

A STUDY ON EMPLOYEE EMPLOYER RELATIONSHIP IN AAVIN MILK PRODUCERS' FEDERATION LIMITED IN SALEM

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Abstract— *The role of an Employee is to perform duties or accept delegated responsibilities assigned by a superior. An office manager, for example, may assign routine food work to a Employee in order to concentrate on an important project of his or her own. Because the relationship is superior/subordinate, the employee has an obligation to perform the assigned task. This is not the same relationship as a co-worker asking for assistance or a personal favor. There is a certain level of respect for a superior's position that motivates a Employee to accept the task or responsibility. At present, India is the leading Dairy manufacturing nation in the world. It provides employment opportunities for millions of people across the globe. Many advanced technologies are being sourced and utilized by the aavin based on their need in order to sustain in the market and to complete aggressively with the global players. As the Dairy sector is modernized with the adoption of new technologies, the way of working of the labours has changed in the recent years. In this present highly mechanized scenario, much importance is not given for training and development needs of the labours, neither by the Dairy firms nor by the government. Since Dairy firms feel that if more time is spent for training, the productivity of the firm is bound to decrease.*

INTRODUCTION

The role of an Employee is to perform duties or accept delegated responsibilities assigned by a superior. An office manager, for example, may assign routine food work to a Employee in order to concentrate on an important project of his or her own. Because the relationship is superior/subordinate, the employee has an obligation to perform the assigned task. This is not the same relationship as a co-worker asking for assistance or a personal favor. There is a certain level of respect for a superior's position that motivates a Employee to accept the task or responsibility.

An employee on the bottom rung of a corporate ladder may be considered a Employee to virtually everyone else, but eventually he or she may be promoted to a position with some managerial responsibilities. A Employee often observes a superior's average workday in order to learn what skills would be necessary to advance. Bosses and their subordinates may have very strong working relationships, or they may not mesh well as a team. Personality clashes between a Employer and an Employee may also make their working relationship difficult. An employee in an employee role may feel undervalued, while an Employer may feel a Employee does not respect his or her authority.

The relationship between an employee and an employer may also be regulated by company policies. Because a certain level of respect and distance should be maintained, managers are often discouraged from fraternizing with employees outside the office. Too much familiarity with a Employee could lead to charges of favoritism or leniency in the workplace. By restricting social contact between superiors and subordinates, many company leaders hope to keep relationships on a professional level.

There is also a great deal of emphasis placed on romantic relationships between subordinates and superiors. Even if the relationship itself is consensual, there is a risk that the employer may expose the company to a sexual harassment lawsuit if the relationship with a Employee ends badly. Employees in a direct superior/employee professional relationship are often discouraged from forming personal relationships in order to avoid potential complications in the future.

A Employee is not by definition a lesser employee, just one who answers to at least one supervisor, boss or superior. Many company employees are both superiors and subordinates at the same time, especially those who supervise workers on a production floor or hold other middle management positions. Shift supervisors may have bosses, and those bosses may have managers, and those managers may answer to vice-presidents and so on. One of the best ways to become a better Employer is first learning how to be a good subordinate.

STATEMENT OF THE PROBLEM

At present, India is the leading Dairy manufacturing nation in the world. It provides employment opportunities for millions of people across the globe. Many advanced technologies are being sourced and utilized by the aavin based on their need in order to sustain in the market and to complete aggressively with the global players. As the Dairy sector is

modernized with the adoption of new technologies, the way of working of the labours has changed in the recent years. In this present highly mechanized scenario, much importance is not given for training and development needs of the labours, neither by the Dairy firms nor by the government. Since Dairy firms feel that if more time is spent for training, the productivity of the firm is bound to decrease.

OBJECTIVES OF THE STUDY

Primary objective:

The main objective is “a study on employer and employee relationship

Secondary objective:

- To know the relationship among the employer and employee
- To know the problems in relationship and barriers in communication among employees
- To identify the overall perception of the employees about the organization culture
- To study about the Employees satisfaction levels towards the job
- To suggest suitable remedial measures to improve the industry relations
- To know whether the working conditions in the company will motivate the employees to work more efficiently and productively.

