

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

ijrcm



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India (link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)),

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 3770 Cities in 175 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# CONTENTS

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
1.	PERFORMANCE ANALYSIS THROUGH RATIO ANALYSIS OF MICROFINANCE INSTITUTIONS OF KARNATAKA, INDIA <i>JAYANTHI PATIL &amp; DR. R. K. GOPAL</i>	1
2.	THE UPSIDE OF JOB HOPPING AMONG MEDICAL REPRESENTATIVES IN INDIA <i>SWAPNIL UNDALE &amp; DR. MILIND PANDE</i>	7
3.	STATISTICAL PROCESS CONTROL <i>A. MYSTICA &amp; J.MARY SUGANTHI BAI</i>	10
4.	MICRO FINANCE THROUGH SHG-BANK LINKAGE PROGRAMME: A STUDY OF SELECT COMMERCIAL BANKS IN YSR DISTRICT, ANDHRAPRADESH <i>O. MOHAMMAD RAFEE &amp; DR. P. MOHAN REDDY</i>	14
5.	ASSESSMENT OF ECONOMIC VALUE CREATION OF SELECT INDIAN PUBLIC SECTOR BANKS: A COMPARATIVE STUDY <i>DR. B. M. KANAHALLI &amp; RAVI B KASHINATH</i>	21
6.	DR. AMBEDKAR'S VISION ON INDIAN FARMING <i>DR. LAXMIKANT SHARMA</i>	25
7.	MARKETING OF INSURANCE PRODUCTS IN RURAL INDIA: A BIG CHALLENGE <i>DR. PANDIT C BILAMGE</i>	28
8.	BUYER BEHAVIOUR TOWARDS COSTUME JEWELLERY IN RAMANATHAPURAM DISTRICT, TAMIL NADU <i>DR. C. VIJAYAKUMAR &amp; R. KALYAN KUMAR</i>	32
9.	CONSUMER SWITCHING BEHAVIOR IN CELLULAR SERVICE PROVIDER IN NORTH GUJARAT REGION <i>AMIT B. PATEL &amp; DR. TEJAS N DAVE</i>	36
10.	IMPACT OF RURAL DEVELOPMENT SCHEMES ON HUMAN CAPITAL <i>DR. MIR PARVEZ A. &amp; UNJUM BASHIR</i>	40
11.	RECENT TRENDS IN ON-LINE MARKETING ISSUES AND CHALLENGES <i>J.RAVI &amp; U.ELANGOVAN</i>	44
12.	A STUDY ON THE STATUS OF CORPORATE SOCIAL RESPONSIBILITY INITIATIVES BY INFORMATION TECHNOLOGY COMPANIES IN INDIA <i>DR. A. M. SURESH &amp; VIJAYALAKSHMI. S</i>	47
13.	MARKETING CHALLENGES IN SMALL TOURISM ENTERPRISES <i>A.ANCEY SANGEETHA &amp; M.P.PRINCE ALLWYN JEBARAJ</i>	52
14.	CONSUMER PROTECTION STATUS IN TIGRAI: A SURVEY STUDY ON SELECTED FOOD ITEMS <i>DESTA KIDANU, ETSEGENET KIDANE &amp; MAHMUD ABADR</i>	55
15.	INFORMAL INSTITUTIONS IN ETHIOPIA <i>KIROS HABTU</i>	62
16.	REGULATORY ISSUES IN PRACTICE OF CORPORATE GOVERNANCE IN NIGERIAN BANKING INDUSTRY <i>ABDULLAHI SHEHU ARAGA</i>	72
17.	STUDY ON FOOD FRANCHISE IN INDIA: WITH SPECIAL REFERENCE TO BANGALORE <i>LAKSHMI PRIYA. S, LATHA MANI BB, CHAITHRA H, KAVYA T &amp; ASHWANTH ROOPIKA</i>	80
18.	LUXURY HERITAGE AND SERVICECAPE MANAGEMENT IN HOSPITALITY SECTOR OF JAMMU AND KASHMIR REGION <i>PARVINDER KOUR, AKSHI BHAGAT &amp; SUDHANSHU GUPTA</i>	84
19.	A STUDY OF EMPLOYEE REWARDING & SOCIAL SECURITY PRACTICES OF PAINT UNITS IN GUJARAT <i>ANN PAUL AYNICKAL</i>	89
20.	MICRO FINANCE FOR WOMEN EMPOWERMENT <i>RANJINI. M.L</i>	92
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	96

