. The research adopts a survey approach where self administered questionnaires were issued to gather data from the Staffs to measure their opinions of the

stress management process. In this study Descriptive research is used to depict the participants in an accurate way. The data is collected through both primary and secondary data. In primary data a questionnaire has been structured. In secondary data is called journals, books, web site for the organization. The statistical tools used here Chi – square method. To find opinion about teaching and handling students, to find out the stress creators, to analysis of sharing stress problems, to find out techniques applied by the College teachers for managing stress.

INTRODUCTION

Teaching is no longer merely hard work; it has become a highly stressful profession. The nature and organization of the job makes teaching inherently difficult. Professors face new challenges and opportunities from increasingly diverse and needy student populations. Demand on professors develops

new knowledge and skills to perform new tasks are rapidly. This often leads to overwhelming pressures and challenges for the faculty, which consequently leads to conflict and stress.

The aim of this research is to study the reasons for organizational stress among engineering college teachers and to examine the correlation between stress and job satisfaction. The study will identify the main stressors and methods applied to manage them. The study was limited to teaching fraternity of professional educational institutes only.

Hans Selye (1956) defined Stress as, “the nonspecific response of the body to any demands made upon it”. The above statement reveals the physical, psychological and/or behavioral demands upon a person. Hence, it is clearly stated that stress is an adaptive response to an external situation and it will also affect the physical condition and performance of individuals. According to authors Beehr and Newman (1978), Stress in job is characterized as a recreation of concentration from the normal work of the employees due to their contact with their job. According to a research work conducted by Prof. V. Mukaunda Das, faculty of Indian Institute of Information Technology and Management-Kerala (IIITM-K), “The opportunity cost on account of occupation stress is amounted to more than 10% of the country’s GNP. This conveys how the job stress takes the stick in a painful manner. In these circumstances, stress will be positive or negative and react towards on how we are going to react to it”. The incidence of occupational stress has been well documented in many professions over the last 20 years. Stress is a common aspect in most professions; however, it has been consistently linked to the helping professions, including teaching. Teaching has traditionally been considered to be one of the most stressful occupations. Teacher stress is an international occurrence in which is well researched across a number of different countries.

REVIEW OF LITERATURE

Sabherwal and others (2015) conducted a study to investigate reasons for occupational stress among teachers of higher education and to examine the correlation between stress and job satisfaction. It was found that Demand related factors causing maximum stress were lack of regular breaks (85%) and long working hours (83%), 53% of respondents felt occasionally stressed out with frequent changes to timetable or courses, poor pay prospects (81%), added maximum stress followed by efforts not valued (69%) and lack career development opportunities (68%) were the greatest factors affecting stress.

Kavitha and Krishna Kumar (2015) they have conducted a study among private engineering college faculty members in Salem district to find out the causes of stress. Further conclude that work load and career development show impact on job satisfaction.

Jeyaraju (2016) aimed to study level of occupational stress among teachers. In his study he highlighted that Inter-role distance, Role ambiguity, Role stagnation, Role stress, and Self-role distance are some of the factors for causing stress in teachers.

Syed Ali Raza and Muhammad Waqas Arain (2017) examined occupational stress among faculty members in Hyderabad and identified the Stressors of faculty members are workload, situations at work, and relations with colleagues at work, efforts for students, work for organization benefits, and social acknowledgment with his status.

Neelam Dhar and Ritu Magotra (2018) they conducted research in Jammu district among teachers in their survey they identified that group politics, role conflict, under participation and powerlessness and politics are some of the factors which affect occupational stress among teachers.

NEED FOR THE STUDY

Stress within the teachers not only affects the physical and mental health of an teachers but it also affects their family, students and colleagues. "Stress underlies such diverse conditions as psychosomatic, heart diseases and can be a major contributor to disturbances in one's emotional, social, company and family life. Effective stress

management helps you break the hold stress has on your life, so teacher can be happier, healthier, and more productive. The ultimate goal is a balanced life, with time for work, relationships, relaxation, and fun. It inhibits creativity and personal effectiveness and exhibits itself in a general dissatisfaction; there is great impact in college teachers that end up with stress. When a qualified teacher is absent it affects negatively on the growth of the organization and nation. Hence, the particular study is conducted to explore the occupational stress factors among engineering college faculty.

