



A CRITICAL EVALUATION OF HUMAN RESOURCE DEVELOPMENT FUNCTIONS IN SANTOSH MILK AND MILK PRODUCTS PVT. LTD., KARAD

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Abstract- Human Resource Development functions in Santosh Milk and Milk Products Pvt. Ltd., Karad was found to be very poor, did not serve any of its purpose and strongly need to be improved on scientific line through effective HRD practices.

Keywords- HRD, HR, Development, HRD practices, Milk, Santosh.

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Introduction

Developed Human resource plays significant role in overall development of the organization. It helps organisation to sustain in cutthroat competition. It is the only organisational internal source that is available in cheap and can be effectively used up to their fullest extent of potential for organisation development.

Human resource development programs enable HR to increase productivity, through creative thinking, team building, building positive attitude etc. it enables to minimise wastages, enhance quality, and increase external customers' satisfaction to a maximum extent which helps to build up a brand image in the market.

Milk processing organisations are being involved in food and food items need to be very conscious about hygiene and sanitation and thereby avoid any ill effects on consumer's health and health problems.

Santosh Milk and Milk Products Pvt. Ltd was started in October 1998 at Tasawade M.I.D.C. near to Umbraj city in Karad Taluka. Initially it was operating on small-scale basis. Today, it has very big, modern and well-structured milk processing plant with 75,000 liters per day milk handling capacity. The job design and internal arrangements of the department are very systematic and it is in

such a way as to minimize the workers efforts, maximize the work-done and increase the job satisfaction of the employees. Management has paid enough attention towards the automation in the dairy to expedite the work process. The various machineries in the plant such as, pasteurizer with 5,000 liters per hour and homonizer with 5,000 liters per hour capacity; milk storage tanks with 70,000 liters and cold storage with 60 MT capacity. The collected raw milk is processed, pasteurized, homonized and packed in 200ml, 500ml and one liters of poly pack pouches. The packed milk is sold under the trade name of "Nirmal Milk" in the Bombay and Thane market.

It is the workforce who makes it possible for Santosh Milk and Milk Products Pvt. Ltd, to reach at today's height. Hence an attempt has been made to discover present level of HRD practices in this milk and milk products organisation; accordingly, researcher has undertaken the present study for research.

Statement of the Problem

The Statement of the present research problem is "A Critical Evaluation of Human Resource Development Functions in Santosh Milk and Milk Products Pvt. Ltd., Karad".

Objective of the Study

Following are the objectives set out for the present research study as,

1. To understand and critically evaluate present level of HRD functions in the company and
2. To provide necessary recommendations for further strengthening of HRD functions.

Methodology Adopted

In Santosh Milk and Milk Products Pvt. Ltd in total 37 workforces were actually working, out of which 25 were from employee category and 12 were from management category. For the present study, 30% of both the category i.e. 7 from employee category and 4 from management in total 11 respondents was selected by adopting proportionate convenience sampling technique.

Researcher collected primary data through survey method, discussions and interviews, non-participatory observation method and secondary data through documentary research method and unstructured interviews.

Results and Discussions

The management respondents interviewed were males, mostly 26-50 years old, with an average service of 6-20 years. They mostly joined supervisor/officer level in their 20 to 25 years of age after completion of graduation/Diploma and no one of them were members of employee association. The employee respondents were 18-40 years old, H.S.C. and below qualified majority males with a veteran of average 5 to 20 years. They invariably joined milk-processing organizations, as a worker and no one of them were members of employee association. The average personal profile of the respondents is presented in Table 1.1.

Table 1.1- Average personal profile of the respondents

Sr. No.	Respondents	Sex	Age Group	Service in years	Educational level	Employee Asso. Membership
1	Management	Male	26-50	Jun-20	Graduation/ Diploma	No
2	Employee	Male	18-40	May-20	H.S.C. & below	No

The opinions of both the respondents' group regarding existing HRD practices in Santosh Milk and Milk Products Pvt. Ltd has been collected through "Five – Point Likert Scale with No Opinion" and interpret the data as given in Table No.1.2.

Table 1.2- Process of data interpretation for HRD Practices

1. Separate Human Resource Management department manage employees' activities.	1 2 3 4 5 0 × 5 × 3 × 1 × 2 × 0 × 0 5 + 6 + 3 + 8 + 0 + 0	-- Scale -- 11 Respondents = 22 Total Score
Level of Agreement	= 22 Total Score / 11 Respondents = 2.0000 Mean Score Highest possible Mean Score is 5.00 = 100 % Hence 2.0 = 40.00 %	
1: Strongly Disagree, 2: Disagree, 3: Partly Disagree Partly Agree 4: Agree, 5: Strongly Agree, 0: No Opinion.		

