

**A STUDY ON PROMOTIONAL POLICY IN E.I.D. PARRY (INDIA) LIMITED SUGAR
FACTORY, PETTAVAITHALAI IN TRICHY.**

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ABSTRACT

Product innovation served as a growth driver and enabled the company to crack the code of traditional business trends. The sugar division made a strategic shift in marketing sugar from a commodity product to a customer driven, value add variant, thereby increasing its institutional sales and earning higher revenue. The business also leveraged the potential of its co-products and converted its residual potash waste to 'Kash', a fertilizer used in agriculture. In the global market, the division expanded its market space with export sales recording a new high.

At the Bio Products division, Neemazal continued

INTRODUCTION

The usual policy is to take merit in to consideration. Sometime length of service education, training courses completed previous work history etc. Are factors which are given weight while deciding on a promotion? Although promotions are mode on the basis of ability, hard work co-operation, merit honest many informal influences are powerful determinants of a promotional policy

The policy is a guideline for action, policy various with organization. Since promotion is a sensitive issue to the employees. It is very essential that promotion policy are clearly started, widely circulated and fully explained to their employees. Policy influences a number of factors such as morale motivation and turnover of personal in the organization. It also affects productivity, innovation skill and ultimately the competitive advance of the firms in the markets.

OBJECTIVE OF THE STUDY

- To evaluate promotional policy of workers & staff in trichy sugar mill limited
- To identify leave of satisfaction between workers and staff
- To analysis the attitude of workers towards management
- To identify promotional of the workers and staff

SCOPE OF THE STUDY

The sugar industry is one the largest segment of the India economy the present study has been undertaken with a view to analysis the promotion policy measures of trichy sugar mill and minute details based on the proposed objectives.

STATEMENT OF THE PROBLENS

Though promotion benefits the employee and the organization. It creates certain problem they are disappointment of their subordinates who are promoted because of the indispensability. In the present job and in equality in promotional opportunities in different department, region and categories of jobs.

PERIOD OF THE STUDY

For the purpose of analyze he promotion policy in this company for a period of 2019 has been taken into account.

AREA OF THA STUDY

The research is undertaken in PETTAVAITHALAI which the native of the research there are one sugar industries in the area of which trichy sugar mills ltd is the leading one.

METHODOLOGY

This study based on the records of promotion policy. It is got from secondary sources

TOOLS USED FOR ANALYSIS

The statistical tools such as averages percentages, diagrams, and square test have been used.

TOOLS FOR DATA COOLLECTION

Structural questionnaires were designed with guidance of the organization for the workers and staff. The respondent was met personally at the time of dada collection.

DATA COLLECTION

In my study I have setup a questionnaire for the specific purpose of evaluation promotional policy of trichy sugar mills limited as the organization consist of waste manpower though. I have been used simple random sampling for the collection of dada. Thus the dada are collection in person for the specific purpose and hence it is a primary data.

LIMITATIONS OF THE STUDY

Studies on promotion policy limitation are:

The internal source may be quite inadequate and possibilities are that people, who do not quit come up to the requirements of higher jobs, may be promoted. The words of an individual are not appreciated and given due recognition. This generates frustration and may constrain good employees to leave the organization.

When their wholesale promotion. Promotion from within might cause disorganization and upset the working of the organization since the working system and technology change very fast it is necessary that new blood should be infused with and up to date knowledge and ideas, which the older persons in organization may be lacking.

REVIEW OF LITERATURE

Anderson et al., (1981) considered the role of differing perceptions of promotion systems and suggested that environmental, organizational and workforce characteristics influence both actual mobility and employee perceptions of their mobility within organisation; their study considered the nature and form of promotion system and how these systems operate. Friedman (1986) considered the rules and procedures that form the basis of succession systems and that can be applied to the broader promotion systems found in organisations.

Jackson et al., (1989) suggested that organisation characteristics influences HRM practices (such as promotion system characteristics). They explained that an organisation characteristic (such as industry, size, business strategy and unionization) influences personnel practices in organisation although they did not discuss promotion practices in particular in their article. Morrison and Von

Glinow (1990) stated that a small but increasing number of organisation have implemented practices to support and develop managerial and professional for women. These organisations have reported positive outcomes such as increasing numbers of women now participating in key training and development activities increased in the number of women on the short list for promotion and increased in the numbers of women achieving more senior positions.

