

A STUDY ON EMPLOYEES ATTITUDE TOWARDS THE ORGANIZATION

PROJECT REPORT

Submitted in partial fulfilment of the requirements for the award of

Master of Business Administration

By

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DECLARATION

I LARA LINCY A 42410172 here by declare that the Project Report entitled “**A Study Of Employee Attitude towards the organization With Special Reference of PKL LEATHER LIMITED ,**” done by me under the guidance of **MS.JAYASEELY, M.A, M.com, M.E.d,(Ph.D)**, at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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INTERNAL EXAMINER

EXTERNAL EXAMINER

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ABSTRACT

Human resource management is concerned with the people element in management. Every organization is made up of people, acquiring their services, developing their skills/ motivating them to a high level of performance and ensuring that they continue to maintain their commitments to the organization which are essential to achieve organizational objectives. This project is meant to know the Human Resource Policies in the organization. The HR Policies are a tool to achieve employee satisfaction and thus highly motivated employees. The main objective of various HR Policies is to increase efficiency by increasing motivation and thus fulfil organizational goals and objectives. The objective is to provide the reader with a framework of the HR Policy Manual and the various objectives that the different policies aim to achieve. The main focus was on the managerial levels of employees in **REFERENCE TO PKL LEATHER LIMITED.**

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CHAPTER -I

1.1 INTRODUCTION

Attitude:

The importance of attitude in understanding psychological phenomena was given formal recognition early in the history of social psychology. From the time of the concept's entry into the language of psychology until now, interest in attitude has

been strong and growing. However, over the years attitudes have been studied with differing emphasis and methods

Concept of Attitude:

It is necessary to be precise in defining attitudes, because the variety of published definitions and descriptions are almost endless. Like any other concept, attitude may also be defined in two ways, Conceptual and Operational. There is quite a difference in the conceptual definition of the term attitude, and divergent points of view regarding the concept of attitude have developed.

Attitude, Opinion and Belief:

An opinion is generally the expression of one's judgment of a particular set of facts, an evaluation of the circumstances presented to him. "Thurstone" defines opinion as a response to a specifically limited stimulus, but the response is certainly influenced by the predisposition with, with the individuals operating, that is, the attitude structure. A difference can also be made between attitude and belief. A belief is an enduring organization of perceptions and cognitions about some aspects of the individual world. Thus, belief is a hypothesis concerning the nature of objects, more particularly, concerning one's judgments of the probability regarding nature. In this sense, belief is the cognitive component of attitude which reflects the manner in which an object is perceived. The difference between attitude, opinion, and belief exists on conceptual basis. Most researchers believe that these three terms are so closely tied that it is difficult to separate them except on a limited conceptual basis.

1.2 Company Profile

PKL LEATHER LIMITED

This closely held leather company in existence since 1972 consists of a leather

division, a shoe upper division and a full shoe division. The company derives enormous pride and satisfaction from the fact that the customer relationships are everlasting due to the consistency maintained in its very high-quality standard of leathers, shoe uppers and shoes. Elegance and finesse are the hallmark of the glazed kid leathers. Beautifully crafted from a variety of leathers, the Shoe Uppers & Shoes are based on detailed information gathered from the clients. The company's policy is to understand the requirements of its customers accurately and come up with the right product, in the right leather at an attractive price. Customer profile of the company includes the best factories in Germany, Holland, England, Italy, France, U.S.A and the Far East. The company's management board consists of a chairman and 5 directors.

INFRASTRUCTURE:

The state-of-the-art manufacturing facility of PKL is located at a place that is well connected, and easily accessible. The area is renowned for leather and shoe manufacturing; hence skilled labour is available in abundance. Captive power and generating sets ensure uninterrupted production. Modern communication facilities like Internet, E-mail link to all the manufacturing facilities and Head Office

1.3 Product Profile

PKL Leather Industry

The Presidency kid's Limited industry occupies a place of prominence in the Indian economy in view of its massive potential for employment, growth and exports. There has been an increasing emphasis on its planned development, aimed at optimum utilization of available raw materials for maximizing the returns, particularly from exports. The exports of leather and leather products gained momentum during the past two decades. There has been phenomenal growth in exports from Rs.320 million in the year 1965-66 to Rs.69558 million in 1996-97. Indian leather industry today has attained well merited recognition in international markets besides occupying a prominent place among the top seven foreign exchange earners of the country.