## CHIEF PATRON

**PROF. K. K. AGGARWAL**

Chairman, Malaviya National Institute of Technology, Jaipur

*(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)*

Chancellor, K. R. Mangalam University, Gurgaon

Chancellor, Lingaya's University, Faridabad

Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi

Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

## FOUNDER PATRON

**LATE SH. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana

Former Vice-President, Dadri Education Society, Charkhi Dadri

Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

## CO-ORDINATOR

**DR. SAMBHAV GARG**

Faculty, Shree Ram Institute of Business & Management, Urjani

## ADVISORS

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

## EDITOR

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

## CO-EDITOR

**DR. BHAVET**

Faculty, Shree Ram Institute of Business & Management, Urjani

## EDITORIAL ADVISORY BOARD

**DR. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), GuruGobindSinghI. P. University, Delhi

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**ASSOCIATE EDITORS**

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**PROF. N. SUNDARAM**

VITUniversity, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

**DR. JASVEEN KAUR**

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

**TECHNICAL ADVISOR**

**AMITA**

Faculty, Government M. S., Mohali

**FINANCIAL ADVISORS**

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

**LEGAL ADVISORS**

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

**SUPERINTENDENT**

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled '\_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

#### **NAME OF CORRESPONDING AUTHOR:**

Designation:  
Affiliation with full address, contact numbers & Pin Code:  
Residential address with Pin Code:  
Mobile Number (s):  
Landline Number (s):  
E-mail Address:  
Alternate E-mail Address:

#### **NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of** (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers**, and **email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

## **INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT**

A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

<http://ijrcm.org.in/>

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION**

**REVIEW OF LITERATURE**

**NEED/IMPORTANCE OF THE STUDY**

**STATEMENT OF THE PROBLEM**

**OBJECTIVES**

**HYPOTHESES**

**RESEARCH METHODOLOGY**

**RESULTS & DISCUSSION**

**FINDINGS**

**RECOMMENDATIONS/SUGGESTIONS**

**CONCLUSIONS**

**SCOPE FOR FURTHER RESEARCH**

**ACKNOWLEDGMENTS**

**REFERENCES**

**APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure**. **Sources of data should be mentioned below the table/figure**. It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**A STUDY OF EMPLOYEE REWARDING & SOCIAL SECURITY PRACTICES OF PAINT UNITS IN GUJARAT**

**ANN PAUL AYNICKAL**  
**RESEARCH SCHOLAR**  
**P.G. DEPARTMENT OF BUSINESS STUDIES**  
**SARDAR PATEL UNIVERSITY**  
**VALLABH VIDYANAGAR**

**ABSTRACT**

Amongst all resources required for an organization Human Resource is the most important resource. To retain efficient and experienced workforce in an organization is very crucial in overall performance of an organization. Rewarding and social security practices can help make an organization competitively more value added and profitable. Rewarding and social security are most important aspect for the employee in the company especially for paint companies. In paint companies many hazardous chemicals as well as highly inflammable chemicals are used and these may affect not only factory employees but also office staff, surrounding society, environment, animals, etc. This research study is conducted to know what the organizations are contributing towards their employees, society, environment, etc. The aim of this research paper is to analyse the rewarding and social security practices of selected paint units in Gujarat.

**KEYWORDS**

Employee, Rewarding, Social Security, Organization, human resources.

**INTRODUCTION**

Resource means, a source, which can be used when needed. Each and every resource has a last point of finish. But, while about human resources i.e. human skills, techniques, ideas, aptitudes, etc., it may not have a last point of finish. Compared to other resources it depreciates, while human resources appreciate with the passage of time.

Employee rewarding and social security are essential as well as important aspect for the employees in an organization. Employee rewarding and social security both are part of human resource management. In human resource management, rewarding and social security both are needed for an organization to make their employee more valuable as well as more efficient in the work. Rewarding that keeps an employee motivated as well as also gives better performance in the work and in social security that gives security to the employee's life and his/her family also. So an organization can achieve the goal by giving rewarding and social security benefits to the employees to make their performance better in the work.

