

Employee Morale in the Annaisathiya Silks Hand-Loom Weaver's Co-Operative Production & Sale Society Ltd-CD (H)-3 Thiruvavarur

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Abstract: *Employee morale plays a very important part in the organization success. High morale leads to success and low morale brings to defeat. In an organization if the employees possess high morale then their attitude to stay in the organization will increase otherwise the vice versa. The play of morale is not less important for an Industrial undertaking. The success and failure of the Industry depends on the morale which the employees have towards their organization. The Organization needs employees with high morale and moreover morale is a psychological factor and measures can be adopted to build a high level of morale in an employee's mindset.*

Keywords: Employee morale, Factors affecting morale, Building high morale.

1. Introduction

In every organization, people are working with in a suitable environment of attitude. Each employee has attitude that range over the entire spectrum of human behavior. All managers have a constant concern for the morale of the group, which they lead. However, considerable confusion prevails over the use of term because of variation in defining characteristics of the term. Some researchers make this distinction. Some researchers take job satisfaction as individual phenomenon and morale as group phenomenon from one point of view, morale may be regarded essentially an individual matter, it is described in terms of the feelings of an employee or manager towards his work; it is thus, a matter of work satisfaction. Guion describes morale from the point of view of an individual desires satisfaction from his total job situation. When morale is regarded as an individual phenomenon, many investigators organize these feelings what are assumed to be worker's needs

Morale is defined as the total satisfaction that a person derives from his job, the prevailing atmosphere and the factors that appeal to his individual propensities. It's a summary of attitudes and feelings that constitute a reserve of physical and mental strength including factors like self-confidence, optimism and a positive mental attitude. Morale is almost like an invisible element which determines the success or failure of an organization. Human Resource is considered to be the valuable resources of any organization. It may be defined as an attitude of satisfaction with the desire to strive for the goals of a particular group. Morale is purely emotional. It is not a static thing it changes depending upon working conditions. It is the vital ingredient for the organization success. Employee morale is directly associated with employee retention because the employees who feel a high level of job satisfaction tend to remain and work for the organization.

2. Factors Affecting Morale

Employee morale is a very complex phenomenon and is influenced by many factors on the shop floor.

- **Nature of work**

Meaningful and satisfying job helps to improve employee morale. In such job member of the group understands clearly how his specific task contributes to the attainment of group goals. Morale tends to be low when the job provides no challenge and satisfaction and job standards are considered very high.

- **Working Conditions**

Physical work environment, job security. Wages and other allied factors exercise a significant influence on employee morale. When the wages are fair. Job is secure and there are opportunities for promotion job satisfaction and morale are likely to be high.

- **Supervision**

Competent dependable and fair-minded leadership and build and maintain high morale. Such as leadership can win the confidence of employees through sympathetic and friendly behavior. Lines of authority and responsibility are clear and communication system is effective.

- **Interpersonal Relations**

The confidence of an employee in follow employee influences morale. When a worker is conflict that his co-workers are loyal to him and will provide advice and assistance when ever necessary his morale is likely to be good. Confidence of individuals in the goals of the group. A feeling gatherers and common goals trend to raise employee morale.

- **Management Policies**

The policies and attitude of management concerning, promotion, transfer, etc., affect Morale, company's image in the employees mind also influences morale. The attitude and practices of managers in their dealings with workers affect morale.

- **Personal Factors**

The age, education, occupation level and family life of an employee, determine his morale, some research studies

indicate that young, higher educated and low status employees trend to have lower morale.

3. Measures for Building High Morale

Morale building is a difficult exercise as it involves removing misconceptions. Changing attitudes, and dealing with emotions. The following measures may be helpful in improving employee morale.

- Proper work environment
- Job security
- Sound compensation system
- Sound promotion policy
- Creation of whole jobs
- Job enrichment
- Employee counseling
- Worker's participation in management

Significance of the Study

For day to day business life morale is very important. The attitudes, feelings and emotion of employees play a vital role in determining. Their performance and behavior. This is determine the success growth of the organization. It is for the reason that personnel experts as well as line managers are now playing increasing attention to the problems of antiunion morale in industry.