The leather industry has undergone a dramatic transformation from a mere exporter of raw materials in the sixties to that of value-added finished products in the nineties. Policy initiatives taken by the Government of India since 1973 have been instrumental to such a transformation. In the wake of globalization of the Indian economy supported with liberalized economic and trade policies since 1991, the industry is poised for further growth to achieve greater share in the global trade.

Apart from a significant foreign exchange earner, the leather industry has tremendous potential for employment generation. Direct and indirect employment of the industry is around 2 million. The skilled and semi-skilled workers constitute nearly 50% of the total work force. The estimated employment in different sectors of the leather industry is as follows.

Structure of the industry:

The leather industry is spread in different segments, namely, tanning & finishing, footwear & footwear components, leather garments, leather goods including saddler & harness, etc. The estimated production capacity in different segments is as under

Product	Capacity
Leather	
Hides	64 million pieces
Skins	166 million pieces
Footwear & Footwear Components	
a) Shoes	100 million pairs
b) Leather shoe uppers	78 million pairs
c) Non-leather shoes/Chappals etc.	125 million pairs
Leather Garments	6 million pieces
Leather Products	70 million pieces
Industrial Gloves	40 million pairs
Saddlery	6000 pieces

The major production centers for leather and leather products are located at Chennai, Ambur, Ranipet, Vaniyambadi, Trichy, Dindigul in Tamil Nadu, Calcutta in West Bengal, Kanpur in Uttar Pradesh, Jalandhar in Punjab, Bangalore in Karnataka, Delhi and Hyderabad in Andhra Pradesh.

CHAPTER -II

2.1 Review Literature

The royal commission on labour the term “welfare” is applied in the industrial workers is one which must necessarily be elastic, bearing a somewhat different interpretation is one country from another, according to the different social custom the degree of industrialization and the educational development of workers”

According to the committee “in its widest if comprises all matters affecting the health, safety, comfort and general welfare of the workmen and includes provision for education, thrift schemes. Convalescent houses”

International Labour Organization (I.T.O) says labour welfare as a term which understood to include “such service facilities and amenities as may established in or in the vicinity of undertakings to perform their work in healthy, congenial surroundings and to provide them with amenities conducive for good health and high morale”.

Rage committee reveals that there was a need to prescribe minimum standards of welfare to be observed by employers in different industries, since barring a few enlightened employers, others took a more different attitude towards welfare work.

2.2 Need of the study

The need of the study is to analyse the welfare facilities and opinion of the employee. To create harmonious industrial relations, Employee welfare helps to reduce the social evils such as addiction to drugs, gambling, alcoholism etc.

2.3 Objectives of Studies

- To know the employees' attitude towards the organization
- To know the reasons for the employees' positive attitude
- To know the reasons for the employees' negative attitude
- To know the employees' expectations from the organization
- To make suggestions to improve the attitude of the employees to the management.

2.3 Scope of study

- Monitor transition from a previously owned proprietorial business to a subsidiary business.
- Measure the effects of company management over the previous two years.
- Monitor the organization's current state of maturity.
- Monitor the effects of personnel, policy, and strategy changes.
- Monitor the effects of market change

2.5 Research Methodology

Four types of studies can be called research namely reporting, description, explanation and prediction can be called research. Cooper and Emory (1995:21) define research as a systematic enquiry aimed at providing information to solve problems. Organizations normally support business research for one research i.e. to obtain competitive advantage.

SAMPLE SIZE:

Population	: 500
Unit	: Management
Sample size	: 100

RESEARCH STUDY:

In this study “EMPLOYEE ATTITUDE” the design chosen for the study is descriptive in nature. The study is to find out the employees' opinion about the training programs and their views and ideas to improve the training facilities.

2.6 Sources of data

Two types of data were collected for the purpose of this study

1. Primary Data collection
2. Secondary data collection.

2.6.1 Primary data collection

The primary source includes the actual information received directly concerned with the problem of study. The researcher primarily collected the data about the employee attitude towards the organization. The primary sources are mainly the general knowledge that research knows about the topic and the respondents who provide sufficient information about the topic.

