

“A Study Of Measuring The Awareness Level Towards Hrm Practice In Public And Private Sector Electricity Organizationa”

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ABSTRACT

This research paper is based on an analysis to the different level of employees towards human resource management practices in selected organizations and its' impact on the job performance of the employees belong to public and private sector electricity organizations in Gujarat. The main aim is to study the role of these organizations and their practices offered as human resource management practices. Study also focused to identify the factors that are substantial in determining the fields and areas for HRM practices. The basic concept and notion behind this study is to know the level of awareness, information, and views of the employees, and beneficiaries regarding the same. Assessment of demographic factors and their role in the perception towards selected organizations and HRM activities and practices. It is a descriptive and empirical study led by a survey method. The purpose of this research paper is to critically examine the employees' perception about the HRM practices. The data comprises of both primary and secondary data for this research problem and analyzed using suitable and applicable statistical tools. The study concludes with finding and conclusion.

Keywords: Human Resource Management Practices, Effectiveness, Performance, and Employees Perception

1. INTRODUCTION

Human Resource Management. The Resource Management also includes various functions of the organization, such as to plan, to organize, to direct and to control. It also includes procurement, growth, and continuance of Human Resource. It mainly aims to attain entity, managerial and communal objectives. Human Resource Management is a multidisciplinary subject matter. It comprises of the learning of topics related to management, psychology, communication, economics and sociology. It incorporates a spirit of oneness and work as a team. It is a constant progression.

As a department Human resource management, in an association, which handles all the aspects of the workers and has numerous functions like human resource planning, to conduct Job analysis, to recruit and to conduct job interviews, to select human resources, to Orient, to train, to compensate, to provide benefits and incentives, to appraise, to retain, Career planning, Quality of Work Life, discipline of the employees, completely remove Sexual Harassments, human resource auditing, continuation of industrial relationship, to look after the well being of the employees and their safety concerns, to communicate with all the employees at different levels and to create consciousness and to create an observance with the local, state and federal labor laws. The chronological thumb rule for Human Resource staffing necessities is one full-time expert Human Resource person who is required to be appointed for every 100 employees. The authentic ratio for a business may differ from each other depending upon various factors like the degree of HR centralization, the geographic distribution of the employees who serve the organization, the complexity level of the employees, and the comparative complication of the organization.

Human: refers to the accomplished workforce in an organization.

Resource: refers to inadequate availability or insufficient goods.

Management: refers to how to optimize and make the best use of such inadequate or insufficient resources so as to meet the organization goals and objectives.

Hence, Human Resource Management is destined for appropriate use of obtainable, skilled workforce and also to make competent utilization of the accessible Human Resource in the organization. Nowadays, several experts assert that equipment and expertise are being replaced by the Human Resources and also minimize their responsibility or attempts. On the other hand, equipment and expertise are build by human beings only and they require to operate or at least be monitored by human beings and this is the basis why most of the companies are always in search for a brilliant, accomplished and capable professionals for the constant growth of the organization. As a result, human beings are vital assets for any organization, though these days many responsibilities are being handled by the fake intellect but they require ot of ruling skills which can never compete the minds of the human beings. The mechanization of factories has by now decimated jobs in customary manufacturing, and the rise of false brainpower, which is likely to expand this job demolition deep into the middle classes, with only the most thoughtful, imaginative or managerial roles.

- (1) Performance and potential appraisal
- (2) Feedback and performance coaching
- (3) Employees career planning and development
- (4) Development and Training programmers
- (5) Assessment and development centers
- (6) Organization Development
- (7) Honors and Awards
- (8) Employees welfare and quality of work life
- (9) Quality circles (Participative Management)

HRD and Organizational Effectiveness:

For synergic profit of integrated subsystems, the HRD mechanisms should not be in consideration of. These are intended to work jointly in an integrated system. If we see and understand this by an example, we find that the result of HRM Practices provide inputs for evaluation of training needs, awards, career planning and feedback and performance coaching. The instruments used in HRD should lead to the production of HRD process like role clarity, performance planning, development climate, risk taking and dynamism in employees. With such an HRD process, the end result would lead to develop more competencies, more happy and contented staff with maximum commitment and satisfaction, who through their contribution would make the organization, nurture and grow. Such outcomes related to HRD influences organizational effectiveness. Through a model, it can be clearly explained regarding the linkages between HRD mechanisms, process, outcome and managerial efficiency.