SCOPE OF THE STUDY

- This study is on the various welfare measures provided by the company to their employee.
- This is an attempt to find out the level of satisfaction observed by the workers of the company regarding the relationship.
- The analysis and findings will be useful to improve the relationship with employer and employee.
- The analyses add to general feeling of satisfaction with the company and reduce employees turnover over focus on SKA Dairy foods India (p) Ltd, Salem and scope with reference to six branches specifying Salem only.

LIMATATION OF THE STUDY

- The study restricts itself within Salem.
- The study assumes that the information was given by the customer without any bias.
- The study is done based on the opinions of the sample taken at random, the size of which is 120.
- The customers did not respond properly during peak hours.
- Due to time constraint.

REVIEW OF LITERATURE

MaryAnne Drake (2004) Production and consumption of dairy foods continue to increase annually. Further, new ingredient applications for dairy foods continue to expand. With continued production and consumption, there is also increased competition. Increased competition exists regionally, nationally, and globally. Processors as well as product developers must find ways to maximize existing markets and expand into new markets. A consistent high quality product is necessary to maintain competitiveness. Although microbial safety and stability are key ways to define quality, flavor is one method of defining quality that is often assumed or overlooked. The aggressive and competitive nature of today's market demands more precise and powerful tools for defining flavor and flavor quality. Traditional as well as more recent methods for evaluating dairy flavor are reviewed. The application of defining sensory flavors to fundamental research on flavor chemistry, product understanding, and effective marketing is addressed

A.J. Pandya (2007) The use of goat and sheep milk for manufacture of different milk and milk products is increasing, although the proportion is much less compared to cow and buffalo milk worldwide, but it is much better organized in some countries than in others. Manufacturing of goat and sheep milk commercially or artisanally on the farm for direct sales is done successfully for pasteurized beverage, UHT, evaporated milk, ice cream, milk powder, traditional goat milk products, even soaps, lotions, and sweets, besides the popular cheeses and yoghurt. The problem of “goaty” or “mutton” flavor may exist in some areas, but products such as ice cream, beverage milk and milk powder made from goat or sheep milk, due to their nutritional and antiallergenic properties, can be a beneficial alternative milk product for children, young and sick people. This review covers technological details of milk, cream, butter, ice cream, whey protein concentrate, evaporated milk, UHT milk, milk powder, chhana, paneer, and ghee from goat and sheep milk.

F.W. Bodyfelt et al (2008) Food scientists use three methods for tracing the causes and nature of various sensory quality problems in dairy foods: (1) chemical procedures, (2) microbiological analyses, and (3) sensory evaluation techniques. Food technologists or scientists who have received training and experience in flavor evaluation of dairy foods are deemed to have an advantage over a counterpart who may be competent only in performing chemical and/or microbiological methods. The correct identification and precise diagnosis of types and cause(s) of serious sensory shortcomings is prerequisite for the application of appropriate remedial measures or corrective steps for successful production,

processing, and distribution phases of dairy foods manufacturing and marketing. Since about 1900, dairy-foods-related educational programs at North American and European universities and dairy technical trade schools have included instruction, formalized courses, training aids, and eventually competitive opportunities for students to develop and apply their skills in conducting sensory assessments.

I. Boesch (2009) This study aimed to determine key attributes of milk that drive a processor's supply decisions and possibilities for differentiation based on these product attributes. Feedback-driven exploration was applied to derive product attributes relevant to the buying decision. Conjoint analysis with hierarchical Bayes estimation methods was used to determine the relative importance of attributes. Results show that the technical aspects of milk, as well as the price and country of origin, dominate the buying decision. Potential for differentiation was found for environmental and societal attributes as well as freedom from genetically modified products. Product and supplier criteria also provide the potential to segment the market if the price premium is held within limits.

Jenny van Doorn, (2010) Faced with growing environmental problems, food safety issues, and increasing obesity rates, many consumers desire healthier, less processed natural foods that are less harmful to the environment. Yet organic foods only partially benefit from this market environment, and their market share remains quite low despite high growth rates. The usual explanation for this discrepancy is that consumers are not willing to pay the price premium prompted by an organic claim. In this paper, we explore the reasons behind consumers' (un)willingness to pay for organic food and investigate whether it differs between virtue and vice food categories. The results indicate that in vice food categories, organic claims are associated with lower quality, which seems to be only partly compensated by higher prosocial benefits. The lower-quality perceptions translate into a decreased consumer willingness to pay (WTP). We supplement the empirical results with data on organic purchases in the Dutch food market. These data show that market shares of organic food are indeed lower for vice categories of organic food.

