



A Study on Human Resource Practices of Mother Dairy, Delhi

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Abstract— from past few decades the dairy industry is crucially concentrating on their human resource, as they are the most valued and most treasured assets as per latest studies. To assess the dairy sector Human Resource's competitiveness, the performance analysis in this research looked at four functions: 1. Recruitment and Selection, 2. Training and development, 3. Performance Management System, 4. Compensation and Benefits. The organizations should carefully map the available HR while recruiting the candidates, because they provide the advantage for the company amongst industry. While training the candidate the organization has to look their competency area and provide appropriate training to them. The major aim of training is to improve the performance of human resource working in dairy sector. Compensation & Benefits act as a major base for company's rate of recruitment, Retention graph & overall employee satisfaction in the organization. Dairy organizations are advancing modern HR Practices due to the entry of multinational companies. The aim of the paper is to study the Human Resource Practices followed at Mother Dairy Private Limited, which is currently considered the best company as a complete organization in Indian Dairy Industry. The best HR Practices availability in organizations makes them competitively advantageous and as well as they support the real life blood of the organizations, i.e. People.

This research studies the review of literature for HR Practices followed at organizations. The research was done using both primary and secondary data. Primary data was collected from 34 employees of Mother Dairy using offline questionnaire and the results were obtained from percentage method. The research findings reveal that Mother Dairy Fruits & Vegetables Private Limited follows benchmarking HR Practices and their people are satisfied with the organizational climate, supporting that their organization follows ethical policy for HR Practices.

Keywords— Compensation, Employees, Human Resource Practices, Performance, Recruitment, Training.

I. INTRODUCTION

Human resource has been considered and described by many HR writers as the most valuable asset of an organization. Despite the complex and dynamic nature of human beings, which comprises their personality, character and the ability to achieve goals, people differ in all aspects. People are in constant demand, but, cannot be easily

replaced by technology or moved around like finance. A systematic approach to apply human resource practice is needed to ensure that the manpower capital of a dairy company is comprised of the right people, in the right place, at the right time to deliver high quality value for business capital in partnership with communities, all the time [1]-[4]. Recruitment is considered as the most basic function in HR Practices; it is basically the process of searching employees to apply for the job posting in the Mother Dairy private limited. On the other side the process of choosing the appropriate candidate among the job applicants pooled by recruitment is known as selection process. Selection process always comes after the recruitment process is over [5], [6].

Once the employee is part of organization he/she is being trained and developed according to the business requirement and project area. Once the employee is trained, he/she performs and based on their performance an appraisal analysis is done, once employee appraisal is done their increments is decided and compensation is designed and payment done accordingly.

HR Practices process will be lengthy for large organizations and will be wider for dairy organizations and it differs from one industry to other [7]. There are many factors that are to be considered while following HR practices, for example, while selecting a candidate, best suitable HR activities is to be decided among aptitude assessment, group discussions, employment background, referral background, interviews, medical tests etc.

II. REVIEW OF LITERATURE

The most of connection among HR practices are created at each employee behavior and attitude at the workplace level. The two possible reasons for the connection are: employee discretion/ job influence and social exchange. A detailed study of employees shows that organizational citizenship behavior has a positive impact on HRM practices, through an effect on perceived job influence or discretion. These findings from the study provided support for an opportunity explanation and job influence of HRM effects on employee behavior and attitudes [8].

Strategic insights and practical thinking that have influenced some of the world's leading organizations. The business environment has become extremely competitive and continuous improvement is no longer an option but it is a necessity. The area of human resource function is one of the prime areas which can influence the optimization of available resources. An employee is undoubtedly Company's greatest asset and requires attention. HR function needs to evolve itself with changing time. Out-dated structures are needed to be kept out from the system to get the optimum productivity [9].



Motivation is essentially required to retain the employees who have the vision, skills and determination to adapt to a constantly changing world. Policies are required to be designed in order to attract, motivate & retain the employees who have the vision, skills and determination to deal with the external as well as internal environmental threats. There are number of ways in which organization can find and hold onto the benefit of HR for example developing intrinsic motivation, a better work life balance, recognition of women's etc. [10].

The new training policy provided by corporate training centers is now a day considered as a source of competitive advantage for developing, retaining and attracting the valuable staff of organization. HR managers are using these training policies as a tool to attract, develop, and retain valuable human resources. The results of this study can be helpful for the growing number of companies choosing to create and reinforce corporate training centers. Hence the training policy attract and retain valuable employees this link between them can also be helpful for other companies that face limitations in wage policy. The training strategy is a prime tool to ensure motivation and retention at a comparative low price. The effectiveness of this tool could be seen and evaluated on the basis of the optimum productivity with reduced attrition rate in the organizations [11].