Importance of HRD in today's scenario:

The most important and valuable resources of any organization, are considered to be the Employees working there. It is rightly believed that, dynamic people can build up a progressive and a growth oriented organization. The Effective contributions made by the employees can lead to the effective growth of the organization. Knowledgeable and motivated workers can bring a big difference and enable an organization to achieve its targets and goals. As a result, dynamism, effectiveness, competency and motivation of the employees are being ensured by the organization which is also considered to be the most important aspect.

The need and importance of HRM may be understood from the following points:-

- Success of an Organization
- Attainment of Goals
- Development of an individual
- Identifies employee's competency
- Motivational Development
- Higher productivity
- To cope with changes and future expectations:
- Good Return on Investment
- HRD is the soul of Personnel Department
- Develops good relations
- Measurement of Growth

2.REVIEW OF LITERATURE

Sub hash C. Kudu, Divya Malhan, Praveen Kumar (2022) THE need of organizations for people and people for organizations will be more difficult to satisfy in the today's competitive business environment. Firm's competitive advantage could be generated from human resources (HR) and firm performance is influenced by a set of effective HRM practices. In this study, we intend to assess the HR practices in shipping

companies. Primary data based on 250 observations from 125 shipping companies was analyzed to bring out the human resource management practices practiced in shipping companies. Factor analysis brought about five factors, which were further analyzed. Two factors namely 'training and performance appraisal' and 'hiring and compensation system' emerged very strong HR practices followed by 'career development'. 'Job analysis and HR planning' was moderately practiced in shipping companies. 'Workforce diversity and flexi-work system' also showed presence but did not emerge as strong practice.

Sub hash C. Kudu (2020) Competitive advantage of a company can be generated from human resources (hr) and company performance is influenced by a set of effective HRM practices. In this study, we intended to assess the HR practices in insurance companies. Primary data based on 218 respondents from four insurance companies (twomultinational-7 branches and two Indian-7 branches) were analyzed to assess HR practices being practiced by insurance companies in India. Six factors from factor analysis were further analyzed. 'Training and benefits' was found highly in practice in the insurance companies. Further, 'performance appraisal,' 'selection and socialization of employees,' and HR planning and recruitment' were moderately practiced in insurance companies. 'Workforce diversity and contemporary HR practices' and 'competitive compensation' were also practiced to some extent. An ova results showed that Indian companies did not practice workforce diversity. Compensation practices were found more competitive or performance based in Multinational insurance companies than in Indian ones. The gender effect showed that only competitive compensation was perceived significantly differently by male and female employees/executives. Interactive effects were significant on workforce diversity and contemporary issues, training and benefits, and selection and socialization of employees.

Lamas Sultana (2019) the success of an organization largely depends on its Human Resource. Human Resource Management (HRM) plays a vital role in achieving the organizational objectives. The retail sector has played a phenomenal role in India with tremendous contribution to the Indian economy. Retailing sector has been observing tremendous changes with the entry of organized retail companies. The organized retailing in India is undergoing a metamorphosis and is expected to scale up to meet international standards. In this world of cut throat competition the need for effective HRM practices have been increasing rapidly. In order to face this tough competition of global economy, the organized retailers in India have started to realize the need for efficient manpower and hence, strengthening their business with the help of HRM activities. The HRM practices, therefore, have become their prime concern. The present paper is an attempt to analyze the HRM practices implemented in the organized retail sector in India. The study also throws light on the Human Resource (HR) challenges faced by the sector and suggested measures to improve the work culture in Indian scenario.

3. OBJECTIVE OF THE STUDY

1. To assess the concept of human resource management practices.
2. To evaluate the employees' perception about human resource management practices.
3. To check the usefulness of Human resource management practices in the performance.

4. HYPOTHESIS

- H₀₁ Human resource management practices are not widely used in electricity organizations in Gujarat
 H_{a1} Human resource management practices are widely used in electricity organizations in Gujarat

5. RESEARCH METHODOLOGY

5.1 Data Collections

The data for present study have been collected from both– primary and secondary sources. This present study is based on descriptive and empirical research design, led by survey method to study employees perception and awareness about HRM practices in selected electricity organizations in Gujarat namely; DGVCL, Daxin Gujarat Vij Company Limited, Gujarat State Electricity Corporation Limited (GSECL), Electro thumb Private Limited, and. Reliance Industries Limited. The primary data have been collected by interview from the respondents through a well-structured questionnaire; consisting of multiple option questions (objective type), to complete this research study.