A.C. Barrier et al (2011) A difficult calving affects the welfare of the cow and has economic implications for the farm. With respect to milk production, it is not clear at which degree of calving difficulty adverse effects occur or for how long they last. Studies usually only consider the milk produced by animals who completed full lactations but the saleable milk production of the whole herd, regardless of each cow having achieved a full lactation, might be a better indicator of the productivity of the cows and the underlying stresses they experience, as well as being more representative of the real losses that producers incur. The objective of this study was to investigate how various degrees of calving difficulty would alter both the cow's milk production and their production of saleable milk over different stages of their subsequent lactation. The calving difficulty scores and the subsequent milk production were retrieved from an experimental dairy farm (in the United Kingdom) for 2 herds that contained 2,430 and 1,413 lactations. To account for milk saleable by the farmer, individual cumulative saleable milk yields, referred to as saleable milk yields (SMY), in milk unconditional on the animal having achieved the lactation stage of interest.

M.K. Kim et al (2011) Chocolate milk varies widely in flavor, color, and viscosity, and liking is influenced by these properties. Additionally, package labels (declared fat content) and brand are some of the extrinsic factors that may influence consumer perception. The objective of this study was to evaluate the effects of packaging labels and brand name on consumer liking and purchase intent of chocolate milk. A consumer acceptance test, conjoint analysis survey, and Kano analysis were conducted. One hundred eight consumers evaluated 7 chocolate milks with and without brand or package information in a 2-d crossover design. A conjoint analysis survey and Kano analysis were conducted after the consumer acceptance test. Results were evaluated by 2-way ANOVA and multivariate analyses. Declared fat content and brand influenced overall liking and purchase intent for chocolate milks to differing degrees. A subsequent conjoint analysis (n = 250) revealed that fat content was a driver of choice for purchasing chocolate milk followed by sugar content and brand. Brand name was less important for purchase intent of chocolate milk than fat or sugar content. Among fat content of chocolate milk, 2 and 1% fat level were most appealing to consumers, and reduced sugar and regular sugar were equally important for purchase intent. Kano analysis confirmed that fat content (whole milk, 1, or 2% fat chocolate milk) was an attractive attribute for consumer satisfaction, more so than brand. Organic labeling did not affect the purchase decision of chocolate milk; however, Kano results revealed that having an organic label on a package positively influenced consumer satisfaction. Findings from this study can help chocolate milk producers as well as food marketers better target their product labels with attributes that drive consumer choice of chocolate milk.

Juhee Kang et al (2012) This study examined how individual health values influence interest in healthy foods, positive outcome expectations, hedonic expectations, and behavior intentions. A total of 1188 valid questionnaires were collected from customers who had consumed healthy menu items at casual dining restaurants. The results indicated that health value was the key element that inspired customer interest in healthy eating and aroused hedonic and positive outcome expectations, which in turn enhanced intentions to purchase healthy food items. Restaurant managers are advised to establish creative marketing strategies to motivate customer interest in healthy menu items and emphasize benefits of their healthy food items. Future studies can extend the scope of research by examining differences in geographical areas or demographic profiles.

Sylvain Charlebois (2013) The current study assessed the perceived value of food traceability in modern society by young consumers. After experiencing numerous recalls and food safety-related incidences, consumers are increasingly aware of the tools available to mitigate risks. Food traceability has been associated with food safety procedures for many years, but recent high-profile cases of food fraud around the world have given traceability a different strategic purpose. Focusing solely on dairy products, our survey results offer a glimpse of consumer perceptions of traceability as a means to preserve food integrity and authenticity. This study explored the various influences that market-oriented traceability has had on dairy consumers. For example, results show that if the dairy sector could guarantee that their product is in fact organic, 53.8% of respondents who often purchase organic milk would consider always purchasing traceable organic milk. This research produced a quantitative set of information related to the perceived value of food traceability, which could be useful for the creation and development of improved guidelines and better education for consumers. We discuss limitations and suggest areas for new research.

Kotler, Philip [2014] There is growing managerial interest in customer satisfaction as a means of evaluating quality. High customer satisfaction ratings are widely believed to be the best indicator of company's future profit. Satisfaction can be broadly characterized as a post-purchase evaluation of product quality given pre-purchase expectation.

