A Study on Employee Perception towards Ponni Sugars (Erode) LTD

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ABSTRACT

The research study titled “A STUDY ON THE EMPLOYEE PERCEPTION TOWARDS PONNI SUGARS (Erode) LTD” was conducted to find out the employee perception about Ponni Sugars. The main objective of the study is to identify the perception of employee towards the features of Ponni Sugars products and also the employee’s expectation towards Ponni Sugars products. The Research Methodology used is Descriptive research design and area sampling technique was used with a sample size of 500. Primary data collection were made through a questionnaire, Secondary data were collected from the past record and through internet. After data collection, tools used for the analysis were Percentage Analysis, Chi Square and Weighted Average Method. From the analysis, it was found that the major factors which influence the employees are the Brand image and the quality of the Ponni Sugar products. Suggestions were provided to the Ponni Sugars Company for their further improvement in policy & procedures. The company must concentrate on promotional policy by considering the quality work of the employees. To reduce the employees dissatisfaction level the management may provide different schemes and motivating factors.

I. INTRODUCTION

Perceptions vary from person to person. Different people perceive different things about the same situation. But more than that, we assign different meanings to what we perceive. And the meanings might change for a certain person. One might change one's perspective or simply make things mean something else. The important point here is the involvement of feelings, emotions and perceptions. In today’s competitive marketplace, these perceptions are becoming much more important for gaining sustainable competitive advantage.

According to Robbins, perception can be defined as a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment (2004, p. 132). Perception is not necessarily based on reality, but is merely a perspective from a particular individual’s view of a situation. In dealing with the concept of organizational behavior, perception becomes important because ‘people’s behavior is based on their perception of what reality is, not on reality itself; the world as it is perceived is the world that is behaviorally important’ (Robbins et al 2004, p.132). Perception is our sensory experience of the world around us and involves both the recognition of environmental stimuli and actions in response to these stimuli. Through the perceptual process, we gain information about properties and elements of the environment that are critical to our survival. Perception not only creates our experience of the world around us; it allows us to act within our environment. Three aspects can alter or influence how things are viewed. One of them is the world as a whole. What is meant by “the world” is to say how the world is viewed, no matter what it is that you look at. There are too many methods for assessing employee perception to cover all of them in this article. Those included are the most common forms used throughout the Graphic Arts Industry. There are six basic categories of methods to gather employee perception information.

- Surveys
- Feedback Cards
- Focus groups (e.g. “20 groups” derived from the auto industry)
- Face to face interviews
- Telephone interviews
- Employee Complaint Process

Ponni Sugars

Ponni Sugars (Erode) Limited is an India-based company. The Company is engaged in the manufacturing of sugar and its by-products. During the fiscal year ended March 31, 2009 (fiscal 2009), the Company produced 90,920 tons of sugar. Ponni Sugars (Erode) Limited is part of the ESVIN Group. The Company's plant is located in Namakkal District, Tamil Nadu.

Ethical Practices

- Customer Focus
- Commitment and transparent management
- Empowerment and Accountability
- Adaptability to “Change”
- Innovation and Creativity
Emphasis on human resources development, cost reduction, productivity enhancement and resource conservation

**History**

Ponni Sugars (Erode) Ltd is an offspring of Ponni Sugars and Chemicals Ltd (PSCL) under a Demerger Scheme sanctioned by the Hon’ble High Court of Madras on 10th September 2001. In terms of the Scheme, the company took over the business of Erode Undertaking with concurrent transfer of major part of stakeholders’ interest in PSCL to the company.

The Erode sugar mill was set up with 1250 TCD capacity in 1984 in a record time of 12 months. It achieved full capacity crushing during the very first year of its commercial operation that enabled declaration of a maiden dividend of 10% in that very first year, a record in the annals of sugar industry. It was a trendsetter in mobilising surplus cane during its infancy stage from neighboring sugar mills and extending crushing season to well above industry average. Its capacity was expanded to 2500 TCD in 1994.

The Erode sugar mill has successfully implemented an innovative Lift Irrigation Scheme by bringing in dry lands under cane cultivation, utilizing the effluent discharge of the neighboring paper mill. This has helped secure many benefits – providing a dependable and perennial source of irrigation to farmers in the neighborhood, increase of land value manifold in the region, transforming the livelihood of local rural population, resolving the raw material needs of sugar and paper mills and addressing ecological concerns in effluent discharge

Right at its inception, Ponni was structured on the concept of total diversion of biogases for paper. Accordingly it installed a coal fired boiler and later added a multi fuel boiler in place of conventional biases fired boilers. It has a bagasse tie up arrangement with Seshasayee Paper and Boards Ltd for a mutually beneficial and rewarding long term relationship.

Ponni is an efficient and quality producer of sugar, catering to both domestic and international markets. It is a venerable partner for villagers growing sugarcane in its neighborhood. It enjoys cordial relationship with employees. It firmly believes in transparent and fair dealings with all its stakeholders by following sound corporate governance norms both in letter and spirit.

**Quality and Environmental Policy**


The company commits itself to:

- To manufacture Quality Sugar in a clean, green and safe environment and strive to enhance customer satisfaction.
- To continually improve our Quality and Environmental performance by process improvements and effective utilization of available resources.
- To comply with relevant legislations.
- To minimize air emissions, effluents and solid waste to the extent possible.

