A STUDY ON EMPLOYEE PERCEPTION TOWARDS HR PRACTICES ON G.K DAIRY LIMITED THANJAVUR

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Abstract-
• This main aim of this research is to know the employee’s perception of HR practices followed in the organisation. The study is descriptive in nature.
• The objective of the study to know the employee perception towards HR practices such as perception of internal communication level of training and development performance management, to find out whether the employees are satisfied with the HR practices followed in the organisation. The sample size is 110.
• From the Descriptive analysis it was found that majority of the respondents are female and they belong to the age group of 30-40 years and they have more than two years of working experience in the organisation.
• From this study it was found that employees of GK Dairy Limited employees were aware of their HR practices followed in the organization. HR practices implemented by the company are shared to employees by proper channels among employees.

INTRODUCTION
HR practice means that which human resources personnel can develop the leadership of employees. This occurs that the practice of developing extensive training courses and motivational programmes, such as devising systems to direct and assist management in performing ongoing performance appraisals. The success of any business depends on the maximum amount of effectively well communicated with every minutes and business practices because it depends on meeting the wants of mandated laws and laws indeed sensible coming up with and also the development of the effective practices create restrictive compliance abundant easier.

Every minutes practices helps in increasing the productivity and quality and to realize the competitive blessings of a personnel strategically aligned with the organization’s goal and objectives. The impact of human resource management perceived performance, commitment, turnover intention and citizenship behaviour cannot be unmarked of these employees’ outcomes have terribly important bearings on the operation of organization in spite of its size and nature hyperbolic job satisfaction structure commitment, structure citizenship behaviors, performance and ablated turnover intention facilitate the organization accomplish its goals and objectives.

REVIEW OF LITERATURE
• Ying wang, Sunghoon Kim (2020) the study has been undertaken to know employee perception of HR practices: A critical Review and future Directions. The data has been collected among 105 employees in an organisation. The descriptive statistics Research has been used. The tools used to analyse the data are multiple regression, Hierarchical linear modelling, structural equation modelling, one – way between groups MNOVA. The study explained Empirical studies confirm that HR perception vary across the organizational hierarchy.
• Shaoheng Li, Christopher J.Rees, Mohamed Branine (2019) the study has been undertaken to know Employees’ Perception of Human Resource Management Practices and Employee Outcomes. The data has been collected 229 employees working in small medium enterprises. The descriptive research has been used. The tools used to analyse the data are multiple regression with discrete dependent descriptive statistics, correlations. The study explained that it was found that there is a relationship between employees’ perceptions about the use of HRM practices and employee outcomes at the individual level. The findings are useful for SME owners and HR practitioners.
• Willard Nyamubarwa, Crispen Chipunza (2019) the study has been undertaken to know debunking the one-size-fits-all approach to Human Resource Management: A Review of Human Resource Practices In small and medium-sized enterprise firms. The data has been collected 150 employees working in small medium sized enterprise firms. The descriptive research has been used. The tools used to analyse the data are thematic analysis. The study concludes that
the eclectic nature of SME HR practice complicates the extent of generalisability of such practices across organizational settings, thus showing that HR practices that work in SME firms cannot be applied in large firms with equal success.

- **Bhavan Raina, Dr Anjali Kalse (2019)**: The study has been undertaken to know Employee’s perception of human resource practices and work engagement in hospitality industry (Mumbai). The data has been collected 419 employees in hospital industry in Mumbai. The empirical research has been used. The tools used to analyse the data are standardized Regression. The study explained that selection and staffing, Employee Training Opportunities Promotional Opportunities, Employee benefits and communication & coordination with HR all have significant relationship with work.

- **Raindrop Kumar Pradhan, Sangya Dash, Lalatend Kesari Jena (2017)**: The study has been explained to know do HR practices Influence Job Satisfaction. Examining the Mediating Role of Employee Engagement in Indian public sector undertakings. The data has been collected from 393 executives through questionnaire survey. The descriptive research design has been used for this study. The tools used to analyse the data are standard deviations and correlations. The study reveals support HR managers in developing programs that emphasizes on good HR practices in order to fully engage their employees and more importantly keep the employees satisfied in their job.

**OBJECTIVES OF THE STUDY**
1. To identify employee perception towards human resource practices.
2. To study the relationship between human resource practices and its impact on job satisfactions.
3. To find the employees perception of internal communication in the organization.
4. To find out whether the employees are satisfied with the human resource practices followed in the organisation.
5. To examine the perception level of training and development followed in the organization.

**Source of data**
The study is conducted by using both analytical and descriptive type of methodology. The study depends on primary and secondary data. The data collected from the non – supervisory cadre of employees by using well structured questionnaire constitute the primary data. The information gathered through books, journals, magazines, reports, dailies consists of secondary data. The data are analyzed using SPSS (Statistical Package for Social Science).

**TABLES AND CHARTS**

**TABLE- 1 GENDER WISE CLASSIFICATION**

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th>NO. OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>70</td>
<td>70.0</td>
</tr>
<tr>
<td>Female</td>
<td>30</td>
<td>30.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
</tbody>
</table>

(Source: primary data)

**INTERPRETATION**
From the above table respectively, out of 100 respondents, 70% of the respondents are male and 30% of the respondents are female, which shows high working female percentage.
**INTERPRETATION**
From the above table showing it is clear that 54% of the respondents have the age group from 20 -30 years, 21% of the respondents have the age group from 31 – 40 years, 10% of the respondents have the age group from 41 – 50 years, 15% of the respondents have the age group from 51 and above.
AGE WISE CLASSIFICATION OF THE RESPONDENT CHART

![Age Wise Classification Chart]

<table>
<thead>
<tr>
<th>CATEGORIES</th>
<th>NO. OF RESPONDENTS</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>SSLC</td>
<td>20</td>
<td>20.0</td>
</tr>
<tr>
<td>HSC</td>
<td>15</td>
<td>15.0</td>
</tr>
<tr>
<td>Diploma</td>
<td>13</td>
<td>13.0</td>
</tr>
<tr>
<td>Degree</td>
<td>30</td>
<td>30.0</td>
</tr>
<tr>
<td>Master degree</td>
<td>22</td>
<td>22.0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100.0</td>
</tr>
</tbody>
</table>

(Source: primary data)

INTERPRETATION

From the above table showing it is clear that 20% of the respondents completed SSLC, 15% of the respondents completed HSC, 13% of the respondents completed Diploma, 30% of the respondents completed graduate, 22% of the respondents completed Master degree.
EDUCATIONAL QUALIFICATION CHART

CONCLUSION
A human resource practice plays a vital role for achieving the objectives of the organisation. Employee’s perception towards HR practices should always be on the positive side. The organisation should give utmost care for framing HR practices since they depend on employees to achieve their goal. From this study it was found that employees of GK Dairy Limited employees were aware of their HR practices followed in the organization. HR practices implemented by the company are shared to employees by proper channels among employees; they also training programs for the development of employees' performance. The employees stated that they are satisfied with the performance appraisal and the steps taken by authorities for employees stated that they are satisfied with the performance appraisal and the steps taken by the authorities for employee’s career development. The organization can try some recreation programs for employees to overcome the monotonous work.

REFERENCES: