

EFFECTIVENESS OF HUMAN RESOURCE

MANAGEMENT IN MALAYALA MANORAMA, KOCHI

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Abstract

Human Resource Management evaluation refers to the procedures and process that measure, evaluate and communicate the value added on HRM practices to the organisation. HRM evaluation assumes significance because of the intensive emphasis on cost control, need for efficient allocation of resources, contribution to the bottom line, and capability of human resources to provide a competitive advantage to the firm. The employees are the wealth of any organisation. If they are satisfied they will work with full dedication and as a result the organisation benefits. So the organisation should collect feedbacks from them and continuously address their needs. But in many organisations employee's needs are not addressed and their rights are violated. So it is necessary to conduct this study. For that, we need to study the effective human resource policies provided by the prestigious institution like Malayala Manorama and how far the employees are able to derive satisfaction from such policies.

Keywords: Human Resource Management; Cost Control; Humane Approach; Personnel Goal; Employee Satisfaction;

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1. Introduction

Human resource is of paramount importance for the success of any organisation. It is a source of strength and aid. Human resource is the total knowledge, abilities, skills, talents and aptitudes of an organisation's workforce. The values, ethics, beliefs of the individuals working in an organisation also form a part of human resource. The resource fullness of various categories of people and other people available to the organisation can be treated as human resources. In the present complex environment, no business or organisation can exist and grow without appropriate human resources. So human resources have become the focus of attention of every progressive organisation.

An important element of human resource management is the 'humane approach' while managing people. This approach helps a manager to view his people as an important resource. It is an approach in which manpower resources are developed not only to help the organisation in achieving its goals but also to the self satisfaction of the concerned persons. On the one hand this approach focusses on human resource development, and on the other hand it focuses on effective management of people on the other. HRM approach is a fundamental change in philosophy and perspective from the earlier thinking about manpower 2

resources. It emphasises the human aspect of individual workers and their aspirations and needs.

2. Research Method

The scope of the study confined to Cochin. The study covers the population of Malayala Manorama, Kochi division. Convenient sampling method was used for the study and a sample of 60 employees from various sections of Malayala Manorama Kochi division was selected. Questionnaire technique was used to collect primary data from the selected samples. Secondary data are which have already been collected by another person and have been passed through statistical processes. It includes details taken from the company records, books, journals, internet and other published sources.

The data collected for the study were classified and tabulated based on various factors. The processing of data consists of classification, tabulation, coding and editing. By classification and

tabulation the unwieldy data can be condensed into few manageable and purposeful groups and tables so that further analysis becomes simple. Coding converts the data into symbols and small figures so that the data can be dealt with in an easy manner. Editing improves the quality of the data since it is at this stage that data which is irrelevant can be dropped. Analysis and Interpretation of data results in observation, analysis and conclusion. The statistical tool used for analysing and tabulating data was percentage analysis.

Table 1. Timeliness recruitment and selection process

Particulars	No. of respondents	Percentage
Yes	60	100
No	-	-
Total	60	100

Table 2. Selection based on merit

Particulars	No. of respondents	Percentage
Strongly agree	38	63
Agree	16	27
Neutral	4	7
Disagree	2	3
Strongly disagree	-	-
Total	60	100

Table 3. Quality of training

Particulars	No. of respondents	Percentage
Very beneficial	55	92
Beneficial	5	8
Not beneficial	-	-
Total	60	100

Table 4. Appraisal aims at improving performance

Particulars	No. of respondents	Percentage
Strongly agree	46	77
Agree	10	16
Neutral	-	-
Disagree	4	7
Strongly disagree	-	-
Total	60	100

Table 5. Overall satisfaction as an employee

Particulars	No. of respondents	Percentage
Very satisfied	44	73
Somewhat satisfied	15	25
Not satisfied	1	2
Total	60	100

3. Results and Analysis

- Every respondents are of the opinion that the company have timeliness recruitment and selection process. 54% of employees strongly agrees that the organisation places right person in the right job.
- As per the opinion of 63% of employees, they strongly agrees that the selection of a candidate in Malayala Manorama is strictly based on his/her merit.
- A majority of respondents strongly agrees that, the contents of the training programs organised in their company are always relevant to the changing needs of their respective jobs.
- 57% of respondents strongly agrees that the organisation assign challenging jobs to employees to charge their enthusiasm and thereby develop their skill.
- The analysis reveals that a majority of 91% of employees are very much satisfied with the benefits which they received from the company.
- As per the opinion of 77% of respondents, the performance appraisal in Malayala Manorama aims at improving employee performance and strengthening job skills of employees.
- A majority share of respondents said that, they are very much satisfied as an employee of Malayala Manorama.

4. Conclusion

Human resources became one of the most essential ingredients of success in the knowledge era and a skill based economy. Therefore the relevance of Human Resource Department in an organisation has grown and developed in a span of years in an efficient and effective way. Here this study on effectiveness of Human Resource Management in Malayala Manorama was conducted as it is one of the best organisation in Kerala following efficient Human Resource policies and practices.

From the above viewpoints we can reach at a conclusion that the importance of Human Resource Management lies in the fact that without an efficient and reliable employee base all other resources sum to zero. In this study, though the survey finds that almost all the employees are aware of Human Resource Department and majority of respondents are satisfied with the various human resource functions in Malayala Manorama, some areas are required to be more effective. The study also reveals that eventhough a majority of employees are satisfied with the company, a few are not satisfied.

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