2.6.2 Secondary data collection

Secondary data is the information, which is obtained indirectly. It's not obtained directly from the employees. The secondary sources of information include the publicized, unpublished documents and other such types of information. The public documents such as books, manuscripts, reports, records, papers and magazines are for secondary data collection.

2.7 Random Sampling

Probability sampling is also known as "Random sampling" or chance sampling. Under this sampling design every item of the universe has an equal design every item of the universe has an equal chance of inclusion in the sample. It is so to say a lottery method in which individuals' units are picked off from the whole group not deliberately but by some mechanical process. Here is blind chance also that determines whether one item of the other is selected. The results obtained from probability or Random sampling can be assured in terms of probability i. e we can

measure the errors of estimation of the significance design over the deliberate sampling design.

2.8 Limitations

- Only 100 sample sizes have been taken for this study. So, if this study is conducted to
- maximum persons, it may give an accurate overall attitude of the employees.
- It is done in PKL LEATHER LIMITED, so it cannot resemble the entire population working in the whole industry.
- Time was a major limitation for our study.
- Some people did not respond properly for the questionnaire clearly

CHAPTER -III

ANALYSIS AND INTERPRETATION

SKILL DETAILS

Table No : 1

Opinion	Number of Respondents	Percentage
Agree	74	74
Disagree	6	6
Partially agree	20	20
Total	100	100

Inference:

From the above the 74% of the respondents are “Agree” that the job is enables them to develop their skills .20% of the respondents “Partially Agree” that the job enables them to develop their skills, but remaining 6% of respondents “Disagree” that the job is not helpful to develop their skills

LENGTH OF SERVICE

Table No : 2

Opinion	Number of Respondents	Percentage
0-2 years	30	30
3-4 years	40	40
4-5 years	14	14
5-10 years	16	16

Total	100	100
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Inference:

From the above it is clear that 40% of the Respondents says that they are working around “3-4 years” in the company .30% of Respondents are working between “0-2 years” in the company.16% of the Respondents are senior of the company .14% of the respondents says that “5-10” years they are working in a company.

FAMILY DETAILS

Table No: 3

Opinion	No of respondents	Percentage
1	20	20
2	40	40
3	24	24

Above 3	16	16
-	-	-
Total	100	100

Inference:

From the above table it is clear that 40% of the respondents say that “2 members” of their family depend on them. 24% of the respondents say”3 members” of their family depend on them. 20% of the respondents say”1 member” of their family depends on them. Only 16% of members say the above “4 members” of their family depend on them.

ACCEPTANCE OF CHANGING CONDITION

Table No: 4

Opinion	number of respondents	Percentage
yes	80	80
no	20	20
TOTAL	100	100

Inference:

From the above it is clear that 80% of the respondents have said "YES" because they are able to adapt to the changing conditions or unexpected obstacles in the organization. But 20% of respondents said "NO" for that they are not able to adapt to themselves to the changing conditions or unexpected obstacles in the organization

STRESS DETAILS

Table No: 5

Opinion	Number of respondents	Percentage
Agree	30	30
Disagree	70	70
TOTAL	100	100

Inference

From the above table it is clear that 70% of the respondents “Disagree ”that they do not undergo stress when changes are preferred. 30% of the respondents agree that they undergo stress when changes are preferred.

OPTIMISTIC BEHAVIOUR

Table No: 6

Opinion	Number of respondents	Percentage
Yes	66	66
No	34	34
TOTAL	100	100

Inference:

From the above table 66% of respondents say “Yes” that they are able maintain intensity and remain optimistic and persistent even under adversity. 34% of respondents say "No" for they do not maintain intensity and remain optimistic and persistent under adversity.

ABILITY IS SET PRIORITIES AND ANTICIPATE POTENTIAL THREATS OR OPPORTUNITIES

Table No: 7

Opinion	Number of respondents	Percentage
Yes	74	74
No	26	26
TOTAL	100	100

Inference:

From the above table 74% of respondents say “Yes ”as they are ready to give priorities and anticipate potential threats or opportunities in an organisation. But the remaining 26% says “No” as they are not able to adapt, set priorities and anticipate potential threats and opportunities.