OBJECTIVES OF THE STUDY

- To assess the level of stress among the Teachers
- To analyze the factors influencing stress among the teachers
- To analyze the methods adopted to overcome stress

SCOPE OF THE STUDY

Stress Management always plays a key and a vital role in an organization as it directly coincides with the increase in productivity leading to the benefits and upliftment of the organization. As stress is common area for all the employees irrespective of the area work, This study of the stress management depends on the college teachers and then management. Because the stress related to work, family, decision, your future, and more. Stress is both physical and mental. It is caused by major life events such as illness, the death of a loved one, a change in responsibilities or expectation at work and increase job promotion, avoids loss, or changes in the organization. Changing worker demographics (race/ethnicity, gender, and age) and worker safety and health. Thus this study covers

various aspects of stress management practices among engineering college staffs. **Research**

Design: Descriptive Research

Data Collection: Primary data through Structured Questionnaire and Secondary data through journals, magazines, websites etc.

Sampling Design: Responses collected from 110 respondents using convenience sampling.

LIMITATIONS OF THE STUDY

- The study was done for a short period because of time constraint.
- It was assumed that all response given by respondents are true and unbiased ➤ Some respondent refused to participate in the survey and that affected the study
- By the busy schedule of the respondents, it is difficult to extract more information from them. ➤ The study topic is too vast to make a complete study.
- Respondents sometimes refuse to give information.
- Respondents may not give clear cut data.

STATISTICAL ANALYSIS

Chi square test between Gender and Mental pressure due to occupational stress

H0: There is no association between gender and mental pressure
H1: There is a association between gender and mental pressure

	value	df	Asymp.sig. (2-sided)
Person Chi square	1.103	2	0.576
Likelihood Ration	1.091	2	0.579
Linear by Linear Association	0.865	1	0.331
No of valid cases	130		

INTERPRETATION

The above table shows that Pearson Chi square value is equal to 1.103, $p=.576$ is statistically insignificant at 5% level. Therefore, it can be concluded that there is no association between the gender and mental pressure. This implies that there is no difference in the level of stress caused by the profession and gender.

Chi square test between how you enter into the profession and level of stress causedby the profession

H0: There is no association between how you enter into the profession and level of stress caused by the profession

H1: There is a association between how you enter into the profession and level of stress caused by the profession

	value	df	Asymp.sig.(2-sided)
Person Chi square	71.618	2	.000
Likelihood Ration	91.654	2	.000
Linear by Linear Association	63.592	1	.000
No of valid cases	130		

Interpretation

The above table shows that Pearson Chi square value is equal to 71.618, $p=.576$ is statistically insignificant at 5% level. Therefore it can be concluded that there is no association between the profession and level of stress. This implies that there is no difference in the level of stress caused by the profession.

Mann -Whitney Test

H0: The distribution is same as categories of Level of stress caused by the profession H1: The distribution is not same as categories of Level of stress caused by the profession

	Level of stress
--	-----------------

Mann-Whitney U	120.000
Wilcoxon W	320.000
Z	-2.446
Asymp.Sig.(2-tailed)	.014
Exact.Sig.(2-tailed)	.014

INTERPRETATION

The above table shows that level of stress caused by the profession statistically higher than the gender (U=120.000,p=0.14).therefore there is a distribution between gender and level of stress. **Kruskal-Wallis H test**

H0: There is no association between age and level of stress
H1: There is a association between age and level of stress

Table 2.2.1.4 Kruskal -Wallis H test

	Age
Chi-square	92.967
Df	2
Asymp.sig	.000

INTERPRETATION

The above table shows that there no association between age of the respondents and Level of stress caused by the profession.