Employee rewarding means an employee receives in exchange for their contribution to the organization. The main objective of reward is to duly compensate employees for the services rendered by them. Therefore, employers need to pay a fair and satisfactory remuneration to their employees. For an employee, rewarding towards his/her contribution is not enough for his/her job. The employee also needed social security for their future. Social Security, it protects not only the employee, but also his/her entire family by giving certain benefit packages in financial security and health care. So today employee rewarding and social security aspects have become so important that all organizations are trying their level best to treat human capital through HR practices.

**RESEARCH METHODOLOGY****OBJECTIVES**

The main objective of the study is to analyse the employee rewarding and social security practices of the selected paint units of Gujarat and also to know the satisfaction level of employees of regarding rewarding and social security practices the paint units.

**TYPE OF THE STUDY**

This study is descriptive in nature.

**SOURCE OF DATA**

The study is based on primary data collected through questionnaire.

**SAMPLE SELECTIONS**

The study comprises of 241 responses collected from selected paint units using convenient sampling techniques.

**EMPLOYEE REWARDING & SOCIAL SECURITY PRACTICES****TABLE NO.1: SATISFACTION LEVEL OF EMPLOYEE ON REWARDING BENEFITS**

Aspects	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied	Total
Allowances[House Rent etc]	16 (6.6%)	48 (19.9%)	56 (23.2%)	108 (44.8%)	13 (5.4%)	241 (100%)
Salaries/Wages	1 (0.4%)	23 (9.5%)	58 (24.1%)	137 (56.8%)	22 (9.1%)	241 (100%)
Incentive payment	23 (9.5%)	48 (19.9%)	53 (22.0%)	106 (44.0%)	11 (4.6%)	241 (100%)
Bonuses	5 (2.1%)	11 (4.6%)	63 (26.1%)	138 (57.3%)	24 (10.0%)	241 (100%)
Profit Sharing	25 (10.4%)	38 (15.8%)	155 (64.3%)	15 (6.2%)	8 (3.3%)	241 (100%)
Performance based bonus	14 (5.8%)	29 (12.0%)	50 (20.7%)	132 (54.8%)	16 (6.6%)	241 (100%)
Promotion Policy	10 (4.1%)	22 (9.1%)	74 (30.7%)	121 (50.2%)	14 (5.8%)	241 (100%)

In the organization, financial and non-financial rewards are always depending upon employee's performance. It gives more motivation for the employees in the work. For human resource management have to take great care in providing the right financial and non-financial rewards for each person. From the above table it shows that nearly 57.3% i.e. 138 respondents of the selected paint units are satisfied with the bonus which the company is providing to the employees. 64.3% i.e. 155 respondents of the selected paint units are neither satisfied nor dissatisfied with the profit sharing benefits provided to the employees because many

small scale units don't provide such benefits to the employees in the paint companies. From the above table it shows that certain benefits have a moderate responses especially in allowance, incentive payment & performance based bonus because many paint companies are not providing such benefits to the employees. Here paint companies has to take more efforts to make effective reward structure that can motivate the employees and also gives better performance in the work.

TABLE NO. 2: SATISFACTION LEVEL OF SOCIAL SECURITY BENEFITS PROVIDED BY THE PAINT UNITS

Aspects	Not Aware	Aware but never used	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied	Total
Retirement benefits [P.F., Gratuity, Superannuation, etc.]	9 (3.7%)	59 (24.5%)	2 (0.8%)	1 (0.4%)	21 (8.7%)	131 (54.4%)	18 (7.5%)	241 (100%)
Medical care	26 (10.8%)	44 (18.3%)	7 (2.9%)	9 (3.7%)	96 (39.8%)	52 (21.6%)	7 (2.9%)	241 (100%)
Disability benefits	2 (0.8%)	5 (2.1%)	17 (7.1%)	17 (7.1%)	53 (22.0%)	132 (54.8%)	15 (6.2%)	241 (100%)
Sickness benefits	54 (22.4%)	42 (17.4%)	10 (4.1%)	10 (4.1%)	115 (47.7%)	10 (4.1%)	-	241 (100%)
Unemployment benefits	12 (5.0%)	40 (16.6%)	11 (4.6%)	11 (4.6%)	42 (17.4%)	122 (50.6%)	3 (1.2%)	241 (100%)
Employment injury benefits	30 (12.4%)	26 (10.8%)	39 (16.2%)	17 (7.1%)	105 (43.6%)	22 (9.1%)	2 (0.8%)	241 (100%)
Family insurance benefits	112 (46.5%)	23 (9.5%)	4 (1.7%)	2 (0.8%)	91 (37.8%)	7 (2.9%)	2 (0.8%)	241 (100%)
Maternity benefits	38 (15.8%)	38 (15.8%)	17 (7.1%)	9 (3.7%)	122 (50.6%)	17 (7.1%)	-	241 (100%)
Survivor's benefits	58 (24.1%)	23 (9.5%)	17 (7.1%)	5 (2.1%)	122 (50.6%)	13 (5.4%)	3 (1.2%)	241 (100%)
Group insurance benefits	19 (7.9%)	34 (14.1%)	5 (2.1%)	8 (3.3%)	61 (25.3%)	110 (45.6%)	4 (1.7%)	241 (100%)
Accident benefits	1 (0.4%)	5 (2.1%)	23 (9.5%)	12 (5.0%)	76 (31.5%)	95 (39.4%)	29 (12.0%)	241 (100%)

