

Human Resource Practices Of Agricultural Producer Cooperative Marketing Society Limited In Tiruchengode

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Abstract: *Human Resource management practice was originally known as personnel or people management. To study the human resource practices in agricultural producer cooperative marketing society. The researcher has concentrated employees only. We have chosen the sample size of 150 under lottery techniques with replacement method of sampling. Descriptivemethod is used in this study. The researcher has chosen a method of simple random sampling for collecting the data. It is found that the performance of management and learning and development are higher level employee's opinion towards human resource practices in agricultural producer cooperative marketing society limited in regards to compensation and benefit and success planning are low level employee opinion towards the towards human resource practices in agricultural producer cooperative marketing society limited at Tiruchengode.*

Keywords: *HRM, Cooperative, Tiruchengode*

1. INTRODUCTION

Human Resource management practice was originally known as personnel or people management. In the past, its role was quite limited. Within any company or organization, HRM is a formal way of managing people. Davis (2006) Human beings are social beings and hardly ever live and work in isolation. We always plan, develop and manage our relations both consciously and unconsciously. The relations are the outcome of our actions and depend to a great extent upon our ability to manage our actions. From childhood each and every individual acquire knowledge and experience on understanding others and how to behave in each and every situation in life. Later we carry forward this learning and understanding in carrying and managing relations at our workplace. Jeet and Sayeeduzzafar (2014) the whole context of Human Resource Management revolves around this core matter of managing relations at workplace. Having competent staff on the payroll does not guarantee that a firm's human resources will be a source of competitive advantage. However, in order to remain competitive, to grow, and diversify an organization must ensure that its employees are qualified, placed in appropriate positions, properly trained, managed effectively, and committed to the firm's success.

2. STATEMENT OF THE PROBLEM

Growing internationalization of business has its impact on HRM practices in terms of problems of unfamiliar laws, languages, practices, competitions, attitudes, management styles, work ethics and more. Banshree et. al., (2006) HR managers have a challenge to deal with more functions, more heterogeneous functions and more involvement in employee's personal life. Reorganization relates to mergers and acquisitions, joint ventures, take over, internal restructuring of organizations. Changes in workforce are largely reflected by dual career couples, large chunk of young blood between age old superannuating employees, working mothers, more educated and aware workers etc. Jha and Mishra (2015) Traditional allurements like job security, house, and remunerations are not much attractive today; rather employees are demanding empowerment and equality with management. Hence' it is a challenge for HRM to redesign the profile of workers, and discover new methods of hiring, training, remunerating and motivating employees. Richard et. al., the need of today's world and business is the people's approach. The structure, strategy, systems approach which worked in post war era is no more relevant in today's economic environment which is characterized by over capacities and intense competition. The challenge of HR manager is to focus on people and make them justifiable and sustainable.

The HR Practice

Human Resource Management is a number of elements that are considered cornerstones for effective HRM Practice. These cornerstones are:

1. Recruitment & selection

Recruiting candidates and selecting the best ones to come and work for the company is a key Human Resource responsibility. People are the lifeblood of the organization and finding the best fits is a key task. The request for new hires usually starts when a new job is created or an existing job opens up. The direct manager then sends the job description to Human Resource and Human Resource starts recruiting candidates.

2. Performance management

Once employees are on board, performance management becomes important. Performance management is the second Human Resource basic. It involves helping people to perform better in their jobs. Usually, employees have a defined set of responsibilities that they need to take care of. Performance management is a structure that enables employees to get feedback on their performance – with the goal to reach a better performance. Examples are formal one-on-one performance reviews, 360-degree feedback instruments that also take into account the evaluation of peers, clients, and other relations, and more informal feedback. Usually, companies work with an annual performance management cycle, which involves planning, monitoring, reviewing, and rewarding employee performance. The outcome of this process enables the categorization of employees in high vs. low performers and high vs. low potentials. Successful performance management is very much a shared responsibility between HR and management, where usually the direct manager is in the lead and HR supports. Good performance management is crucial, as employees who consistently underperform may not be a good fit with the company and/or culture and may have to be let go.

3. Learning & development

If employees struggle to perform well in certain areas, learning and development can help to improve their performance. Learning & development (L&D) is led by Human Resource and

good policies can be very helpful in advancing the organization towards its long-term goals. Many organizations have pre-defined budgets for L&D efforts. This budget is then distributed amongst employees, with trainees, future leaders, and other high potentials often receiving more training opportunities than others.

4. Succession planning

Succession planning is the process of planning contingencies in case of key employees leaving the company. If, for example, a crucial senior manager quits his/her job, having areplacement ready will guarantee continuity and can save the company significant money. Succession planning is often based on performance ratings and L&D efforts. This results in the creation of a talent pipeline. This is a pool of candidates who are qualified and ready to fill (senior) positions in case of someone leaving. Building and nurturing this pipeline is key to good people management.