Karl Pearson coefficient correlation

H0: There is a relationship between gender and stress prevention method
H1: There is no relationship between gender stress prevention method

Table 2.2.1.5

	Gender	Stress prevention methods
Gender Pearson Correlation	1	0.826
Sig (2-tailed)		0.356
N	130	130
Stress prevention Pearson Correlation Method Sig(2-tailed)	0.826	1
	0.356	
N	130	130

FINDINGS

$p > 0.05$, $p = 0.35$, So we accept H_0 , reject H_1

INTERPRETATION

From the output, table shows that positive correlation between gender and stress prevention method. therefore there is a relationship between gender and stress prevention method. **FINDINGS OF THE STUDY**

1. 53.1 % of the respondents are belonging to female category compared male 2.40% respondents come under to 31-40 age category
3. More than 54% receiving twenty-five thousand to forty thousand

4. Majority of the respondents come under 5 to 10 years of teaching experience
 5. Majority of the respondents are entered into the profession by chance
 6. Most of the respondents are doing less than 12 hours per week teaching
 7. Majority 60% of the staffs faced moderately stressed by the profession
 8. Most of the respondents 55% physical illness sometimes in the occupational stress
 9. 33% sometimes faces mental pressure and 30% of the respondents rarely faces mental pressure,

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22% often faces mental pressure

10. 46% of the respondents said lack of interest in work does not caused the stress

11. 41% of the respondent's conflicts with other does not causes the stress, rarely it will causes the stress

12. 30% rarely affected by the stress because of the poor concentration

13. 31 % of the respondents face hard time satisfying demand of the students
 14. 48% feel stressed teaching new and additional courses

15. 45% of the respondents face consequences while Administration head does not give enough information for the job

16. 31% of the respondents said that Complete your work on time causes a lot of stress

17. only 35% of the respondents agree the statement, administration head conduct meeting to solve work related problem.

18. 40% of the respondents agree the statement watching tv movies can reduces stress

19. 39% of the respondents are come under agree the statement, dealing with student discipline can causes lot of stress

20. 46 % of the respondents said are neutral state, doing the administrative work.
 21. 41% of the respondents said carrying work to home give stress neutral level
 22. 37% of the respondents are stressful while changing speed and power
 23. 41% of the respondents are stressful do the innovative education

24. 45 % of the respondents are stressful because of reshuffling the subjects

25. 34% of the respondents are stressful because of the Engaging in extra classes Due to shortage of staff

26. change in time without prior permission can affect 38% of the respondents stressful to the job **3.2**

SUGGESTIONS

➤ Stress cant be completely avoided, but you can help alleviate it when it arrives. ➤ Teachers spend a lot of time together, and the more comfortable they are, they less stress the will feel. As coworkers get to know each other, expectations and communication barriers are broken down, greasing the wheels for future interactions.

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➤ Staffs are love being praised for a job well done, and recognizing their success results in a serious boost in engagement. Each staffs has a different mindful when considering how and when to recognize.

- Exercise, yoga and healthy living are three of your best weapons against workplace stress. Exercise takes staffs minds off the stress of their job to focus task at hand.
- Administration head often conduct meeting to reduce the job stress among the employees, this will helpful for the staffs do to their work without stressful.

CONCLUSION

Professional stress in the workplace is becoming a chief anxiety for all teachers, owing to the professional health and wellbeing legislations involving workers to practice duty of care by offering teachers with secure working situations which also hold the psychological well-being of their workers. The decrease of professional stress will encourage the teachers to offer resourceful

and efficient service to the society. Based on findings the study recommended that the university should provide a more helpful work environment to faculty members so they can carry out their jobs more effectively, the head of the department constantly take into consideration equivalent allocation of duties between the faculty members to reduce the workload. It is suggested that short range training programmes be designed and scheduled based on the concepts of professional stress for faculty members, furthermore through regular exercise, getting adequate rest, watching movies, listen to a relaxation music at free time, taking time out to laugh by telling someone a joke, taking time to do things that bring enjoyment and pleasure, making the good work environment and helps to avoid occupational stress.