The basic purpose of social security is to protect people of small means from risks, which impair a person's ability to support himself/herself and her/his family. It has more or less been accepted by organizations as a wise investment, which offers good dividends in the long run. Employee's social security is lacking in many selected paint companies especially in small scale industries. From the above table it shows that nearly 131 respondents i.e. 54.4% of them are satisfied with retirement benefits and 59 respondents (24.5%) of them are aware but never used. In small scale paint companies don't provide/ don't have proper medical care facility to the employees. Table itself shows that a moderate responses from the respondents in medical care facility from the selected paint companies in Gujarat. Many paint units doesn't provide group insurance, not a proper medical facility, family insurance etc. for an employee. From the selected paint companies in Gujarat, maternity facility is not provided because in most of the paint companies female employee is not seen at all. Therefore, today each and every organization has widely accepted the social security of employees, which is also a wise investment that offers good dividends in the long run. To enjoy security, one must have confidence that the benefits will be available, when required, and in order to afford security, the protection must be adequate in quality and quantity.

TABLE NO. 3: SATISFACTION LEVEL OF PHYSICAL ENVIRONMENT OF THE PAINT UNITS:

Aspects	Very Dissatisfied	Dissatisfied	Neither	Satisfied	Very Satisfied	Total
Cleanliness of the building	8 (3.3%)	16 (6.6%)	22 (9.1%)	148 (61.4%)	47 (19.5%)	241 (100%)
Air ventilation	14 (5.8%)	31 (12.9%)	22 (9.1%)	129 (53.5%)	45 (18.7%)	241 (100%)
Parking facility	9 (3.7%)	20 (8.3%)	55 (22.8%)	91 (37.8%)	66 (27.4%)	241 (100%)
Security	9 (3.7%)	27 (11.2%)	63 (26.1%)	85 (35.3%)	57 (23.7%)	241 (100%)
Proper maintenance services in the company campus. [Electrical, mechanical, plumbing, carpentry, etc.]	8 (3.3%)	15 (6.2%)	46 (19.1%)	129 (53.5%)	43 (17.8%)	241 (100%)

From the above table shows that satisfaction level of physical Environment from the respondents in the selected paint companies. Nearly 148 (61.4%) respondents are satisfied with cleanliness of the building which the company is providing to the employees. Some dissatisfaction is seen from the respondents in cleanliness of building because some companies has not taken due concern to maintain the cleanliness of building both inside and outside the organization. From the above table it shows that 129 (53.5%) of respondents are satisfied with air ventilation facility in the company. Some respondents are not satisfied with this facility which the company has provided to them. In selected paint companies especially in small scale companies, it has been seen that they don't have proper air ventilation facility in the company. Large scales and medium scales paint units of selected respondents are satisfied with this facility.

In paint companies, proper air ventilation facility is very important and it should be provided to the employees. Otherwise it affects the health of employees and also the performance in the work. In parking and security facility, it has been seen a moderate responses from the respondents. Most of the respondents are not thoroughly satisfied with this facility. In paint companies, Physical environment is so important for the employees in the organization. It directly affects both the employee as well as performance of the work. Therefore, a company should give due care/concern to maintain a good physical environment inside as well as outside the organization.