III. RESEARCH OBJECTIVES/ SCOPE

OBJECTIVES OF THE STUDY

- 1) To study and analyze the Human Resource Practices followed at Mother Dairy Fruits & Vegetables Pvt Ltd.
- 2) To explore the benchmarking Human Resource practices to be followed in a Dairy Company.
- 3) To study the perception of employees towards the design and implementation of distinct HR activities.
- 4) To analyze the satisfactory level of the employees towards the Human Resource Practices of the organization.

SCOPE OF THE STUDY

The present research is confined to study the HR Practices followed at Mother Dairy Fruits & Vegetables Pvt Ltd. The study reveals the HR Practices followed in the organization.

- 1) Whether employees are satisfied with the current HR Practices?
- 2) Is the organization providing ethical process for HR Practices?

The organizational study of Mother Dairy private limited was done simultaneously with the study of standard Human Resource Practices.

IV. RESEARCH METHODOLOGY

Research design is defined as the specification of methods and procedures for accruing the information needed. It is a plan of organization frame for doing the collection of data. Data which is required for the study is collected from both the primary and secondary source [12]. Primary data was collected through survey method by distributing questionnaires to employees. The Mother Dairy Delhi has around 500 office based on roll operational level employee out of 500 employees sample size have been taken

as 70 with the help of Convenience sampling method. But the filled questionnaire received from the respondents is 34.

Sample Design

Designation	no of employee	contacted	responded	Male	Female	10-30 age group	30-70 age group
corporate staff	900	50	19	9	10	11	8
plant staff	1200	50	15	15	0	1	14

V. ANALYSIS AND INTERPRETATION

A. Analysis of Opinion on Recruitment and Selection Process of the Organization (Male VS Female)

Analysis of Opinion on Recruitment and Selection Process (Male VS Female)

	No of male	% of Male	No of female	% of Female
very good	8	31.25	1	13.33
good	13	54.86	5	48.33
average	2	8.33	2	18.33
poor	0	1.39	2	20.00
very poor	1	4.17	0	0.00
total	24		10	

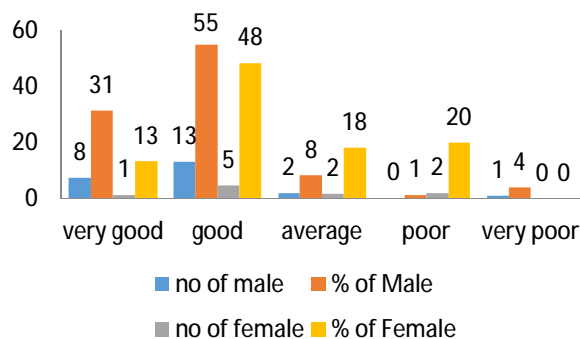


Fig1: Analysis of Opinion on Recruitment and Selection Process (Male VS Female)

Interpretation: The survey depicts that around 86 % of male employee's opinion is good & very good about the recruitment and selection process of the company and 62% of female employee's opinion is good & very good. 6% of male employee's opinion is poor & very poor about the recruitment and selection process of the company and 20% of female employee's opinion is poor & very poor. Rest all are in average category.



B. Analysis of Opinion on Training and Development process of the Organization (Male VS Female)

Analysis of Opinion on Training and Development Process (Male VS Female)

	No of male	% of Male	No of female	% of Female
very good	4	17.19	3	25.00
good	15	62.50	5	47.50
average	3	12.50	2	20.00
poor	1	3.65	1	5.00
very poor	1	4.17	0	2.50
Total	24		10	

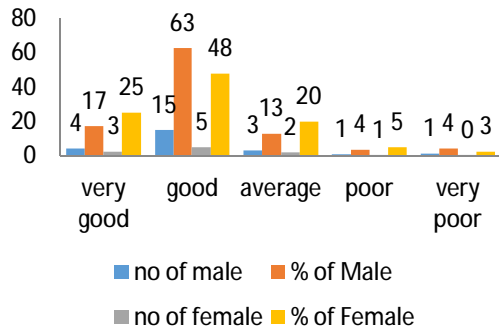


Fig2: Analysis of Opinion on Training and Development Process (Male VS Female)

Interpretation: The survey depicts that around 80% of male employee’s opinion is very good & good about the Training and Development process of the company and about 73% of female employee’s opinion is very good & good. And 7.81% of male employee’s opinion is poor & very poor about the Training and Development process of the company and 7.5% of female employee’s opinion is poor & very poor. Rest all are in average category.