5. Compensation and benefits

Another one of the Human Resource practices is compensation and benefits. Fair compensation is key in motivating and retaining employees. Compensation can be split up in primary compensation and secondary compensation. Primary compensation involves directly paid money for work, which often is a monthly salary and sometimes performance-based pay. Secondary benefits are all non-monetary rewards. This can include extra holidays, flexible working times, day-care, pensions, a company car and laptop, and much more.

6. Human Resource Information System

Human Resource Information System supports all the cornerstones we discussed above. For example, for recruitment and selection an Applicant Tracking System is often used to keep track of applicants and hires. For performance management, a performance management system is used to keep track of individual goals and put in performance ratings. For L&D, a Learning Management System is used for the distribution of content internally, and other Human Resource systems are used to keep track of budgets and training approvals. For compensation, a payroll system is often used, and there are also digital tools that enable effective succession planning. All these functionalities can often be done in one single system

– the Human Resource Information System. Sometimes, however, the management of these functionalities is split up into different Human Resource systems.

7. HR data and analytics

The last of the HR basics revolves around data and analytics. The last half decade, HR has made a major leap towards becoming more data-driven. The Human Resource Information Systems we just discussed is essentially a data-entry system. The data in these systems can be used to make better and more informed decisions. This reporting focuses on the current and past state of the organization. Using HR analytics, HR can also make predictions about the future. Examples include workforce needs, employee turnover intention, the impact of the candidate experience on customer satisfaction, and many others. By actively measuring and looking at this data, HR can make more data-driven decisions. These decisions are often more objective, which makes it easier to find management support for these decisions.

3. METHODOLOGY

Method of Sampling

Descriptive method is used in this study. The researcher has chosen a method of simple random sampling for collecting the data. Primary data was collected.

Sample Size

To study the human resource practices in agricultural producer cooperative marketing society. The researcher has concentrated employees only. We have chosen the sample size of 150 under lottery techniques with replacement method of sampling.

4. OBJECTIVE OF THE STUDY

- To examine the human resource practice of agricultural cooperative society
- To test the association between human resource practice based on demographical characteristic

Hypothesis

- Ho: there is no association between human resource practices based on gender
- Ho: There is no association between human resource practices based on age
- Ho: There is no association between human resource practices based on education
- Ho: There is no Association between human resource practices based on Income of the employees

5. ANALYSIS AND INTERPRETATION

Table 1 Human Resource Practices of Agricultural Producer Cooperative Marketing Society Limited

STATEMENT	MEAN	S.D
Recruitment & selection	3.33	0.89
Performance management	3.42	0.92
Learning & development	3.56	0.96
Succession planning	3.11	0.81
Compensation and benefits	2.05	0.77
Human Resource Information System	3.17	0.81
HR data and analytics	3.57	0.84

Source: Primary data

Table 1 describes the human resource practices of agricultural producer cooperative marketing society limited. It is noted that the mean values are Recruitment & selection (3.33),

Performance management (3.42), Learning & development (3.56), Succession planning (3.11), Compensation and benefits (2.05), Human Resource Information System (3.17), and HR data and analytics (3.57). It is found that the performance of management and learning and development are higher level employee's opinion towards human resource practices in agricultural producer cooperative marketing society limited in regards to

compensation and benefit and success planning are low level employee opinion towards the towards human resource practices in agricultural producer cooperative marketing society limited at tiruchengode.

Table 2 Association between human resource practices based on gender

	Human Resource Practices					Total	Chi-Square Tests	Sig.
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE			
Male	6	21	6	15	36	84		
	7.1%	25.0%	7.1%	17.9%	42.9%	100.0%		
Female	9	3	18	12	24	66	20.975	0.001*
	13.6%	4.5%	27.3%	18.2%	36.4%	100.0%		
Total	15	24	24	27	60	150		
	10.0%	16.0%	16.0%	18.0%	40.0%	100.0%		

Source: Primary data

Table 2 explains the Association between human resource practices based on gender. The cross-table analysis is applied to know the association among human resource practices and gender. From the analysis, majority of 42.9 percent of the respondents are strongly disagree with male and 36.4 percent of the female respondents are strongly disagree with female.

Ho: there is no association between human resource practices based on gender

The Pearson chi-square analysis is computed. The Pearson chi-square value is 20.975 and respective sig value is 0.001. It is inferred that the human resource practices is highly associated with male when compared female employees.