**FINDINGS OF THE STUDY**

- Most of the respondents in the selected paint companies are males. It has been observed that in the selected paint companies, most of the employees are males.
- From selected respondents, about 86% of the respondents from paint units said that recognition style adopted by organization is by giving more responsibilities on the job itself. 14% of respondents said it is giving through awards, social acknowledgement as well as by giving token. In this way organization is appraising their employees in the job for the better performance.
- 64.3% i.e. 155 respondents of the selected paint units are neither satisfied nor dissatisfied with the profit sharing benefits provided to the employees because many small scale units don't provide such benefits to the employees in the paint companies.
- Almost all the selected paint companies are not providing the shifts. Most of the paint companies are providing only one general shift.
- The respondents of selected paint units are satisfied with the allowances but some respondents are very much dissatisfied with this benefit especially for house rent. Most of the selected paint companies do not provide any house rent allowances to the employees. They provide other allowances like petrol allowances, telephone/mobile allowances, etc.
- Most of the selected paint companies don't have proper air ventilation facility especially in small scale companies. Large scales as well as medium scale paint units of selected respondents are satisfied with this facility. In paint companies, proper air ventilation facility is very important and it should be provided to the employees. Otherwise it affects the health of employees and also the performance in the work.

**SUGGESTIONS**

- Any organization that would like to be dynamic and growth oriented has to pay more attention to the development of human resources. Especially in small scale paint units, development of human resources is very unfortunately underprivileged.
- Employers need to examine employee training, communication, reward system, social security benefits, co-employee relationships and work environment for the better performance as well as development of employees.
- Management of the selected paint units should try to make the job more interesting and rewarding.
- Companies should provide enough scope for growth and development to employees. It should also provide opportunities for employees to pursue creative new ideas to improve performance.
- Management of all selected paint companies should have to be aware about the recent changes in social security schemes, which the Government has provided to the employees.
- Employees should be aware of the social security schemes and benefits of the companies.
- Paint companies should be concerned with not only employees, but also society as well as environment, when society and environment both are equally affected because of hazardous chemicals are used in paints. So paint companies should take necessary steps to protect the society and environment which is also part of the organization.

**CONCLUSION**

In short, employees are the biggest investment and should bring the greatest reward. Yet even today, in too many organizations, employees are viewed as an asset to be managed rather than as individuals who can create the next innovation for success. In paint companies, employee rewarding and social security is very important that helps to develop strong positive attitudes among employees towards their work and their organization, and this plays a major role in ensuring that they give their best even when times are tough, surely they need to improve it now more than ever. A company has to focus/care not only employee but also the surrounding society and hygiene as well as healthy environment.

**REFERENCES**

1. Agrawal, R.D., Dynamics of Personnel Management in India, Tata Mcgraw Hill Publishing Co. Ltd., New Delhi, 1997.
2. Dale Yoder, Personal Management and Work Condition, University of Minnesola Press, 2001.
3. Edwin B. Flippo, Personnel Management, Mcgraw Hill, New Delhi.
4. French, Wendell, The Personnel Management Process: Human Resources Administration, Houghton Mifflin Company, New York, 1974.
5. Gary Dessler, Human Resource Management, 10<sup>th</sup> edition, Dorling Kindersley (India) Pvt.Ltd, 2008.
6. Gupta Santosh & Gupta Sachin, Human Resource Development, Deep & Deep Publications Pvt. Ltd, 2005.
7. Human Resource Management Journal, Vol.51, Issue 3, May-June 2012.
8. Human Resource Management Review, ICFAI University Press, Volume-IX, Issue-IV, 2009.
9. Ivancevich M. John, Human Resource Management, Tata Mcgraw Hill Education Pvt. Ltd, New Delhi, 2010.
10. Journal of Human Resource Management, Vol.12, Issue 7, 2001.
11. Journal of Politics & Law, Volume 3, March 2010.
12. Khanka S.S, Human Resource Management, S. Chand & Company Ltd, New Delhi, 2008.
13. Kothari C.R., Research Methodology, New Age International Publishers, New Delhi, 2008.
14. Rao Pulapa Subba, Essential of Human Resource Management and Industrial Relations, Himalaya Publishing House, 2008.
15. Sharma A.M., Aspects of Labour Welfare & Social Security, Himalaya Publishing House, Mumbai, 2003.
16. The Indian Journal of Commerce, Vol.64, No.4, October-December, 2011.
17. The International Journal of Human Resource Management, Volume 8, Issue 3, 1997.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, nor its publishers/Editors/Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal is exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