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A STUDY ON GRIEVANCE HANDLING MECHANISM

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INTRODUCTION

Organization signifies collective life, cooperation of people, co-ordination efforts and a unified purpose. The energies generated out of the combinations of various resources are channelized in a direction to achieve the set objectives. But cooperation and conflict are the two sides of the coin-the inevitable fact of group life. A grievance is a conflicting situation, broadly it can be understood as any discontent or dissatisfaction results in a complaint that affects organizational performance. An employee may complain either formally through a complaint in writing or informally by an oral representation, but nevertheless it indicates a state of discontent and dissatisfaction existing in him/her. May be it is against an uncomfortable, Unbearable working condition, non-cooperation of co-employee or one has been by passed in promotion.

DEFINITION OF GRIEVANCE

According to **Dale s. Beach**, “grievance is any dissatisfaction or feeling of injustice in connection with one’s employment situation that is brought to the attention of management”

According to **Keith Davis**, “grievance is any real or imaginary feeling of personal injustice which an employee has concerning his employment relationship.

NEED FOR THE GRIEVANCE HANDLING

Proper machinery for handling grievances is very necessary for harmonious industrial relations and for maintaining industrial peace. The employees do not have sufficient knowledge of the human nature or of many social forces impinging on them. Sometimes they do not even know their actual grievances but still feeling dissatisfied they tend to file grievances about something else. It is, therefore very essential that a systematic procedure should be evolved and followed to settle the grievances. Such a procedure is known as the ‘grievance handling procedure’.

REVIEW OF LITERATURE

Zakaria ismail (2001) seeks to provide a comprehension of worker grievance handling which is a crucial aspect of human resource management and industrial relations in an industrializing country in the new millennium. Worker grievance handling is meant for accepting and resolving grievances of workers with the purpose of enhancing industrial peace. Worker grievance handling has its unique significance for good labour relations, worker motivation and worker productivity. It has its main area of focus on three key dimensions of the worker grievance handling, namely grievance policy, grievance procedure and grievance practice.

D Kevin (2006) the stakes in grievance handling are higher than appear to lay eyes. In the spectrum of possible grievance outcomes there lies at one end, a resolution that all sides accept as a fair and final end to the controversy. The membership sees the value in the grievance procedure and respects the way that the union representatives and management conducted themselves. The labor management relationship is thereby strengthened and enriched. Productivity improves. Union members consider their dues to be an investment that produces an exceptional return of value.

Lawrence nurse (2007) it's explores workers' perceptions about the justice of outcomes that derive from the use of grievance procedures in organizations where they work. It assesses the role that grievance management plays as a process for delivering just outcomes in organizations. The results of this study will shed some light on the extent to which workers experience or perceive procedural and distributive justice as outcomes derived from the use of grievance mechanisms. More particularly, we explore the influence of workers' demographic characteristics on their perceptions of procedural justice derived from grievance management.

Bernard walker (2011) the focus of industrial conflict has shifted from collective confrontation to grievances between employee and employer. This narrative review encompasses a range of international research on individual employee-employer grievances. The literature is reviewed in four key stages, the incidence of grievable events, the employee's response to a potential grievance issue, the effectiveness of grievance processing, outcomes.

Sonika sharma (2011) He did his research paper entitled "listening skill; A pre-requisite for grievance handling" the ability to be an active listener is too often taken for granted. HR professionals play a vital role in the organization. They inject a feeling of confidence and belief among the staff members by listening and solving their issues and concerns. Employee grievances are essentially human problems, real or imaginary.