5.2 Tools Applied

The basic proforma and model of the questionnaire consisting three sections, namely- A, B and C; having multiple option questions, it was developed in English to know the views through survey among the respondents. The questions under the questionnaire are closely related and associated with the objectives and hypothesis of this research study so that outcomes of the questionnaire should be analyzed for the said purpose. The Likert Scale was chosen and adopted as the survey instrument in the questionnaire, as follows-

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

6.1 The profile of the respondents on the basis of demographic factors

Demographic Factors	Data	Frequency (800)	Percentage
Gender	Male	467	58.37
	Female	333	41.63
Age	20 & Below	99	12.37
	21-30	153	19.13
	31-40	288	36
	41-50	171	21.37
	Above 51	89	11.13
Designation	Top Level	116	14.5
	Middle Level	270	33.75
	Lower Level	414	51.75
Education	ITI Holder	346	43.25
	Diploma Holder	204	25.5
	Graduate	166	20.75
	Post Graduate	49	6.13
	Professional	35	4.37
Work Experience	5 years and below	252	31.5
	6-10 years	274	34.25
	11-15 years	117	14.63
	16 years and more	157	19.62
Annual Income	Less than 2lacs	354	44.25
	2.01-4lacs	203	25.38
	4.01- 6lacs	120	15
	6.01- 8lacs	63	7.87
	More than 8lacs	60	7.5

Table No. 6.1 The profile of the respondents on the basis of demographic factors

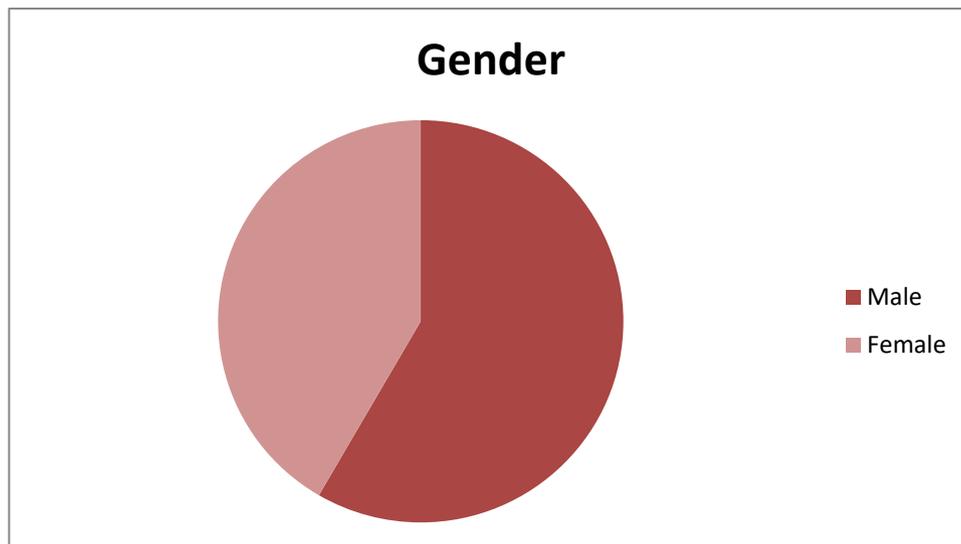


Figure 6.1 classification of the respondents on the basis of Gender.

The first demographic factor found the details of the respondents on the basis of gender status that belongs to profile of the respondents in Gujarat state. In which it has 467, (58.37%) male out of 800 and 333 respondents (41.63 %) female.