VISION SHARING DETAILS

Table No: 8

Opinion	Number of respondents	Percentage
Yes	76	76
NO	24	24
TOTAL	100	100

Inference:

From the above table 76% of respondents say “Yes” for they share vision with others and influence others to translate vision into action but remaining 24% have rejected the statement.

ABILITY TO RESOLVE THE CONFLICT

Table No: 9

Opinion	Number of respondents	Percentage
strongly disagree	10	10
disagree	20	20
agree	40	40
strongly agree	30	30
TOTAL	100	100

Inference:

From the above table 40% of respondents “Agree” to resolve Conflicts in a positive manner. Remaining 30% of respondents “Strongly agree” to resolve in a positive manner.20% of respondents “Disagree” with this statement.10% respondents strongly disagree that conflicts of positive and constructive manner to minimize negative impact.

GOAL ACCOMPLISHMENT

TABLE NO : 10

Opinion	Number of respondents	Percentage
strongly disagree	16	16
disagree	14	14
strongly agree	20	20
agree	50	50
TOTAL	100	100

Inference:

From the above table 50% of respondents “Strongly agree”. That the company inspires/motivates & guides others towards their goal. Remaining 20% “Agree” with this statement.16% “Disagree” statement. Remaining 14% of respondents “Disagree” with this statement.

DETAILS OF PERSON TO BE RELIED

Table No: 11

Opinion	Number of respondents	Percentage
Yes	60	60

No	40	40
TOTAL	100	100

Inference:

The above table indicates that 60% respondents say "Yes" for they are a person on whom someone can rely on to carry out tasks effectively. Remaining 40% of respondents say "No" for this statement.

ABILITY TO TAKES UP RESPONSIBILITY

Table No: 12

Opinion	Number of respondents	Percentage
Yes	56	56
No	44	44
TOTAL	100	100

Inference:

The table shows that 70% of the respondents said that goggles are provided by the company. 30% of the respondents said that other safety equipment is provided to them.

ABILITY TO SATISFY NEEDS OF CLIENTS

Table No: 13

Opinion	Number of respondents	Percentage
yes	82	82
no	18	18
TOTAL	100	100

Inference:

The table indicates that 82% of respondents say “Yes” for they are able to meet the client's needs to develop the business. Remaining 18% of respondents say that it is not necessary.

ABILITY TO TAKE TIMELY DECISIONS**Table No: 14**

Opinion	Number of respondents	Percentage
strongly disagree	8	8
disagree	12	12
strongly agree	56	56

agree	24	24
TOTAL	100	100

Inference:

From the above table it is inferred that 56% of the respondents ``Agree "that the company makes effective and timely decisions, even if the data is limited the solutions produce unpleasant consequences. 24%of the respondents ``Strongly agree" the company makes effectives and timely decisions, even the data is limited the solutions produce unpleasant consequences. 12% of the respondents "Disagree" that the company does not make effective and timely decision even data is limited, or solutions produce unpleasant consequences. 8% of the respondents "Strongly disagree" that the company makes effective and timely decisions even if data is limited or solutions produce unpleasant consequences.

REWARD FOR HARD WORK DETAILS

Table No: 15

Opinion	Number of respondents	Percentage
yes	70	70
no	30	30
TOTAL	100	100

Inference

From the above table 70% of the respondents says “Yes” that they are rewarded for that hard work. Remaining 30% says “No” for this statement.

PROMOTION DETAILS

Table No: 16

Opinion	Number of respondents	Percentage
strongly disagree	6	6
disagree	14	14
strongly agree	46	46
agree	34	34

TOTAL	100	100
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Inference:

From the above table 46% of the respondents “Agree” that job promotions within the company are fair and reasonable. 34% of the respondents “Strongly agree” that job promotions within the company are not fair and reasonable. 14% of the respondents “disagree” that job promotions within the company are not fair and reasonable. 6% of the respondents “Strongly disagree” that job promotions within the company are fair and reasonable.