Objectives of Study

- To study to Socio-Demographic characteristic of the respondent
- To analyze the factors influencing morale.
- To measure the performance of society in terms of morale.
- To measure the morale of employees in Annai Sathiya silk hand-loom weaver's co-operative society sale & production Ltd. C.D. (H) 3- Thiruvarur.

4. Research Methodology

Red man and moray define research as a systematized effort to gain new knowledge. Research methodology is the arrangement conditions for collection and analysis of data in a manner that aims to refer the research purpose with economy in procedures.

Data Analysis and Interpretation

Analysis and interpretation are central step in the research process. Analysis of data means studying the tabulated material in order to determine inherent facts and meaning it involves breaking down existing complex factors into simpler parts and putting the parts together in new arrangement for purposes of interpretation.

Table 1: Classification of Respondents on the Basis of Their Age

S. No	Attributes	No. of Respondents	Percentage
1.	20-30	23	21
2.	30-40	24	22
3.	40-50	41	37
4.	Above50	22	20
	Total	110	100

Source of Data: Primary data

Inference

From the table-1 it is seen that 37% of the respondents are coming under age group 40-50, 22% of the respondents are coming under age group 30-40, 21% of the respondents coming under age group 20-30 and the remaining 20% of the respondents coming under age group above50.

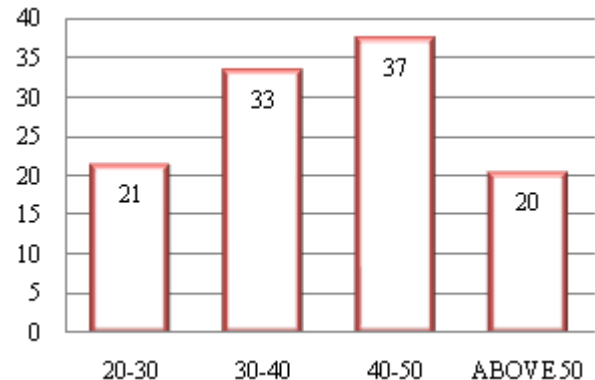


Chart-1

Table 2: Classification of Respondent on the Basis of Society Their Providing Training For Employees

S. No	Attributes	No. of Respondents	Percentage
1.	Yes	68	62
2.	No	42	38
	Total	110	100

Source of Data: Primary Data

Inference

From the table 1 shows that 62% of the respondents are agreed that there are society providing training for their employees the remaining 38% of respondents are not agreed about this statement.

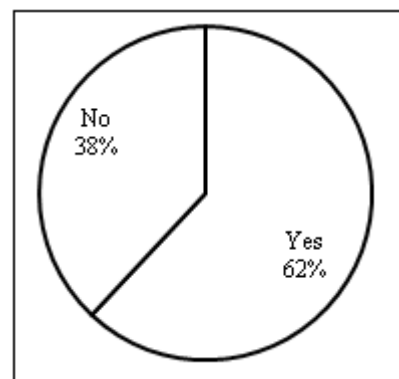


Chart-2

Table 3: Respondents Opinion Regarding Society Organise Annual Social Functions

S. No	Attributes	No. of Respondents	Percentage
1.	Yes	70	64
2.	No	40	36
	Total	110	100

Source of Data: Primary data

Inference:

From the table-2 shows that 64% of the respondents are answered that their society organized annual social functions. The remaining that is 36% of respondents are not agreed about the statement.

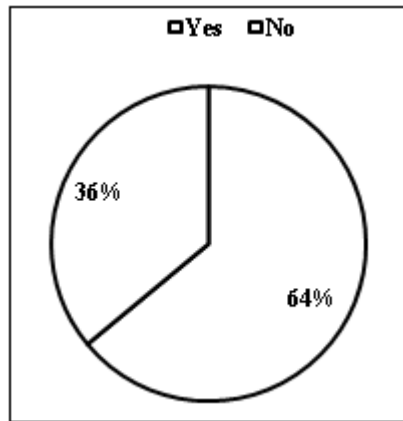


Chart-3

Table 4: Respondents Opinion Regarding Safety and Welfare Measures Provided by their Society

S. No	Attributes	No. Of Respondents	Percentage
1.	Highly satisfied	41	38
2.	Satisfied	36	33
3.	Highly Dissatisfied	12	12
4.	Dissatisfied	19	17
	Total	110	100

Source of data: Primary data

Inference

The table-4 shows that 38% respondents are satisfied with their safety and welfare measures provided by their society 33% respondents are highly satisfied 17% respondents are highly Dissatisfied the remaining 12% of respondents are dissatisfied their safety and welfare measures provide by the society.