C. Analysis of Opinion on Performance Management System of the Organization (Male VS Female)

Analysis of Opinion on Performance Management System (Male VS Female)

	No of male	% of Male	No of female	% of Female
very good	5	20.14	1	6.67
good	13	52.78	6	56.67
average	4	15.97	3	28.33
poor	2	6.94	1	8.33
very poor	1	4.17	0	0.00
Total	24		10	

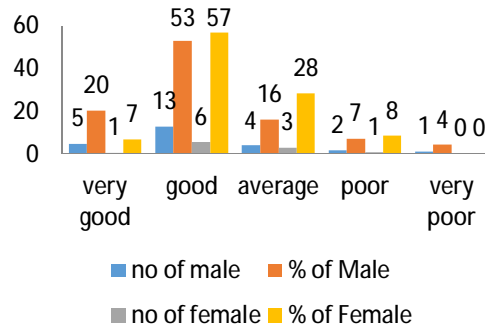


Fig3: Analysis of Opinion on Performance Management System (Male VS Female)

Interpretation: The survey depicts that around 73% of male employee’s opinion is very good & good about the Performance Management System of the company and around 62% of female employee’s opinion is very good & good. Around 11% of male employee’s opinion is poor & very poor about the Performance Management System of the company and around 8 % of female employee’s opinion is poor & very poor. Rest all are in average category.

D. Analysis of Opinion on Compensation and Benefit Process of the Organization (Male VS Female)

Analysis of Opinion on Compensation and Benefit Process (Male VS Female)

	No of male	% of Male	No of female	% of Female
very good	5	18.75	1	14.00
good	14	59.58	4	36.00
average	2	9.58	3	30.00
poor	2	8.33	2	20.00
very poor	1	3.75	0	0.00
Total	24		10	

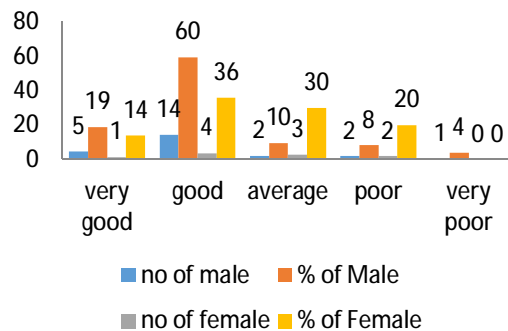


Fig4: Analysis of Opinion on Performance Management System (Male VS Female)



Interpretation: The survey depicts that around 78% of male employee's opinion is very good & good about the Compensation and Benefit process of the company and 50 % of female employee's opinion is very good & good. Around 12% of male employee's opinion is poor & very poor about the Compensation and Benefit process of the company and 20% of female employee's opinion is poor & very poor. Rest all are in average category.

E. Analysis of Opinion on Recruitment and Selection Process of the Organization (Fresher VS Experienced)

Analysis of Opinion on Recruitment and Selection Process (Fresher VS Experienced)

	no of 10-30 age	% of 10-30 age	no of 30-70 age	% of 30-70 age
very good	3	20.83	6	29.22
good	5	44.44	13	60.78
average	2	18.06	2	6.08
poor	2	15.28	1	1.47
very poor	0	1.39	1	2.45
Total	12		22	

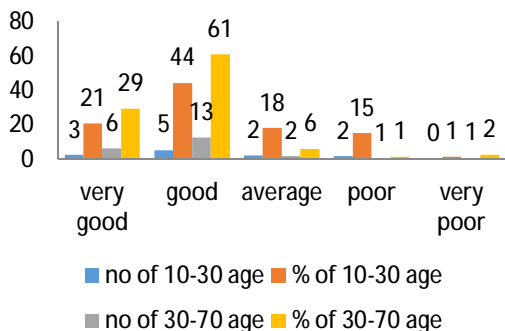


Fig5: Analysis of Opinion on Recruitment and Selection Process (Fresher VS Experienced)

Interpretation: The survey depicts that around 65 % of employee's opinion of age group 10-30 is very good & good about the Recruitment and Selection process of the company and 90% of employee's opinion of age group 30-70 is very good & good. Around 17 % of employee's opinion of age group 10-30 is very poor & poor about the Recruitment and Selection process of the company and around 4% of employee's opinion of age group 30-70 is very poor & poor.