NEED FOR THE STUDY

Employees differ as individuals in their needs, expectations and behavior. If the dissatisfaction of employees goes unattended (or) the conditions causing it are not corrected, the irritation is likely to increase and lead to unfavorable attitude towards the management and unhealthy relations in the organization. The grievance redressal procedure of the organization and its effectiveness towards job satisfaction to maintain healthy and harmonious environment of the organization. This study revolves around the lower-level management of the organization. To improve the efficiency of employees in the organization a sound grievance handling procedure is needed. The need for the study arises mainly to understand the perception of the employees at their present grievance handling mechanism in electronic by identifying the employee's attitude towards the grievance handling mechanism the company can solve the grievances very effectively thereby reducing the employee dissatisfaction.

OBJECTIVES OF THE STUDY

- To identify the level of awareness towards grievance handling mechanism
- To study the time taken for grievance management
- To analyze the effectiveness of grievance handling procedure
- To know the level of satisfaction towards the grievance handling procedure of the organization.

SCOPE OF THE STUDY

The study throws light on need for grievance handling procedure and this study facilitates the management for further improvement on the same. The effectiveness of the present grievance handling system will be analyzed and suitable measures to improve the same may be suggested. It also identified the employee's opinion towards the existing grievance handling mechanism in the company. This study deals with the analysis of the effectiveness of the grievance handling mechanism of the company. Like this some of the vital points can be extracted, through the research some important findings which valuable suggestions may be provided to the management. This study will be useful when similar kind of research is undertaken.

Research design has a great bearing on the reliability of the results arrived at the end as such constitutes the firm foundation of the entire edifice of the research work. Descriptive research is adopted in this study. The primary data is collected through structure questionnaire. Data is collected from 118 respondents from GT electronic India private limited. The primary data was collected using structured questionnaire. The structured questionnaire that were framed and designed consist of five-demographic, five-Likert 5-point scale, seven-Multiple choice questions, Three-dash question. Sample size refers to the items to be selected from the universe to form a sample. The sample size of the study is 118. The samples are conducted through the online by means of questionnaire. Convenience sampling techniques are used in this study. For testing the entire community is practically impossible because they are easy to reach. For study from a larger group, total number of population was 250, but I got 118 samples only. Since

NULL HYPOTHESIS (H₀): There is no significant difference between age and satisfied level of management gathers all relevant facts about grievance.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant difference between age and satisfied level of management gathers all relevant facts about grievance.

Table showing relationship between age and satisfied level of management gather all relevant facts about grievance.

TABLE 2.5.1
Correlation

		age	Satisfied level of Management gather all relevant facts about grievance
Grievance handling mechanism	Pearson correlation	1	0.342
	Sig.(2-tailed)		0.015
	N	118	118
How much time management has taken to redress your grievance	Pearson correlation	0.342	1
	Sig.(2-tailed)	0.015	
	N	118	118

INTERPRETATION:

Since, the computed value (0.015) is less than the level of significance (0.05). Thus, the null hypothesis (H_0) is rejected, alternative hypothesis (H_1) is accepted. Therefore, there is significant difference between age and satisfied level of management gather all relevant facts about grievance.

ONE-WAY ANOVA**HYPOTHESIS:**

NULL HYPOTHESIS: There is no significant between age and satisfaction level of discipline in their organization.

ALTERNATIVE HYPOTHESIS: There is a significant between age and satisfaction level of discipline in their organization.

Table showing significant relationship between age and satisfaction level of discipline in their organization.

TABLE 2.6.1 Oneway ANOVA

	Sum of squares	Diff	Meansquare	F	Sig.
Between groups	1.618	2	.809	1.098	.337
Within groups	84.696	115	.736		
Total	86.314	117			

INTERPRETATION

Since the computed value is (0.337) more than level of significant value (0.05). So the null hypothesis (H₀) is accepted and alternative hypothesis (H₁) is rejected. Therefore, there is no significant relationship between age and satisfaction level of discipline in their organization.

HYPOTHESIS:

NULL HYPOTHESIS (H₀): There is no significant relationship between age and satisfaction level of promotion in their organization.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant relationship between age and satisfaction level of promotion in their organization.

