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## A STUDY ON SWOT ANALYSIS WITH SPECIAL REFERENCE TO PERSONNEL MANAGEMENT IN AUROFOOD LTD., PUTHUCHERRY

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### ABSTRACT

*A set of attributes specific to a particular organisation that may be induced from the way that organisation deals with its members and its environment. For the individual members within the organization, climate takes the form of a set of attitudes and expectancies which describe the organisation in terms of both static characteristics and behaviour outcome and outcome-outcome contingencies. Workers' participation in decision making is a good concept for better organizational climate. Hence it is the ideal time for the management to think over in this line.*

### KEYWORDS

personal management, Aurofood Ltd.

### INTRODUCTION

Man kind experiences various evolutionary changes from primitive times to the present day. However man's problems are many in number and are very complicate by nature today. Man's economic activity centers primarily on production. Infact, workers are human beings capable of holding responsibilities, extending co-operation and achieving objectives. They are having their own attributes and aspirations, which, if handled properly lead to the success of industrial work and growth of the economy.

### PROBLEM OF THE STUDY

SWOT is an acronym for the internal strengths and weaknesses of a business and environmental opportunities and threats facing that business. SWOT analysis is a systematic identification of these factors and the strategy that reflects the best match between them. It is based on the logic that an effective strategy maximizes a business's strengths and opportunities but at the same time minimizes its weaknesses and threats. This simple assumption if accurately applied, has powerful implications for successfully choosing and designing an effective strategy. Under these circumstances, it was necessary to find out the SWOT analysis to personnel department of Aurofood Ltd., Pondichery and the satisfaction of the employees towards these measures.

### OBJECTIVES OF THE STUDY

1. To find out the SWOT analysis to personnel department of Aurofood Ltd., Puthuchery.
2. To assess the satisfaction of employees on Health, Safety and Welfare measures provided by the company.
3. To identify the satisfaction level of the workers with regard to their working conditions.
4. To offer suggestions for improving the strength and opportunities and reduce the weakness and threats in the study unit.

### METHODOLOGY

Survey method was followed and Aurofood Ltd., Puthuchery was taken as the study unit. Both primary and secondary data were used for this study. Secondary data were collected from the books, magazines and from annual reports and records of the study unit.

For collecting primary data, a questionnaire schedule was prepared and administered among the non-supervisory employees of the study unit.

### SAMPLING

Stratified random sampling technique was adopted for selecting the respondents. The total non-supervisory employees of different departments of Aurofood Ltd., Puthuchery were 250.

A sample of 30 employees from each of the five departments was drawn irrespective of the proportion of workers in such department. Thus sample of 150 respondents was selected for the study.

### ORIGIN OF THE COMPANY

Aurofood has grown consistently in the past starting with just a small Flour Study unit in 1970. Today this Rs.100 Crore multi-divisional, multi-product organization is a landmark on the Tindivanam – Puthuchery Highway with one of the largest integrated food processing complexes in India. The complex comprises of Flour Study unit, Biscuit, Wafer Plants and Pasta (Vermicelli) Plant. Added to this is the Edible Oil Refinery situated at Thirubhuvanai in Puthuchery.

In late sixties, Aurofood was started by Sri. Manibhai Patel, a first general entrepreneur, when he returned from Kenya in 1965. The main architect, Sri. Manibhai Patel was attracted to India by the Teachings and Philosophy of The Mother of Sri Aurobindo Ashram. With his entrepreneurial skill, he set up this manufacturing complex.

### OPINION ABOUT OVERALL MANAGEMENT

The opinion of the workers about overall management of the company is asked and analysed in table 1.



**TABLE 1: OPINION ABOUT OVERALL MANAGEMENT**

Opinion	No. of Respondents	%
Highly satisfied	24	16
Satisfied	33	22
Moderately satisfied	78	52
Dissatisfied	15	10
Highly dissatisfied	0	0
<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary data.

From table 1 it is clear that all the workers in the company appreciate the present management setup. No one is dissatisfied or finds fault with the management of the company. The existing organizational pattern may be allowed to continue as it is approved and appreciated by almost all the workers.

#### SWOT ANALYSIS

The strengths and Weaknesses of the company identified through the satisfaction level of health, safety and welfare measures taken by the company are enlisted in the table 2.