Mean scores above '4.5' (90.00%) indicate the respondents 'outstanding' rating of the HRD aspect; score between '4.5' and '4' (90.00-- 80.00%) indicate an 'excellent' opinion; '4' and '3.5' (80.00--70.00%) 'good'; '3.5' and '3' (70.00-- 60.00%) 'fair' opinion, implying that the particular HRD aspect may be improved through suitable methods and effort and between '3' and '2.5' (60.00-- 50.00%) 'poor' and 'Below 2.5' (Below 50.00%) 'very poor' opinion, indicating the need for a drastic intervention to bring about a change for the better.

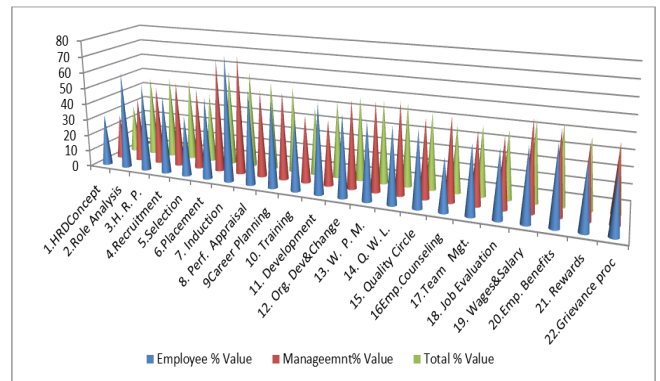
The HRD practices opinion survey data collected from the sample respondents (Management and Employees) of Santosh Milk and Milk Products Pvt. Ltd has been interpreted in above manner and presented in Table No.1.3

Table 1.3- HRD practices opinion survey data

HRD Practices	Management Respondents		Employee Respondents		Total Respondents	
	Average Mean Score	% Value	Average Mean Score	% Value	Average Mean Score	% Value
HRD Concept	1.59523	31.90476	1.375	27.5	1.485119	29.70238
Role Analysis	3	60	2	40	2.5	50
H. R. P.	2.714286	54.28571	2.45	49	2.582143	51.64286
Recruitment	2.428571	48.57143	2.666666	53.33333	2.547619	50.95238
Selection	1.842857	36.85714	2.5	50	2.171429	43.42857
Placement	2.5	50	3.5	70	3	60
Induction	3.071429	61.42857	2.9375	58.75	3.004464	60.08929
Perf. Appraisal	2.857143	57.14286	2.645833	52.91667	2.751488	55.02976
Career Planning	2.616071	52.32143	2.6875	53.75	2.651786	53.03571
Training	2.142857	42.85714	2.05	41	2.096429	41.92857
Development	2.714286	54.28571	2	40	2.357143	47.14286
Org. Develop. & Change	2.47619	49.52381	2.666666	53.33333	2.571429	51.42857
W. P. M.	2.342857	46.85714	2.7	54	2.521429	50.42857
Q. W. L.	2.285714	45.71429	2.75	55	2.517857	50.35714
Quality Circle	2.261905	45.2381	2.375	47.5	2.318452	46.36905
Emp. Counselling	1.571429	31.42857	2.5	50	2.035714	40.71429
Team Mgt.	2.047619	40.95238	2.166666	43.33333	2.107143	42.14286
Job Evaluation	2	40	2.1	42	2.05	41
Wages&Salary	2.171429	43.42857	2.675	53.5	2.423214	48.46429
Emp. Benefits	2.357143	47.14286	2.45	49	2.403571	48.07143
Rewards	2	40	2.166666	43.33333	2.083333	41.66667
Grievance proc	1.809524	36.19048	2.25	45	2.029762	40.59524

Findings & Recommendations

On the basis of data presentation, analysis and interpretation it is found that the HRD functions in Santosh Milk and Milk Products Pvt. Ltd is at very poor level, which is never benefitted to the organisation. There was not a single HRD function scored at outstanding, or excellent or even good level.



Graph 1.4- HRD functions Graphical presentation

All the HRD functions and practices at Santosh Milk and Milk Products Pvt. Ltd were scored poor and very poor score on the scale of rating indicate that HRD functions in the company were at very primary level and even may not initiated in the organization. Overall, a terrible situation indeed! Santosh Milk and Milk Products Pvt. Ltd need to be drastically initiated HRD interventions to prevent the situation detouring further by designing effective HRD policy. Management of the Santosh Milk and Milk Products Pvt. Ltd need to be redesigns the existing HRD policy in line with standard so as to control the situation & get expected good results.

Conclusions

HRD function in Santosh Milk and Milk Products Pvt. Ltd is judged on the basis of theoretical presentation and the analysis of the empirical data. Accordingly, it is concluded that in Santosh Milk and Milk Products Pvt. Ltd HRD functions are at very poor level, far away from the standard and need to be improved at good levels by scientific way in order to sustain in today's global competition.

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