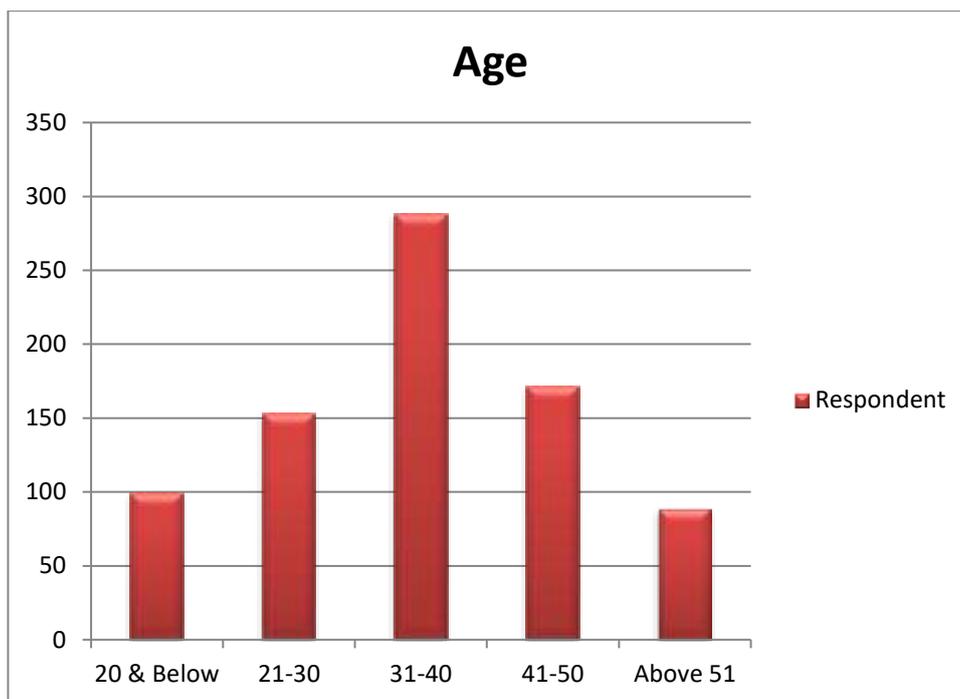


Figure 6.2 respondents' age group classification.

The sample size of profile of the respondents for age group variable constitutes five categories - in which 20 and below category has 99 respondents (12.37 %), 21-30 years old category has 153 respondents (19.13%), 31-40 years old category has 288 respondents (36 %), 41-50 years old category has 171 respondents (21.37%), and 51 Yrs. & above old category has 89 respondents (11.13%).

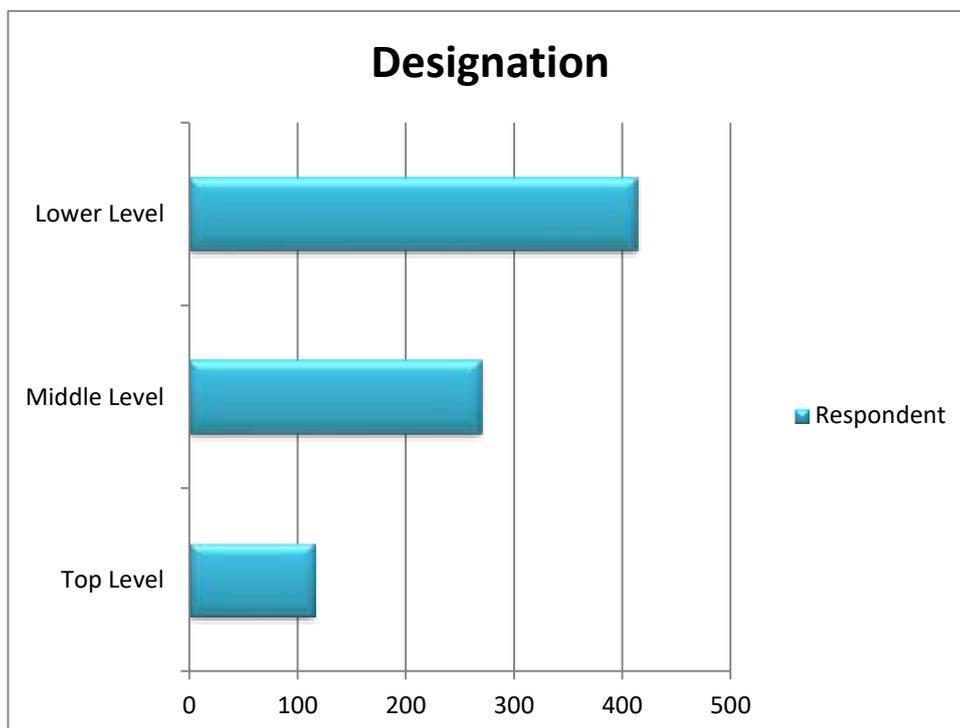


Figure 6.3 classification of the respondents on the basis of Designation.

To reduce the ambiguity in the results pertaining to designation and to maintain the uniformity of findings the classification regarding designation and its level of respondents have been broadly categorized as lower level employees, middle level employees and top level employees. Whereas 116 respondents (14.5%) are top level employees, 270 respondents (33.75%) are middle level employees and 414 respondents (51.75%) are lower level employees.