Table showing the relationship between age and satisfaction level of promotion in their

organization.

TABLE 2.6.2 Oneway ANOVA

	Sum of squares	Diff	Meansquare	F	Sig.
Between groups	6.890	2	3.445	4.210	0.017
Withingroups	94.101	115	0.818		
Total	100.992	117			

INTERPRETAION

Since, the computed value (0.017) is less than level of significance (0.05), null hypothesis (H_0) is rejected and alternative hypothesis (H_1) is accepted. Therefore, there is a significant relationship between the age and satisfaction level of promotion in their organization.

HYPOTHESIS:

NULL HYPOTHESIS: There is no significant between age and satisfaction level of wages & salary in this organization.

ALTERNATIVE HYPOTHESIS: There is a significant between age and satisfaction level of wages & salary in this organization.

Table showing significant between age and satisfaction level of wages & salary in this organization.

TABLE 2.6.3 Oneway ANOVA

	Sum of squares	Diff	Meansquare	F	Sig.
Between groups	2.517	2	1.259	2.080	.130
Withingroups	69.593	115	.605		
Total	72.110	117			

INTERPRETATION

Since, the computed value is (0.130) is more than level of significance level (0.05). So null hypothesis (H₀) is accepted and alternative hypothesis (H₁) is rejected. Therefore there is no significant relationship between age and satisfaction level of wages and salary in this organization.

HYPOTHESIS:

NULL HYPOTHESIS (H₀): There is no significant relationship between age and satisfaction level of working conditions in their organization.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant relationship between age and satisfaction level of working conditions in their organization.

Table showing the relationship between age and satisfaction level of working conditions in their organization.

TABLE 2.6.4 One-way ANOVA

	Sum of squares	Diff	Meansquare	F	Sig.
Between groups	2.060	2	1.025	2.404	0.095
Within groups	49.043	115	0.426		
Total	51.093	117			

INTERPRETATION

Since, the computed value (0.095) is more than level of significance (0.05). So, null hypothesis (H₀) is accepted and alternative hypothesis (H₁) is rejected. Therefore there is no significant relationship between the age and satisfaction level of working conditions in their organization.

CHI-SQUARE ANALYSIS:**HYPOTHESIS:**

NULL HYPOTHESIS (H₀): There is no significant between gender and the management has been taking effort to dispose all grievance procedure with a view to ensure justice.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant between gender and the management has taken effort to dispose all grievance procedure with a view to ensure justice.

Table showing relationship between gender and the management has been taking efforts to Dispose all grievance procedure with a view to ensure justice.

TABLE 2.7.1 Chi-square test

	Value	Diff	Asymp.sig. (2-tailed)
Pearson chi-square	1.294 ^a	4	0.862
Likelihood ratio	1.308	4	0.860
Linear-by-linear association	0.725	1	0.395
N of valid cases	118		

INTERPRETATION

Since the computed value is (0.862) is more than level of significance (0.05), then the null hypothesis (H₀) is accepted and alternative hypothesis (H₁) is rejected. Therefore, there is no significance between gender and the management has been taking efforts to dispose all grievance procedure with a view to ensure justice.

HYPOTHESIS:

NULL HYPOTHESIS (H₀): There is no significant relationship between gender and grievance redressal is one of the major components of job satisfaction in your organization.

ALTERNATIVE HYPOTHESIS (H₁): There is a significant relationship between gender and grievance redressal is one of the major components of job satisfaction in your organization.

Table showing the relationship between gender and grievance redressal is one of the major components of job satisfaction in your organization.

TABLE 2.7.2 Chi-square test

	Value	Diff	Asymp.sig. (2-tailed)
Pearson chi-square	6.266 ^a	4	0.180
Likelihood ratio	7.026	4	0.135

Linear-by-linear association	4.912	1	0.027
N of valid cases	118		

INTERPRETATION

Since the computed value is (0.180) is more than level of significance (0.05), then the null hypothesis (H₀) is accepted and alternative hypothesis (H₁) is rejected. Therefore, there is no significance between gender and grievance redressal is one of the major components of job satisfaction in your organization.