F. Analysis of Opinion on Training and Development process of the Organization (Fresher VS Experienced)

Analysis of Opinion on Training and Development Process (Fresher VS Experienced)

	no of 10-30 age	% of 10-30 age	no of 30-70 age	% of 30-70 age
very good	2	13.54	5	25.29
good	6	51.04	14	63.90
average	3	26.04	2	6.40
poor	1	8.33	0	1.10
very poor	0	1.04	1	3.31
Total	12		22	

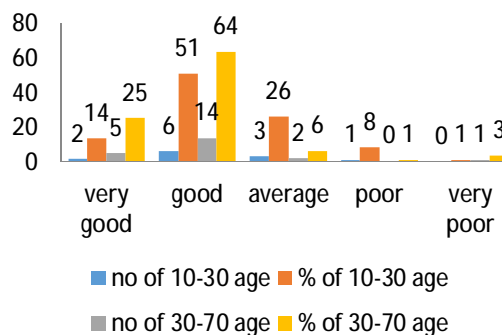


Fig6: Analysis of Opinion on Training and Development Process (Fresher VS Experienced)

Interpretation: The survey depicts that around 65 % of employee's opinion of age group 10-30 is very good & good about the Training and Development process of the company and around 89% of employee's opinion of age group 30-70 is very good & good. Around 9% of employee's opinion of age group 10-30 is very poor & poor about the Training and Development process of the company and 4.5 % of employee's opinion of age group 30-70 is very poor & poor.

G. Analysis of Opinion on Performance Management System of the Organization (Fresher VS Experienced)

Analysis of Opinion on Performance Management System (Fresher VS Experienced)

	no of 10-30 age	% of 10-30 age	no of 30-70 age	% of 30-70 age
very good	1	6.94	5	24.31
good	5	38.89	14	64.90
average	6	45.83	1	3.43
poor	1	8.33	2	4.41
very poor	0	0.00	1	2.94
Total	12		22	

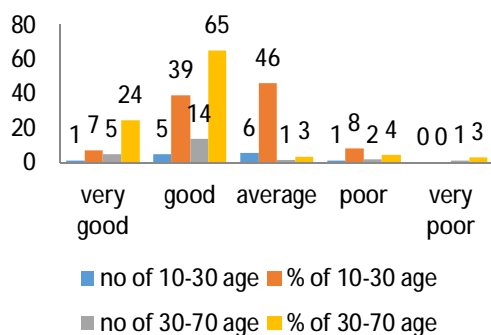


Fig7: Analysis of Opinion on Performance Management System (Fresher VS Experienced)

Interpretation: The survey depicts that around 46 % of employee’s opinion of age group 10-30 is very good & good about the Performance Management System of the company and around 89 % of employee’s opinion of age group 30-70 is very good & good. Around 8 % of employee’s opinion of age group 10-30 is very poor & poor about the Performance Management System of the company and around 7 % of employee’s opinion of age group 30-70 is very poor & poor.

H. Analysis of Opinion on Compensation and Benefit Process of the Organization (Fresher VS Experienced)

Analysis of Opinion on Compensation and Benefit Process (Fresher VS Experienced)

	no of 10-30 age	% of 10-30 age	no of 30-70 age	% of 30-70 age
very good	2	13.54	5	25.24
Good	6	51.04	14	59.65
Average	3	26.04	2	8.35
Poor	1	8.33	0	4.12
very poor	0	1.04	1	2.65
Total	12		22	

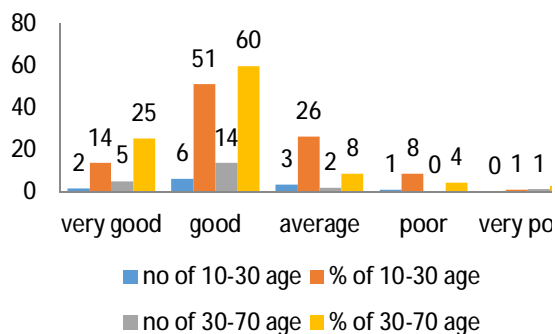


Fig8: Analysis of Opinion on Compensation and Benefit Process (Fresher VS Experienced)

Interpretation: The survey depicts that around 65 % of employee’s opinion of age group 10-30 is very good & good

about the Compensation and Benefit process of the company and around 85 % of employee’s opinion of age group 30-70 is very good & good. Around 9 % of employee’s opinion of age group 10-30 is very poor & poor about the Compensation and Benefit process of the company and around 7 % of employee’s opinion of age group 30-70 is very poor & poor.