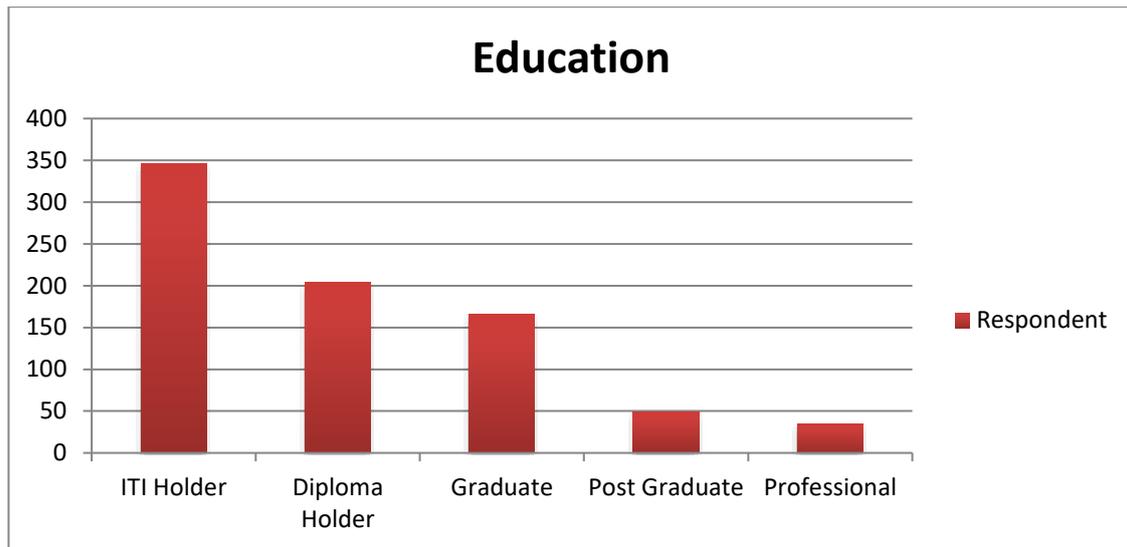


Figure 6.4 classification of the respondents on the educational level.

Another variable in demographic classification of electricity companies’ respondents is level of education of respondents. It was categorized as ITI holder, diploma holder, graduate, post graduate and professionals. They are respectively 346 (43.25%), 204 (25.5%), 166 (20.75%), 49 (6.13%), and 35 (4.37%).



Figure 6.5 classification of the respondents on the basis of work experience.

The variable in demographic classification of electricity companies in Gujarat, work experience of respondents. It was categorized as 5 years and below, 6–10 Years, 11–15 Years, and 16 Years and more. They are respectively 252 (31.5%), 274 (34.25%), 117 (14.63%), and 157 (19.62%).

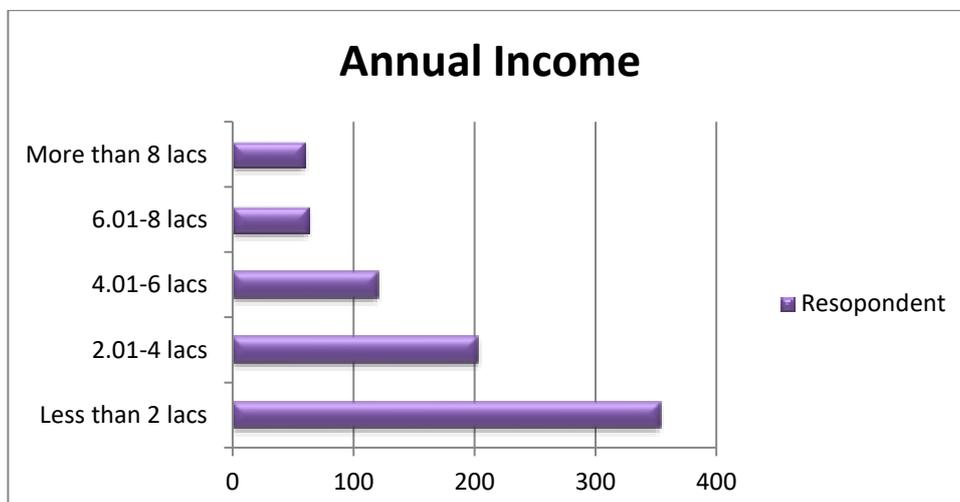


Figure 6.6 classification of the respondents on the basis of annual income.