Hanan, Mack and Karp, Peter [2015] Customer satisfaction can be experienced in a variety of situations and connected to both goods and services. It is a highly personal assessment that is greatly affected by customer expectations. Satisfaction also is based on the customer's experience of both contact with the organization and personal outcomes. Some researchers define a satisfied customer within the private sector as "one who receives significant added value" to his/her bottom line a definition that may apply just as well to public services. In today's competitive business environment marketing managers are more influenced from customer expectation and meeting the demand for customer satisfaction is very important for them.

Nick Wreden, [2016] Customer satisfaction is a highly personal assessment that is greatly influenced by individual expectations. Some definitions are based on the observation that customer satisfaction or dissatisfaction results from either the confirmation or disconfirmation of individual expectations regarding a service or product. To avoid difficulties stemming from the kaleidoscope of customer expectations and differences, some experts urge companies to "concentrate on a goal that's more closely linked to customer equity." Instead of asking whether customers are satisfied, they encourage companies to determine how customers hold them accountable.

Reed, John H., Hall, Nicholas P [2017] Customer satisfaction is the degree to which a customer perceives that an individual, firm or organization has effectively provided a product or service that meets the customer's needs in the context in which the customer is aware of and / or using the product or service. Satisfaction is not inherent in the individual or the product but is a socially constructed response to the relationship between a customer, the product and the product provider /maker. To the extent that a provider / maker can influence the various dimensions of the relationship, the provider can influence customer satisfaction.

Benchmark. research.co.uk, [2018] All customer satisfaction studies share the same underlying principle: to assess the performance of an organizations' products or services on the basis of how they are perceived by the customer. Whether those perceptions are misplaced, lag behind current performance or are a very accurate interpretation, customer perceptions matter. Indeed, understanding these perceptions provides a critical understanding of future customer behavior.

In the 'new economy' knowledge is a resource as well as, increasingly, a product: with tangible goods becoming globally standardized and best practices travelling fast, companies gain competitive advantages through constant innovation, better targeting of customers and additional services. Those strategies cannot be applied to the arm's length type of customer relations.

RESEARCH METHODOLOGY

Research is a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. According to Clifford Woody, "Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis".

Research Design

Research design is the arrangement of conditions of collection and analysis of data in a matter that aims to combine relevance to the research purpose with economy in procedure.

Descriptive Research Design

The design for this study is descriptive research design. This design was chosen as it describes accurately the characteristics of a particular system as well as the views held by individuals about the system. The views and opinions of employees about the system help to study the suitability of the system as well as the constraints that might restrict its effectiveness.

Sampling Techniques

The sampling technique adopted for the purpose of the study is Non -probability convenience sampling.

As the name implies a **simple random** sample means selecting particular units of the universe to constitute a sample.

Sample Size

The sample size of the study is 120. This sample is considered as representative.

Population:

A group of individuals or items that share one or more characteristics from which data can be gathered and analysed

The total population of SKA Dairy Foods India Private Limited is 1000 employee

Data collection:

Primary Source

The primary source of data is through Questionnaire.

Secondary source:

The secondary source of information is based on the various details retrieved from Journals, Websites and Magazines.

The data for this study has been collected through primary sources. Primary data for this study was collected with the help of Questionnaires and evaluation feedback forms. The extra information was collected through interviews with the employees at various companies.

Tools Of The Study

Tool used for data collection:

The tool used for collecting the data is through the **questionnaire**.

STATISTICAL TOOLS USED

Statistical tools like simple percentage.

Area of the study

The area should be prompt with Salem town only.

DATA ANALYSIS AND INTERPRETAION

**TABLE NO: 1
AGE OF RESPONDENTS**

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Below 30	14	12
2	31-40 years	20	17
3	41-50 years	40	33
4	Above 50 years	46	38
	TOTAL	120	100

INTERPRETATION

The above table shows that 12% of the respondents belong to below the age of 30, 17% of the respondents belong to the age group of 31-40, 33% of the respondents belong to the age group of 41-50, 38% of the respondent belong to the age group of above the age of 50.

**TABLE NO: 2
GENDER OF RESPONDENTS**

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Male	90	75
2	Female	30	25
	TOTAL	120	100

INTERPRETATION

The above table shows that 75% of the respondents are belongs to male and 25% of the respondents are belongs to female.