VI. FINDINGS

- 1) 86% of male respondents and 62% of female respondent said that the HR recruitment and selection process is good & very good in the company.
- 2) 80% of male respondents and 73% of female respondent said that the HR training and development process is good & very good in the company.
- 3) 73% of male respondents and 63% of female respondent said that the HR performance management system is good & very good in the company.
- 4) 78% of male respondents and 50% of female respondent said that the HR compensation and benefits process is good & very good in the company.
- 5) 65% of respondents of age group 10-30 and 90% of respondent of age group 30-70 said that the HR recruitment and selection process is good & very good in the company.
- 6) 65% of respondents of age group 10-30 and 89% of respondent of age group 30-70 said that the HR training and development process is good & very good in the company.
- 7) 46% of respondents of age group 10-30 and 89% of respondent of age group 30-70 said that the HR performance management system is good & very good in the company.
- 8) 64% of respondents of age group 10-30 and 85% of respondent of age group 30-70 said that the HR compensation and benefits process is good & very good in the company.
- 9) 92 % of male respondent are mostly satisfied with candidate selection process like written tests, Group Discussion, Interviews etc.
- 10) 90% of female respondent and 84% of respondent of age group 10-30 are mostly satisfied with objective of attracting competent people by conducting competitive selection processes
- 11) 90% of respondent of age group 30-70 are mostly satisfied with the way company widely circulates information regarding both external & internal recruitment processes
- 12) 92% of male respondent and 84% of respondent of age group 10-30 and 89% of respondent of age group 30-70 are mostly satisfied with the way organization, feedback of training is duly recorded, and the training program is evaluated by participants
- 13) 100% of female respondent are mostly satisfied with organization Trainings that include General Problem solving skills, broader knowledge of the company business, Social & Communication skills
- 14) 80% of male respondent are mostly satisfied with Performance Appraisal which contributes to enhance the job skill of employees and identifies their developmental needs required to support their career objectives
- 15) 80% of female respondent are mostly satisfied with company shares criteria of performance appraisal and



its subsequent results & feedback from management with all individual employees.

- 16) 75% of respondent of age group 10-30 and 83% of respondent of age group 30-70 are mostly satisfied with the process that, standards of targets & Key Result Areas are set realistically and designed considering the views of concerned employees
- 17) 92% of female and male employees and 100% of employee of age group 30-70 are mostly satisfied with payment done on time.
- 18) 92% of respondents of age group 10-30 are mostly satisfied with, individual employee's goal and values are strongly considered.

VII. RECOMMENDATION

- 1) The management of company can increase its scope of HR Practices through accepting and adopting the new practices emerging globally, making it more suitable for female staff.
- 2) Human Resource strategies can be further rejuvenated and designed in order to provide better growth opportunities to young generation employees.
- 3) They may also follow new HR application based tools for better recruitment, selection, training, performance management and compensation practices.
- 4) The member of the HR Practice committee may comprise of more techno savvy people. So that innovative new applications can be used in HR activities for quicker execution and enhanced accuracy.
- 5) It is suggested that the HR department may approach to take more inputs from various departmental heads while designing as well as following any of new HR Practices, as the departmental heads can directly analyze and project the output of these practices through their technical knowledge relating to the job of their particular department.

VIII. LIMITATION OF THE STUDY

- 1) Collecting data properly from employees become difficult due to the time constraint.
- 2) Busy schedule of the employees also effected to some extent.
- 3) There is a chance for bias in the information given by the respondents.
- 4) The study was based on sample hence results were not fully absolute.

IX. CONCLUSION

The study was conducted among the workers of Mother Dairy Fruits & Vegetables Private Ltd, Delhi covering 34 respondents. The data was collected by means of questionnaire and classified to analyze carefully by all appropriate means. From the analysis, it has been found that the most of the employees in the company were satisfied but modifications are required to stay competitive in the changing scenario of HR processes and trends of industry that has a great impact on working of the company as a fresh blood, to support the entrance of new ideas into the company. HR Practices implementation is found standard and the company's HR department is doing well in placing the correct HR Practices for employees, along with filling their requirement for all levels of positions. Hence, some of

the suggestions were mentioned to enhance the organizational strategies, procedures and implementations.

X. FUTURE WORK

The study was based on the four major HR functions but there is a scope to study other supporting HR functions as well like Industrial Relations, compliance regulations, Safety and Hazards etc. Parallel organizational study not only at Mother Dairy private limited but considering the remaining Dairy Industry companies may be conducted. Researchers may also find the linkage between the different HR practices with the other practices like organization performance, employee satisfaction etc. to explore further possibilities for better Human Resource Management.

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