DEMOTION \ INCREMENT DETAILS

Table No: 17

Opinion	Number of respondents	Percentage
yes	72	72
no	28	28
TOTAL	100	100

Inference:

From the above table it is clear that 72% of the respondents say “Yes” for the increment on better performance and demotion on job improper performance. Remaining 28% say “No” for this statement.

CHAPTER -IV

4.1 Findings

- The job enables the employees to develop their skills.
- The employees change themselves according to the changing conditions of the organization.
- The employees are ready to adapt themselves to unexpected obstacles in the organization.
- The employees remain persistent even under adversity.
- The employees try to solve and manage conflict in a positive and constructive manner.
- The company inspires motivation and guides the employees towards the goal of the organization.

- The employees work with specific responsibility.
- The employees who work hard are rewarded by the company.
- The management is flexible and ready to understand the employee's personal life.
- The employees are encouraged to develop new and more efficient ways to work.

4.2 Suggestions

- the job gives to their employees with full involvement.
- Efficient workers are encouraged with promotion and incentives.
- We train the adaptation of work and should listen to the employees.
- The management should listen to the employee queries.
- The employee should be monitored properly.

CHAPTER -V

CONCLUSION

A project study on **A STUDY ON EMPLOYEES ATTITUDE TOWARDS THE ORGANIZATION, WITH THE SPECIAL REFERENCE OF PKL LEATHER LIMITED.** Choosing the right type of person to the right type of job enables the employees to do the work with efficiency and diligently. The organization motivates the employees with a good environment and remuneration. The employees working in the organization are flexible and change themselves according to the working conditions. The employee's conflicts are managed by the organization in a constructive manner. The efficient workers are encouraged with promotion and good remuneration. The objectives of the organization are clearly defined by the employees. The job given to the employees improves the quality of the workers. The employees in an organization should not be given any potential threats by employers. The company should inspire and guide the employees to achieve the goal of the organization.

The management guides and directs the employees to vital accomplishment of the enterprise goal. This introduces the subordinates to work with confidence and zeal. The management also strives to strive and willing to attend to the organizational objectives.

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This information is collected from books, and web resources.

ANNEXURE

QUESTIONNAIRE

A STUDY ON EMPLOYEES ATTITUDE TOWARDS THE

ORGANISATION WITH THE SPECIAL REFERENCE OF PKL

LEATHER LIMITED.

1. Name:

2. Age:

- a. 20-30 yrs
- b. 30-40 yrs
- c. 40-50 yrs
- d. 50 and above

3. Sex:

- a. Male
- b. Female

4. This job enables me to develop my skills?

- a. agree
- b. disagree
- c. partially agree

5. Job Category: _____

6. Working Experience:

- a. 0-2 yrs
- b. 3-4yrs
- c. 5-10 yrs
- d. more than 10 yrs.

7. No of dependents in your family?

- a.1
- b. 2
- c. 3
- d. Above 3 (please specify)

8. do u adopt yourself to the changing conditions, or unexpected obstacles in the organization?

- a. yes
- b. no

9. Marital Status

a.Married [OBJ]

b. Unmarried

10. I undergo stress when change is preferred?

a. agree

b. disagree

11. Do you maintain focus and intensity and remain optimistic and persistent, even under adversity?

a. yes

b. no

12. Can you determine objectives, set priorities and anticipate potential threats or opportunities?

a. Yes

b. No

13. Do you think that you can share vision with others; influences other others to translate vision into action?

a. Yes

b. No

14. Can you manage and resolve conflicts in a positive and constructive manner to minimize negative impact?

a. agree

b. strongly agree

c. disagree

d.strongly disagree

15. Do you meet the needs of your clients?
 - a. yes
 - b. no
16. Did the hard work usually reward by my company?
 - a. Yes
 - b. No
17. Job promotion within the company is fair and reasonable?
 - a. agree
 - b. disagree
18. I am encouraged to develop new and more efficient ways to do my work?
 - a. strongly agree
 - b. agree
 - c. strongly disagree
 - d. Disagree
19. Do you prefer this system of increment on better performance & demotion on improper performance?
 - a. Yes
 - b. No
20. Management is flexible and understands the importance of balancing my work and personal life?
 - a. agree
 - b.strongly agree
 - c. disagree
 - d. strongly disagree
21. Any suggestions specify please _____

Thank you