**TABLE NO: 3
EDUCATIONAL QUALIFICATION OF THE RESPONDENTS**

S.NO	EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	SSLC	24	20
2	HSS	46	38
3	UG	22	18
4	PG	14	12
5	Other Specific	14	12
	TOTAL	120	100

INTERPRETATION

The above table shows that 20% of the respondents belong to the SSLC, 38% of the respondents belong to HSS, 18% of the respondents belong to UG, and 12% of the respondents belong to PG and 12% of the respondents other specific educational Qualification.

TABLE NO: 4
EXPERIENCE OF THE RESPONDENTS

S.NO	EXPERIENCE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Below 2 years	35	29
2	Between 2-3 years	24	20
3	Between 3-4 years	36	30
4	Above 4 years	25	21
	TOTAL	120	100

INTERPRETATION:

The above table shows that, 29% of the respondents experience below 2 years, 20% of the respondents experience is between 2-3 years, 30% of the respondents experience are between 3-4 years and 21% of the respondents experience are above 4 years.

TABLE NO: 5
CLASSIFICATION OF THE RESPONDENT'S MONTHLY INCOME LEVEL

S.NO	INCOME LEVEL	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Below Rs.5,000	24	20
2	Rs.5,001 – Rs.10,000	41	34
3	Rs.10,001 – Rs.20,000	32	27
4	Above Rs.20,001	23	19
	TOTAL	120	100

INTERPRETATION

The above table shows the income of the respondents level 20% of the respondents come under the income level of below Rs.5,000, 34% of the respondents come under the income level of Rs.5,001 – Rs.10,000, 27% of the respondents come under the income level of Rs.10,001 to Rs.20,000 and 19% of the respondents come under the income level of above Rs.20,001

TABLE NO: 6
RESPONDENTS FEEL ABOUT JOB SUITS YOUR EDUCATIONAL QUALIFICATION

S.NO	JOB	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	79	66
2	No	41	34
	TOTAL	120	100

INTERPRETATION:

The above table shows that, 66% of the respondents said suitable for job, 34% of the respondents said not suitable for job.

TABLE NO: 7
LEVEL OF SATISFACTION WITH THE PRESENT JOB

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly satisfied	36	30
2	Satisfied	40	33.3
3	Neutral	14	11.7
4	Dissatisfied	24	20
5	Highly dissatisfied	6	5
	TOTAL	120	100

INTERPRETATION

The above table shows that, 30% of the respondents are highly satisfied, 33.3% of the respondents are satisfied, 11.7% of the respondents are neutral, 20% of the respondents are dissatisfied and 5% of the respondents are highly dissatisfied in the present job.

TABLE NO: 8
PAID WITH A PERFORMANCE LINKED SALARY

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	53	44
2	No	67	56
	TOTAL	120	100

INTERPRETATION

The above table shows that, 44% of the respondents to pay performance linking salary, 56% to not pay performance linking salary.

TABLE NO: 9
LEVEL OF SATISFACTION WITH PAY PACKAGE

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly satisfied	23	19.2
2	Satisfied	30	25
3	Neutral	27	22.5
4	Dissatisfied	21	17.5
5	Highly dissatisfied	19	15.8
	TOTAL	120	100

INTERPRETATION

The above table shows that, 19.2% of the respondents are highly satisfied, 25% of the respondents are satisfied, 22.5% of the respondents are neutral, 17.5% of the respondents are dissatisfied and 15.8% of the respondents are highly dissatisfied in package.

TABLE NO: 10
LEVEL OF SATISFACTION REGARDING EMPLOYEER AND EMPLOYEE RELATIONSHIP

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly satisfied	35	29
2	Satisfied	30	25

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3	Neutral	33	27.5
4	Dissatisfied	12	10
5	Highly dissatisfied	10	8.5
	TOTAL	120	100

INTERPRETATION

The above table shows that, 29% of the respondents are highly satisfied, 25% of the respondents are satisfied, 27.5% of the respondents are neutral, 10% of the respondents are dissatisfied and 8.5% of the respondents are highly dissatisfied in regarding employer and employee relationship.

**TABLE NO: 11
FIRM RELATIONSHIP WITH EMPLOYEE PERFORMANCE**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Counseling	49	41
2	Two way communication	47	39
3	Allocation	18	15
4	Performance appraisal	6	5
	TOTAL	120	100

INTERPRETATION

The above table shows that, 41% of the respondents are firm relationship with counseling, 39% of are firm relationship with two way communication, 15% of the respondents are firm relationship with allocation, and remaining 5% of the respondents are firm relationship with performance appraisal.