HYPOTHESIS:

NULL HYPOTHESIS: There is no significant between genders and informed about the action taken in view of employee's grievances.

ALTERNATIVE HYPOTHESIS: There is a significant between genders and informed about the action taken in view of employee's grievances.

Table showing relation between genders and informed about the action taken in view of employee's grievances.

TABLE 2.7.3 Chi-square test

	Value	Diff	Asymp.sig. (2-tailed)
Pearson chi-square	1.737 ^a	4	.784
Likelihood ratio	1.766	4	.779
Linear-by-linear association	.399	1	.527
N. of valid cases	118		

INTERPRETATION:

Since, the computed value is (0.784) is more than level of significant (0.05), so the null hypothesis (H₀) is accepted and alternative hypothesis (H₁) is rejected. Therefore, there is no significant relationship between genders and informed about the action taken in view of employee's grievances.

HYPOTHESIS

NULLHYPOTHESIS: There is no significant between genders and management decision regarding employee's grievances.

ALTERNATIVEHYPOTHESIS: There is a significant between genders and management decision regarding employee's grievances.

Table showing about significant between genders and management decision regarding employee's grievances.

TABLE 2.7.4 Chi- square test

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.052 ^a	3	.562
Likelihood Ratio	2.052	3	.562
Linear-by-Linear Association	1.459	1	.227
N of Valid Cases	118		

INTERPRETATION:

Since the computed value (0.562) is more than level significant value (0.05). So the null hypothesis (H₀) is accepted and alternative hypothesis (H₁) is rejected. Therefore, there is no significant between genders and management decision regarding employee's grievances.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

- 50% of the respondents face the discrepancies in handling the grievance in the organization completely
- 63% of the respondents state that management is effective in grievance settlement to a certain extent
- 47% of the respondents state that complaints and grievance are taken care of to a certain extent
- 48% of the respondents state that the level of keeping the grievance to themselves is to a certain extent
- 37% of the respondents strongly agree that supervisors handling grievances have human relations skill.
- The p-value is 0.64 is more than level of significance value 0.05, hence the null hypothesis is accepted.
- There is significant difference between age and satisfied level of management gather all relevant facts about grievance.
- There is no significance between gender and the management has been taking effort to dispose all grievance procedure with a view to ensure justice.
- There is no significance between gender and grievance redressal is one of the major components of job satisfaction in your organization.
- There is no significant relationship between genders and informed about the action taken in view of employee's grievances.
- There is no significant between genders and management decision regarding employee's grievances.
- There is significant relationship between age and satisfaction level of discipline in their organization.
- There is a significant relationship between the age and satisfaction level of promotion in their organization.
- There is no significant relationship between age and satisfaction level of wages and salary in this organization.

SUGGESTIONS:

- Company needstoexplorethepolicyofloanwhichwill help theemployeeesto increase the standard of living and their commitment towards enhancement of the organization.
- Informal counseling helpstoaddressandmanagegrievanceintheworkplace
- Open door policy can be used. The barrier that exist between the various categories are to some extent broken by personal contact and mutual understanding.
- Accident rates, requests for transfers,, resignations and disciplinary cases should be analyzed in case they reveal the general patterns that are not apparent.
- Recreation facilities like sports, picnic, and others need to be relooked which will reduce the stress of employees.

CONCLUSION:

Grievance redressal mechanisms support the companies to improve employee morale, which in turn increase employee productivity. The study that majority of the respondents are satisfied with redressal procedure. The organization can establish the redressal committee to make it more effective. Most of the employees said that they are satisfied with wage and salary. Employee grievances is one of the prime reason for the employees performance, solving the employees grievance with time management will lead to job satisfaction and increase the efficiency of the employee which will benefit both employees as well as organization. The employees of Future Retail are most satisfied with the decision taken by management.

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