A STUDY ON EMPLOYEE MORALE WITH REFERENCE TO TIDC PRIVATE LIMITED

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ABSTRACT

Morale plays vital role in the organization success. High morale keeps the employees loyal to the job, profession and organization. This leads to employee commitment and sincerity. The committed and sincere employers plan not only their individual work but also the work of the group and the entire department. Further, the committed employees contribute their human resource to the maximum extent to the job. It leads to improved performance and productivity.

This paper outlines the employee morale from TIDC Private Limited. Sample sizes of 20 employees were taken in order to conduct research, and random sampling technique was used in order to conduct the survey. The data was collected by interviewing the respondents with the help of a structured questionnaire.

Keywords: Organization Benefits, Small Group Activities, Skills Development

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INTRODUCTION

Employee Morale refers to an attitude of satisfaction with a desire to continue and strive for attaining the objectives of a factory. Morale is purely emotional and it is an attitude of an employee towards his job, his superior and his organization. It is not static thing, but it changes depending on working conditions, superiors, fellow workers pay and so on. When a particular employee has a favorable attitude towards his work, he is said to have high morale. In the organization context, we usually talk of group morale as each person has an influence over the other's morale.

OBJECTIVE OF THE STUDY

To understand the Employee Morale, it is necessary to study on the below aspects:

- Importance of Morale

- Factors affecting Morale

- Measurement of Morale

- Morale Building Techniques

- Working Relationship

- Professional Development

- Reward and Recognition

- Participation in Kaizen and SGA

- Morale and Productivity

Importance of Morale:

- High level morale contributes to the sound superior-subordinate relations.

- High morale leads to employee satisfaction. The satisfied employee stays with the organization continuously. It reduces employee turnover and absenteeism.

- High level morale and employee satisfaction reduce employee grievances.

- High morale leads to employee commitment to industrial peace by avoiding the occurrence of industrial disputes.

- Morale helps the employees to build teams easily to maximize their contribution.

Employee Morale would result on the below:

- High level commitment, sincerity and employee loyalty.

- Reduction in absenteeism and labor turnover.

- Reduction in grievance and increase in discipline.

- Sound superior-subordinate relations.

- Team Building and Employee Empowerment

Factors Affecting Morale:

1. **Objectives of the organization:** Employees are highly motivated and their Morale is high, when their individual goal and objectives are in tune with organizational goal and objectives.

2. **Organizational design:** Organization structure has an impact on the quality of labour relation, particularly on the level of Morale.

3. **Personal Factors:** It is relating to age, training, education and intelligence of the employees, time spent by them on the job and interest in worth taken by them.

4. **Rewards:** Employees expect adequate compensation for their services rendered to the organization.

5. **Good Leadership and Supervision:** The nature of supervision can tell the attitudes of employees.

6. **Work Environment:** The building and it appearance the condition of machines, tools, available at work place provision for safety, medical aid and repairs to machinery etc.

7. **Compatibility with fellow employees:** If an employee has confidence in his fellow worker and faith in their loyalty, his Morale will be high.

8. **Job Satisfaction:** If the job gives an employee an opportunity to prove his talents and grow personality, he will have high morale and like his job.

9. **Opportunity to share profit:** All workers should be given an opportunity of the progress and earn high wages without any discrimination.

Measurement of Morale:

1. Observation Method: Evaluator observes the employees on work and records their behaviour, attitude, sentiments and feelings, which have developed in them.

2. Attitude Surveys: This method includes conducting surveys through questionnaires and interviews.

3. Company Records and Reports: The records and reports relating to labour turnover, rate of absenteeism, and number of goods are rejected, strikes and such other things, which are indicators of the level of morale.

4. Counselling: Employees are advised to develop better mental health, so that they can improve self-confidence, understanding and self-control.

5. Process for Boosting Employee Morale: Boosting employee morale is an ongoing process and employers should want to make it part of their cultural development.

Morale Building Techniques:

Individual techniques are oriented to the unique feelings of each employee. These techniques are more expensive. Examples of these techniques are: job placement, job training, job rotation, personnel counselling, etc.

Group techniques are oriented to the average man's feelings in a group. The stress on conformity. Examples of the techniques are: salary based on area practice, seniority rights, retirement plans, improvement of physical facilities, etc.

RESEARCH METHODOLOGY

METHOD OF SAMPLING USED: **"RANDOM SAMPLING METHOD"**

SAMPLE SIZE: The sample size taken is 20 employees from TIDC.

DATA COLLECTION: Survey **TOOL**: Questionnaire

DATA ANALYSIS AND INTERPRETATION

1. WORKING RELATIONSHIP WITH COMPANY:

60.00% have **strongly agreed** that they are satisfied with their working relationship

21.67% have **agreed** that they are satisfied with their working relationship

15.00% have **neutral** stand in terms of working relationship

1.67% have **disagreed** that they are not satisfied with their working relationship and

1.67% have **strongly disagreed** that they are not satisfied with their working relationship.

2. PROFESSIONAL DEVELOPMENT:

35.00% have **strongly agreed** that they are satisfied with their professional development

23.33% have **agreed** that they are satisfied with their professional development

16.67% have **neutral** stand in terms of professional development and

5.00% have **disagreed** that they are not satisfied with their professional development

3. REWARD AND RECOGNITION BY COMPANY:

37.50% have **strongly agreed** that they are satisfied with their reward and recognition

35.00% have **agreed** that they are satisfied with their reward and recognition

25.00% have **neutral** stand in terms of reward and recognition and

2.50% have **disagreed** that they are not satisfied with their reward and recognition

4. PARTICIPATION IN KAIZEN AND SGA:

45% have **strongly agreed** that they are satisfied with their participation in Kaizen and SGA

25.00% have **agreed** that they are satisfied with their organization Kaizen and SGA

30.00% have **neutral** stand in terms of organization Kaizen and SGA

5. MORALE AND PRODUCTIVITY

80% have **strongly agreed** that Morale would impact on Productivity

10.00% have **agreed** that Morale would impact on Productivity

10.00% have **neutral** stand in terms of Morale impact on Productivity

CONCLUSIONS:

According to above research data, the following conclusions were drawn.

• In High morale environment, workers are likely have greater comfort with others and willingness to work together toward goals.

• High Morale will create good environment among workers, both psychologically and physically. Due to this, attrition rate will reduce, in other way experienced workers count will be increased.

• Overall Productivity will increase due to high number of experience operators, this would increase revenue of the company.

• Due to low attrition, training cost will be reduced.

• Errors will be low in numbers, since more number of experienced operators. This would help to improve quality and get goodwill from stakeholders.

• Experienced workers will be familiar with the policies and rules of the company, it helps to avid process violation.

• Managers/Supervisors will consider experienced workers thought and ideas. Due to this, workers can be involved in organization wide initiatives.

• High morale will increase good relationship/team sprit among workers.

• High moral will reduce work pressure and stress of the workers, it would help to balance between work and personal life.

RECOMMENDATION AND SUGGESTIONS:

• SoftSkills and other behavioural Trainings can be initiated to enhance Employee morale.

• Oragnization Benefits can be revisited to improve Employee Morale to next level.

• Employees should be encourged and motivated to particapte in decision making meeting and should be given freedom to express their view or ideas.

• The company and supervisors should encourage the employees to activiely participate in Team building activities like Kaizen and SGA.

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