**TABLE NO: 12
LEVEL OF SATISFACTION WITH WORKING ENVIRONMENT**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Highly satisfied	52	43
2	Satisfied	24	20
3	Neutral	20	17
4	Dissatisfied	13	11

5	Highly dissatisfied	11	9
	TOTAL	120	100

INTERPRETATION

The above table shows that, 43% of the respondents are highly satisfied, 20% of the respondents are satisfied, 17% of the respondents are neutral, 11% of the respondents are dissatisfied and 9% of the respondents are highly dissatisfied in working environment.

TABLE NO: 13
PROVIDE FLEXIBLE WORKING HOURS

S.NO	WORKING HOURS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	79	66
2	No	41	34
	TOTAL	100	100

INTERPRETATION

The above table shows that, 66% of the respondents said provide flexible working hours, 34% of the respondents said not provide flexible working hours our job.

TABLE NO: 14
RESPONDENT ORGANIZATION EMPLOYER FREELY AND CONSTANTLY DISCUSSES WORK ISSUES WITH EMPLOYEE

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Strongly agree	40	33.3
2	Agree	40	33.3
3	Neutral	20	16.6
4	Disagree	10	8.33
5	Strongly disagree	10	8.33
	TOTAL	120	100

INTERPRETATION

The above table shows that, 40% of the respondents are strongly agree, 33.33% of the respondents are agree, 16.33% of the respondents are neutral, 8.33% of the respondents are disagree and 8.33% of the respondents are strongly disagree in organization freely and constantly discusses work issues with employee.

**TABLE NO: 15
RESPONDENT PARTICIPATES IN CORPORATE ACTIVITIES**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Strongly agree	20	16.6
2	Agree	15	12.5
3	Neutral	35	29.1
4	Disagree	20	16.6
5	Strongly disagree	30	25
	TOTAL	120	100

INTERPRETATION

The above table shows that, 16.6% of the respondents are strongly agree, 12.5% of the respondents are agree, 29.1% of the respondents are neutral, 16.6% of the respondents are disagree and 25% of the respondents are strongly disagree in participates in corporate activities.

**TABLE NO: 16
RESPONDENT JOB RESPONSIBILITIES**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Excellent	40	33.3
	Very Good	31	25.8
2	Good	25	20.9
3	Moderate	14	11.7
4	Poor	10	8.3
	TOTAL	120	100

INTERPRETATION

The above table shows that, 33.3% of the respondents are excellent, 25.8% of the respondents are very good, 20.9% of the respondents are good, 11.7% of the respondents are moderate and 8.3% of the respondents are poor in job responsibilities.

**TABLE NO: 4.17
HAVE THE INDEPENDENCE**

S.NO	INDEPENDENCE	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Yes	92	77
2	No	28	23
	TOTAL	120	100

INTERPRETATION

The above table shows that, 77% of the respondents have independence of work, 23% of the respondents have not independence of work.

**TABLE NO: 18
RESPONDENT THE POLICIES AND ADMINISTRATIVE PRACTICES OF THE COMPANY**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Strongly agree	28	23.3
2	Agree	37	30.8
3	Neutral	30	25
3	Disagree	17	14.2
4	Strongly disagree	8	6.7
	TOTAL	120	100

INTERPRETATION

The above table shows that, 23.3% of the respondents are strongly agree, 30.8% of the respondents are agree, 25% of the respondents are neutral, 14.2% of the respondents are disagree and 6.7% of the respondents are strongly disagree in policies and administrative practices of the company.

**TABLE NO: 19
RESPONDENT TEAM OUTINGS, TRIPS & RECREATIONAL ACTIVITIES**

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Training	40	33
2	Relationship	19	16
3	Mutual understanding	30	25

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4	Others	31	26
	TOTAL	120	100

INTERPRETATION

The above table shows that, 33% of the respondents are training, 16% of the respondents are relationship, 25% of the respondents are mutual understanding and 26% of the respondents are others in team outings, trips & recreational activities.