- To monitor and review our Quality and Environmental Management Systems to meet stated objectives and targets.
- To train and motivate employees for active participation in achieving the above.
- To make this policy known to all interested parties.

**II. OBJECTIVES OF THE STUDY**

1. To identify the factors influencing employee satisfaction.
2. To study the level of the employee opinion towards their working environment.
3. To determine the factors motivating the employee towards increased perception level.

**III. SCOPE OF THE STUDY**

The study highlights about employee perception, satisfaction level of employees and their expectations towards Ponni Sugars. The research finding of this study will help the Ponni Sugars to frame certain strategies to improve the working condition and promotional policy in futures.

**IV. SAMPLE DESIGN**

All the items under consideration in any field of inquiry constitute a “Universe” or “Population”. The researcher must decide the way of selecting a sample or what is popularly known as the sample design. A sample design is a definite plan determined before any data are actually collected for obtaining a sample from a given population.

**Sample Size**

A Sample of 500 employees was chosen for this study.

**Sampling Technique**

In this study, simple random sampling method was adopted for selecting the respondents.

**V. METHODS OF DATA COLLECTION**

**Primary Data**

Primary data are those which are collected for the first time, and thus happen to be original in character. Here in this research primary data is collected through questionnaire method.

**Secondary Data**

Secondary data are those which have already been collected by someone else. In this study secondary data are collected through company website, journals, books, etc.

**VI. STATISTICAL TOOLS**

Tools used for this study is,

1. Simple percentage analysis
2. Weighted Average
3. ANOVA
VII. LIMITATIONS OF THE STUDY

- Due to time constraints, only limited data’s were collected.
- The process was very time consuming and respondents are not ready for direct interaction.
- The present study suffers from certain limitation like small sample size and limited area of investigation.
- The respondents are not ready to give direct answers.
- Due to language problem respondents hesitate to fill the questionnaire.

VIII. DATA ANALYSIS AND FINDINGS

Majority of the respondents are at the age group of 25-35 Years. Most of the respondents are Male. Majority of the respondents are Married. Out of total respondents, majority of respondents are in Middle level. Majority of the respondents are below 5 years Experience. Majority of the respondents are saying that the Working condition is good. Among workers, most of the respondents are moderately satisfied with Supervisor relationship. Maximum respondents are highly satisfied with the environmental condition.

### Table No: 1

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<th>4</th>
<th>3</th>
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<th>1</th>
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<th>Avg</th>
<th>Rank</th>
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<td>Team spirit</td>
<td>1500</td>
<td>400</td>
<td>0</td>
<td>0</td>
<td>100</td>
<td>2000</td>
<td>4</td>
<td>1</td>
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<tr>
<td>Supportive leaders</td>
<td>0</td>
<td>400</td>
<td>600</td>
<td>0</td>
<td>200</td>
<td>1200</td>
<td>2.40</td>
<td>4</td>
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<tr>
<td>Job security</td>
<td>500</td>
<td>800</td>
<td>0</td>
<td>400</td>
<td>0</td>
<td>1700</td>
<td>3.40</td>
<td>2</td>
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<tr>
<td>Work allowances</td>
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<td>400</td>
<td>300</td>
<td>400</td>
<td>100</td>
<td>1200</td>
<td>2.40</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
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<td>0</td>
<td>600</td>
<td>200</td>
<td>100</td>
<td>1400</td>
<td>2.80</td>
<td>3</td>
</tr>
</tbody>
</table>

**Inference**

From the above analysis team spirit secured 1st rank and second rank job security and 3rd rank is allowances and 4th rank is supportive leaders and last rank is work environment.

### Table No: 2

#### ANOVA

Relationship between Gender of the respondents and the Risk Protector

<table>
<thead>
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<tbody>
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<tr>
<td>Male</td>
<td>304</td>
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<tr>
<td>Female</td>
<td>196</td>
</tr>
<tr>
<td>Total</td>
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</tbody>
</table>

**Inference**

Since the calculated value (7.840) is greater than the table value (5.192) @ 5% level of significant, so the null hypothesis (H0) is rejected.

So the Null Hypothesis is rejected i.e. there is significant relationship between Gender of the respondents and the Risk Protector.

IX. SUGGESTIONS

The following are the suggestion in order to improve the company activities in future.

- The organization should introduce new type of risk protectors.
- The organization should provide happy environment to the employees and make all the employees permanent, for providing job security.
- The organization should introduce new factors to motivate the employees in the way of providing increments, praising in front of others, etc.
- The company should introduce or make alter in their policy & procedures to make sense of the employees.

X. CONCLUSION

Employee’s expectations are vary from time to time, so the company must know the employees expectation and fulfill their needs in short period, this would improve their company goodwill and to earn more profit.

From the entire study the researcher had found a set of drawbacks regarding policy & procedure and its promotional activities. So the company must concentrate more on that and improve the standard of the company.

The company should always listen to the needs of the employees and should try to solve it and should motivate the employees for a longer period.
If the management considers and follows all these suggestions, the company can easily overcome its problems; it can further concentrate on its further development and can achieve a very good position in the competitive market.

REFERENCES