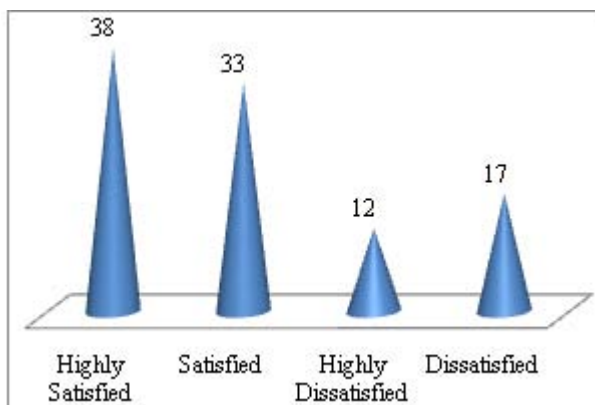


Chart-4

Table 5: Respondents Opinion Regarding their Monetary Benefits

S. No	Attributes	No. of Respondents	Percentage
1.	Salary	24	22
2.	Salary & Bonus	55	50
3.	Salary bonus & incentives	31	28
	Total	110	100

Source of Data: Primary data

Inference

The table-5 shows that 50% respondents are received monetary benefit in the form of salary and bonus, 28% of the respondents are received benefit in the form of salary bonus

and incentives. The remaining 22% of the respondents received monetary benefits in the form of salary.

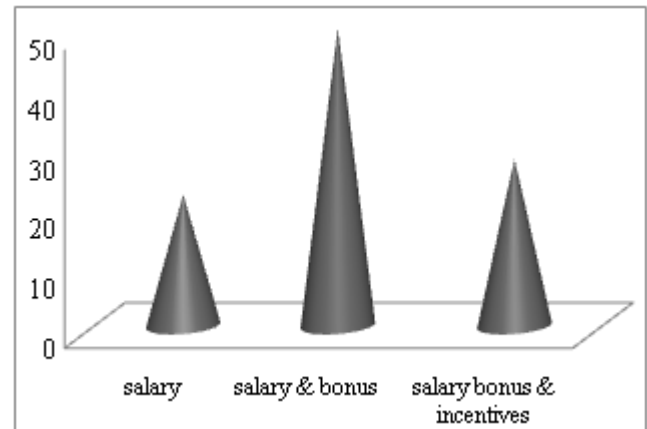


Chart-5

5. Findings, Suggestions, and Conclusions

- Most of the employees working in the society are coming under age group of 40-50 years. Due to age factor the working efficiency decline. So the silk society they recruit young and energetic persons.
- Silk society is not providing incentives to their workers. If they provide any incentives the work efficiency may increase.
- The majority (64%) of the respondents are answered that their society organized annual social functions.
- The majority (38%) of the respondents with their satisfied safety and welfare measures.
- The majority (50%) of the respondents are satisfied with salary and bonus.

Suggestions

- The society has to provide their retirement benefit of employees.
- The society has to arrange interaction program.
- The society has to provide adequate loan scheme
- The society has to encourage the employee towards in decision-making process.

Conclusion

Morale is psychological concept. Morale is not a cause but rather the effect or result of many going awry. Morale differ from person to person, industry. Level of education, age nature of work etc. range from very high to very low

The present study reveals the morale of employees. "Annai Sathiya silk hand-loom weaver's co-operative production and sale society ltd CD (H)-3 Thiruvavur, become satisfactory. If it take future steps to increase the morale, not only employees are benefited but also the society may enhance the productivity, this will reflect the society to compete the competitors.

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