TABLE NO: 20

RESPONDENT TRAINING DURATION IS SUFFICIENT FOR GETTING APPROPRIATE KNOWLEDGE

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Strongly agree	30	25
2	Agree	40	33
3	Neutral	15	12.5
4	Disagree	19	16
5	Strongly disagree	16	13.5
	TOTAL	120	100

INTERPRETATION

The above table shows that, 25% of the respondents are strongly agree, 33% of the respondents are agree, 12.5% of the respondents are neutral, 16% of the respondents are disagree and 13.5% of the respondents are strongly disagree in training duration of appropriate knowledge

TABLE NO: 21

RESPONDENT AGREE WITH ABOUT MANAGEMENT ORGANISATION'S ACHIEVEMENT

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Strongly agree	40	33
2	Agree	31	26
3	Neutral	24	20
4	Disagree	17	14
5	Strongly disagree	8	7
	TOTAL	120	100

INTERPRETATION

The above table shows that, 33% of the respondents are strongly agree, 26% of the respondents are agree, 20% of the respondents are neutral, 14% of the respondents are disagree and 27% of the respondents are strongly disagree agreeing with about management organization's achievement.

TABLE NO: 22
RESPONDENT SUGGESTION TO IMPROVE THE OCCUPATIONAL STRESS

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
1	Refreshment programme	28	23
2	Recreation club	14	12
3	Meditation classes	13	11
4	Counselling	25	21
5	Good working condition	40	33
	TOTAL	120	100

INTERPRETATION

The above table shows that, 23% of the respondents are Refreshment programme, 32% of the respondents are Recreation club, 11% of the respondents are Meditation classes, 21% of the respondents are Counselling, and 33% of the respondents are Good working condition to improve the occupational stress.

FINDINGS

- The majority 38% of respondents belong to the age group of above the age of 50.
- The majority 75% of respondents are male.
- The majority 38% of respondents belong to HSS educational qualification.
- The majority 30% of the respondent's experiences are between 3-4 years.
- The majority 34% of respondents come under the income level of Rs.5,001 – Rs.10,000.
- The majority 66% of the respondents are said suitable for job
- The majority 33.3% of the respondents are satisfied in the present job.
- The majority 56% of the respondents are to pay performance liking salary.
- The majority 25% of the respondents are satisfied in the pay package.
- The majority 29% of the respondents are highly satisfied in the regarding employer and employee relationship
- The majority 41% of the respondents are relationship with counseling in the employee performance
- The majority 43% of the respondents are highly satisfied in the working environment.
- The majority 66% of the respondents said provide flexible working hours.
- The majorities 33.3% of the respondents are agreeing organization employer freely and constantly discusses work issues with employee.
- The majorities 29.1% of the respondents are neutral in participates in corporate activities.
- The majority 33.3% of the respondents are excellent in job responsibilities.
- The majorities 77% of the respondents have independence of work.
- The majorities 30.8% of the respondents are agreeing in policies and administrative practices of the company.
- The majorities 33% of the respondents are training in team outings, trips & recreational activities.
- The majorities 33% of the respondents are agreeing in training duration of appropriate knowledge.
- The majorities 33% of the respondents are strongly agreeing agree with about management organization's achievement.
- The majorities 33% of the respondents are Good working condition to improve the occupational stress.

SUGGESTIONS

- The researcher wish to bring the following suggestion to the management of SKA dairy food product activities can be taken care of by the management.
- The organization should improve the benefit and services provided to the employee's interest would be stimulated.
- Improve or encourage two-way communication in the organisation
- The employer should plan out the welfare activities in an effective way to improve the organization image in the eyes of the subordinates.
- The company suggests technical advantages and modern trends uses for homogeneous Titan product there is no competition.
- The mutual cooperation between employers and employees at work place is very important to carry out the work at right time.

CONCLUSION

The project titled "A study on the employer and employees relationship in SKA dairy food products which was carried out among 200 workers. The study was an attempt to examine the relationship among **peers, relationship with employer, relationship with departments and relationship with employees in the company.**

It is one kinds of non financial motivation in the company. The non-financial motivations are highly motivate the workers to improve their performance and it leads to increase the productivity in the company. Generally we found that lack of co-ordination between the employees, so they want to arrange some training programs, tours, business games like some activities. They can interact one to another for make a relationship as good. The company should implement democratic style of management. It should provide an environment for good relationship with co-workers

It is hoped that, this project help the concern to improve the relationship among the employees and reduce the employee turnover. It is also to help the concern to identify the conflicts among the employees and build a good relationship and working culture among the employees.

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