Ferris et al., (1992) developed a comprehensive model of antecedent and outcomes of promotion systems. Surveys were used to collect data on antecedent factors such as industry type, degree of centralization and formalization, firm size, strategy, and degree of unionization. The survey tool also collected information on outcomes, including factors such as return on investment, turnover, and the perceived fairness of the system. The type of promotion system in a company was determined from four survey responses: whether the company had a) a promotion from within philosophy, b) a time-in-grade requirement, c) a fast track promotion system, and d) a mentoring program.

Gopinath and Shibu (2014) confirmed that the HRD practices related entities and its impact towards job satisfaction in BSNL at various workplaces. The BSNL has a clear, fair and well Appraisal and Reward policy, which makes the employees, were highly satisfied Gopinath and Shibu (2014 c).

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF GENDER

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Male	47	94
2	female	3	6
	Total	50	100

Source: primary data

The above table show that 94% of the respondents are male 6% of the respondents are female.

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF EXPERIENCE OF THE RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGES
1	Below 5 years	7	14
2	5 -10 years	14	28
3	10-20 years	12	24
4	20-30 years	17	34
	Total	50	100

Source: primary data

From the above table show that 4.2 experience fund that 28% fall in the age group in 5-10 years 24% respondents fall in the age group 10-20 years 34% respondents fall in the age group 20-30 years 14% respondents fall in the age group below 5 years.

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT JOB SATISFACTION

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Satisfied	25	50
2	Somewhat satisfied	15	30
3	Not satisfied	10	20
	Total	50	100

Source: primary data

From above table reveals that 50% of the respondents were satisfied, 30% of the respondents were somewhat satisfied, 20% of the respondent were not satisfied in the company.

CLASSIFICATION OF RESPONDENTS ON THE BASIS OF OPINION ABOUT THE WORK LOAD

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
1	Heavy	5	10
2	Normal	40	80
3	Light	5	10
	Total	50	100

Source: primary data

The above table reveals that the majority of the respondent (80%) were felt that normal work load, 10% of the respondents were felt that heavy work load and 10% of the respondent were felt light work load.

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- * Majority of the respondents(46%). Were camping under the age group of 41-50 year.
- * 100% of the respondents were male.
- * 90% of the respondent were married.
- * 24% of the respondents were graduate holder
- * Majority of the respondent (46%) were earned Rs5000 to 10000.and 40% of the respondent were earned Rs 10000 to Rs 15000
- * Majority of the respondent (56%) were worked in production department.
- * Majority of the respondents(36%) were worked.
- * 60% of the respondent were expert is profession competence and knowledge, profession competence and knowledge.

- * 50% of the respondents were fully dependable for the work.
- * Majority of the respondents (70%) were satisfied in the present job.
- * 60% of the respondent were having excellent attitude to wards the work.
- * 80% of the respondent were having no normal work load.
- * 70% of the respondent were satisfied in the safety measures.
- * Majority of the respondent (70%) were excellent in formation of promotion policy.
- * 50% of the respondent were preferred a promotion policy.
- * 90% of the respondents were satisfied in promotion policy.
- * 100% of the respondent were get job security were more in the industry.
- * 80% of the respondent were having adequate in training.
- * The majority of the respondent were improved in industrial relation.
- * 90% of the respondents were encourage a extra work.
- * The majority of the respondents (50%) were willing to work under a high work with incentives.

The majority of the respondent (50%) were having sufficient opportunities of promotion

SUGGESTION

Promotion can be used on both seniority and depending on the requirements of the job. Such a system can be satisfying the aspiration of employees.

The level of worker's participation in management can be increased to higher levels of decision marking I areas like training assigning work, implementing suggestion, proper training most be provided to the low level of employees to get efficient results in the factory.

It is the duty of the management to establish good working environment. To create a competitive environment with in the organization employees are motivated for these purpose incentives, rewards and awards must be provided to them. The amount of wages can be revised in the next wage agreement which will satisfy the need of workers to meet the increasing cost of living. To include the performance of the workers the management should provide non-financial incentives.

CONCLUSION

Respondent's income is an essential criteria through which one could get job satisfaction. The findings of the study reveals that the promotion policy is at moderate level. The working condition, more involvement of superiors in dealing with employees modifying the wage policy improving the performance feedback system which will improve the workers and staff promotion policy level. The company should be provided the full job satisfaction for the employment and organization, present target of the production is a satisfactory level, which can also be increased in future. At present the workers are promoted on their experience. Instead the promotion can give on the basis of their qualification.

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