**TABLE 2: STRENGTH AND WEAKNESS OF THE COMPANY**

STRENGTHS	WEAKNESSES
1. High satisfaction of the workers	1. No workers participation in the decision making
2. Conducive work environment	2. Wide gap between supervisors and workers
3. Favourable organizational climate	3. Poor transport facilities
4. Cordial relationship between management and workers	4. Inadequate rest room and canteen facilities
5. Effective training programme	5. Lack of immediate medical facilities
6. Acceptable appraisal methods	

Source: compiled by the researcher

The SWOT analysis reveals that even though the company has certain weaknesses like No workers participation in decision making, wide gap between supervisor and workers, lack of medical immediate medical facilities, etc., still it is bestowed with some strengths like conducive work environment, favourable organizational climate, effective training programme, etc., by which it can overcome such weaknesses.

The factors threatening the study unit and the opportunities available to it to meet out such threats are enlisted in the table 3.

**TABLE 3: THREATS AND OPPORTUNITIES OF COMPANY**

THREATS	OPPORTUNITIES
1. Competition	1. High morale
2. Increasing cost on labour welfare measures	2. Effective recruitment and training
3. Trade union problem	3. Participation in management
4. Resistance to organizational change	4. Increased production with cost reduction
5. High labour turnover	5. Positive motivation in terms of both monetary and non-monetary

Source: compiled by the researcher

From table 3 it can be understood that there are some threats to the company in the form of competition, increasing cost on labour welfare measures, trade union problem, resistance to organizational change, high labour turnover, etc., It is also true that some very good opportunities are also open to the company. High morale, effective recruitment and training programme, participation in management, increased production with cost reduction, positive motivation in terms of both monetary and non-monetary is such opportunities.

To sum up the labour welfare operations of the company is not commendable since it has failed in many aspects of its operations. Therefore the labour welfare operations of the company is effective and efficient. The company to achieve its organizational goals.

#### FINDINGS

- All the workers in the company appreciate the present management setup. No one is dissatisfied or finds fault with the management of the company. The existing organizational pattern may be allowed to continue as it is approved and appreciated by almost all the workers.
- The SWOT analysis reveals that even though the company has certain weaknesses like No workers participation in decision making, wide gap between supervisor and workers, lack of medical immediate medical facilities, etc., still it is bestowed with some strengths like conducive work environment, favourable organizational climate, effective training programme, etc., by which it can overcome such weaknesses.
- There are some threats to the company in the form of competition, increasing cost on labour welfare measures, trade union problem, resistance to organizational change, high labour turnover, etc., It is also true that some very good opportunities are also open to the company. High morale, effective recruitment and training programme, participation in management, increased production with cost reduction, positive motivation in terms of both monetary and non-monetary is such opportunities.

#### SUGGESTIONS

The following are the suggestions offered to the company for developing a better organizational climate.

- ❖ It is the responsibility of the company to prevent Health hazards. There fore steps may be taken to maintain and improve the health measures.
- ❖ The degree of satisfaction over safety measures demands further improvements in it. There fore necessary steps may be taken to improve the quantity and quality of safety measures in the factory.
- ❖ The human resource development department should pay more attention to-wards work- load. It should be ensured that no worker should be asked to work more as over work- load will result in fatigue, carelessness, accidents and other unpleasant problems.
- ❖ The quality and quantity of food items offered at the canteen be improved to give maximum satisfaction to the workers.
- ❖ The supervisors can still be flexible to encourage the workers to improve their morale and productivity.
- ❖ Purified, Hot and Cool water may be made available to workers.

#### CONCLUSION

Now a days it is quite difficult for a manufacturing enterprise to satisfy it workers in terms of Health, safety and welfare facilities as the modern world in changing fastly and these facilities are also changing accordingly. Yet the Aurofood Ltd., is successful in its attempt, as it has satisfied all its workers in all these areas. It cannot be denied that there is a visible difference in the degree of satisfaction level. It denotes some modification in the existing facilities or systems. No doubt the workers are satisfied with the existing condition still they expect some thing more, something modern. If the management takes necessary steps to fulfill the expectation of its workers it will definitely be a nourishment to the existing organizational climate which in turn will pay rich dividends in terms of efficiency and productivity. The organizational climate will be shifted to the status of better from good, if the workers were allowed to participate in the management, which is their prime expectation. Workers' participation in decision making is a good concept for better organizational climate. Hence it is the ideal time for the management to think over in this line.

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