This variable is annual income of the respondents. They are categorized as- less than 2 lacs, 2.01-4 lacs, 4.01-6 lacs, 6.01-8 lacs, and more than 8 lacs. 354 respondents (44.25%) lie under first category, 203 respondents (25.38%) lie under second category, 120 respondents (15%) lie under third category, 63 respondents (7.87%) lie under fourth category, and 60 respondents (7.5%) lie under fifth category

6.2 Testing of Research Hypothesis

H₀₁ Human resource management practices are not widely used in electricity organizations in Gujarat

H_{a1} Human resource management practices are widely used in electricity organizations in Gujarat

The linear regression was used to test the research hypothesis. Regression analysis was conducted through SPSS version 21.0 and the significance of the coefficients and t-values were examined in order to accept or reject the hypotheses. We have t-value is significant when the calculated value of t is more than the table value of t = 2.58 based on two-tailed test for p < 0.01.

Table below presents the regression estimation for Human resource management practices are widely used in electricity organizations in Gujarat. The study considered - an assessment center / external agency (1), customers feedback (2), behaviorally anchored rating scale (3), monetary aspects (4) and superior /sub ordinate / peers (5), as independent variables and Human resource management practices (6) as a dependent variable from the survey questionnaire. The numbers used with variables in the brackets denotes the question's coding in questionnaire of "section C". As seen in the table below, the statement is statistically significant because calculated value of t is greater than the table value (t-value = 5.021, p < 0.01). **Thus, we reject the null hypothesis and accept the alternative one i.e. Human resource management practices are widely used in electricity organizations.** Among the five independent variables, superior /sub ordinate / peers (.77) has a greater impact; followed by monetary aspects (.50) and peer group/co-workers (.45).

Regression estimation for human resource management practices are widely used in electricity organizations.

Independent Variables	Standardised Coefficients (Beta)	t-value	Sig.
Constant		5.021*	.000
An assessment center/ External agency(1)	.15		
Customers feedback(2)	.45		
Behaviorally anchored rating scale (3)	.21		
Monetary aspects (4)	.50		
Superior /Sub ordinate / Peers (5)	.77		

Note: *t-value is significant for p < 0.01

7. FINDINGS AND CONCLUSION

The study provides major findings according to the views, perception, data analysis and results of the study. We have also reached on some conclusion after conducting this research study.

The research study found on the basis of profile of the respondents that 467 male (58.37%) and 333 (41.63%) female booked their views and perception about the Human resource management practices in selected electricity organizations in Gujarat. Research study found the majority of the respondents who belong to the age group of 31 to 40 years and 51 years and above got the least numbers with 89 (11.33%) among all. The study divulges that respondents have much awareness about Human resource management practices that exists in both categories of organizations. The next demographic factor revealed about the views and perception of the respondents. In which top level employees have shown lessor interest to share their views appropriately. Research study also found about the views of the respondents that belong to the varied educational background i.e. ITI holder, Diploma holder, Graduate, Post graduate, and Professionals. ITI holders got maximum numbers 346, (43.25%) Whereas Professionals got only 35, (4.37%). The overall study was carried out to assess the level of awareness and perception towards Human resource management practices offered by electricity companies in Gujarat. Study targeted through number of question, variables and factors to concern with different methods of Human resource management practices like Assessment centre, Customer feedback, Behaviorally anchored method, and 360 degree. Based on the responses it is found that these practices are prevailing in both public and private sector companies.

8. Conclusion

The current research study focus on the present scenario of the HRD practices special performance appraisal practices of selected electricity organizations in Gujarat. The detail profiles of public and private organizations have been focused. Due importance has been given to human resource management practices which prove the best and creates broader scalability in human life. Here in this research work, these practices have been referred to the means of development of employer-employee relationship and the growth of personal and organizational growth. From the academic and pragmatic point of view, this research work is

very unique and conducive which has proved. This research work will be of great help for public and private organization to modify, customize, and innovate new practices, procedures of HR according to the outcome of this research work. Feedback of employees and respondents and their perception will act as a demonstrator to re-launch HRD practices. This research work may aware policy makers to distinguish between existing and required corrective measures in the field of HRD. The present study adopted descriptive research design based on survey method to study HRD Practices of Selected Organizations taken under study. The necessary data for the research study have been collected from both primary and secondary sources.

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