Table 3 Association between human resource practices based on Age group

Age group	Human Resource Practices					Total	Chi-Square Tests	Sig.
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
20-30	9	12	12	24	27	84	36.875	0.001*
	10.7%	14.3%	14.3%	28.6%	32.1%	100.0%		
30-40	6	6	6	3	21	42		
	14.3%	14.3%	14.3%	7.1%	50.0%	100.0%		
40-50	0	3	6	0	12	21		
	.0%	14.3%	28.6%	.0%	57.1%	100.0%		
above 50	0	3	0	0	0	3		
	.0%	100.0%	.0%	.0%	.0%	100.0%		
Total	15	24	24	27	60	150		
	10.0%	16.0%	16.0%	18.0%	40.0%	100.0%		

Source: Primary data

Table 3 explains the Association between human resource practices based on Age group. The cross-table values, it is perceived that 32.1 percent of the 20-30 age groups respondents are having strongly disagree, 50 percent of the 30-40 age groups respondents are having strongly disagree and 28.6 percent of the 40-50 age groups respondents are having neutral.

Ho: There is no association between human resource practices based on age

The Pearson chi-square analysis is computed. The Pearson chi-square value is 36.875 and respective sig value is 0.001. It is inferred that the human resource practices are highly associated with 30-40 age groups.

Table 4 Association between human resource practices based on education

Education	Human Resource Practices					Total	Chi-Square Tests	Sig.
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree			
School	3	12	3	21	30	69	65.097	0.001*
	4.3%	17.4%	4.3%	30.4%	43.5%	100.0%		
UG	12	12	9	0	9	42		
	28.6%	28.6%	21.4%	.0%	21.4%	100.0%		
PG	0	0	6	3	15	24		
	.0%	.0%	25.0%	12.5%	62.5%	100.0%		
Others	0	0	6	3	6	15		
	.0%	.0%	40.0%	20.0%	40.0%	100.0%		
Total	15	24	24	27	60	150		
	10.0%	16.0%	16.0%	18.0%	40.0%	100.0%		

Source: Primary data

Table 4 give details the association between human resource practices based on education. Majority of 62.5 percent of the PG educational qualification employees having highly disagreed with human resource practices.

Ho: There is no association between human resource practices based on education The Pearson chi-square analysis is computed. The Pearson chi-square value is 36.875 and respective sig value is 0.001. It is inferred that the human resource practices is highly associated with PG educational qualification employees.

Table 5 Association between human resource practices based on Income of the employees

Income	Human Resource Practices					Total	Chi-Square Tests	Sig.
	Strongly agree	Agree	Neutrals	Disagree	Strongly disagree			
below 10000	12	9	6	3	15	45	45.136	0.001*
	26.7%	20.0%	13.3%	6.7%	33.3%	100.0%		
10000 -20000	3	12	9	21	33	78		
	3.8%	15.4%	11.5%	26.9%	42.3%	100.0%		
20000-30000	0	3	3	3	9	18		
	.0%	16.7%	16.7%	16.7%	50.0%	100.0%		

above 30000	0	0	6	0	3	9
	.0%	.0%	66.7%	.0%	33.3%	100.0%
Total	15	24	24	27	60	150
	10.0%	16.0%	16.0%	18.0%	40.0%	100.0%

Source: Primary data

Table 5 discusses the association between human resource practices based on Income of the employees. Majority of 50 percent of the 10000 to 20000 income group employees are having strongly disagree opinion towards human resource practice.

Ho: There is no Association between human resource practices based on Income of the employees

The Pearson chi-square analysis is computed. The Pearson chi-square value is 45.136 and respective sig value is 0.001. It is inferred that the human resource practices is highly associated with Income of the employees.

6. FINDING OF THE STUDY

It is found that the performance of management and learning and development are higher level employee's opinion towards human resource practices in agricultural producer cooperative marketing society limited in regards to compensation and benefit and success planning are low level employee opinion towards the towards human resource practices in agricultural producer cooperative marketing society limited at tiruchengode.

It is inferred that the human resource practices is highly associated with male when compared female employees.

It is inferred that the human resource practices is highly associated with 30-40 age groups.

It is inferred that the human resource practices is highly associated with PG educational qualification employees.

It is inferred that the human resource practices is highly associated with Income of the employees.

7. SUGGESTION AND CONCLUSION

Human Resource practices helps in building an organizational culture. Human Resource helps in people engagement and development. Manpower planning is one of the most important responsibilities of the Human Resource department. Human Resource managers devise hiring strategies for bringing in the right kind of people in their organization. A safe and clean work culture helps in bringing the best of an employee and creates a higher job satisfaction. The HR takes timely action so that thing does not go out of hands. HR managers devise hiring strategies for bringing in the right kind of people in their organization.

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