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EMPLOYEE'S DISSONANCE TOWARDS SAFETY, HEALTH AND ENVIRONMENT (SHE) IN CONFECTIONERY INDUSTRY

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ABSTRACT

The Indian confectionery market which is ranked 25th globally in value terms in 2009 is expected to grow at a rapid pace and jump up to 14th position by 2014, said a report. The report further added that over 30% of the Indian population is in the 0–14 age group, which is the primary target segment for confectionery manufacturers. These will be the prime movers for growth in the confectionery market in India. Safety, Health and Environment (SHE) have been a concern for the industries for a very long time from now. It is necessary for the confectionery industry to know the effectiveness of the present safety practices among their employees so that they can enhance and further improve the quality of their safety, health and work environment and ensure a congenial working atmosphere hence their arises a need to study the employees dissonance towards existing Safety, Health and Environmental (SHE) aspects. The descriptive research method was adopted in the study. A sample size of 114 employees was taken from employees at operative level comprising of three major departments namely Production, Maintenance, and Packing. This study would also help in bringing about the possible expectations of the employees and their level of awareness on SHE aspects. This study allows to find out the mindset of the employees in an working Environment and bringing about desirable changes in their behaviour towards SHE aspect in future which is very vital for smooth functioning and conduct of an organization and establish a congenial working environment for its employees. The confectionery manufacturers can conduct periodical meeting with their employees for enabling them to understand their expectation and implement them for a conducive and congenial work environment and imbibe sincere safety practices among its employees.

KEYWORDS

Employee's Dissonance, Confectionery Industry.

INTRODUCTION

Confectionery Industry, a manufacturing sector made up of companies primarily involved in processing candies, chocolate and cocoa products and chewing gum. Confectionery manufacturing started to emerge as an important industry in the late 1800s. One of the earliest commercial operations, McCormick's Ltd, was established in London, Ont, in 1857. Robertson Brothers Ltd was in the candy business in Toronto by 1864, and Ganong Brothers opened in St Stephen, NB, in 1873

India grew at a compound annual growth rate (CAGR) of 10.5% during 2004–09, placing it among the fastest growing confectionery markets globally. The Indian confectionery market which is ranked 25th globally in value terms in 2009 is expected to grow at a rapid pace and jump up to 14th position by 2014, said a report. The report further added that over 30% of the Indian population is in the 0–14 age group, which is the primary target segment for confectionery manufacturers. These will be the prime movers for growth in the confectionery market in India.

Safety, Health and Environment (SHE) have been a concern for the industries for a very long time from now. Since the beginning of the present century, this issue has been drawing the attention the psychologist, sociologist and industrial engineers. The experts are concerned with the theoretical considerations of accidents causation and the research into accident control through proper selection, training and education of the employee. SHE experts are of the view that while accidents can happen anywhere but the starting point for these accidents is considered to be lack of awareness on safety and the seriousness of the issue among the employees and the industries. According to SHE experts, Safety, Health and Environment (SHE) are an interrelated phenomenon where ignorance in one part can affect the decision in other part of the operation. Hence much focus has been emphasized today on SHE aspects rather than safety aspects alone.

PROBLEM STATEMENT

The life of an industrial worker is full of risks and hazards. Every year lakhs of employees are injured in factories leading to acute ailments or permanent handicaps. This may be caused as a result of unsafe activity on the part of the employee or on the part of the management.

Employee safety leads to success of any organization and it is important to see that all the safety measures are implemented and followed by the employees in the organization.

It is essential in Confectionery industry to know the effectiveness of the present safety practices among their employees so that they can enhance and further improve the quality of their safety, health and work environment and ensure a congenial working atmosphere hence their arises a need to study the employees dissonance towards existing Safety, Health and Environmental (SHE) aspects.

OBJECTIVES OF THE STUDY

1. To study the employee's determinants towards Safety, Health and Environmental (SHE) factors.
2. To understand the safety practices of the Confectionery industry.
3. To identify the determinants of employees towards health measures implemented in the Confectionery industry.
4. Based on the study results, to provide suitable measures to enhance the quality of SHE (Safety, Health and Environment) practices in Confectionery industry.

RESEARCH REVIEW

Peer Hull Kristensen (2011) "Managing OHS: A route to a new negotiating order in high-performance work organizations?", contrary to a widely held view, rather than seeing the certification of Occupational Health and Safety (OHS) as a barrier to increasing employee participation, this article views new ways of structuring participation as a necessary step towards making improvements in OHS management systems. The article first considers how work organization has changed and then in a similar way traces how bargaining has shifted from being distributive to become integrative to create a fundamental change in the negotiation

regime. Finally, by analyzing an OHS-certified firm in greater depth, the article shows how solutions for improvements in OHS management and notable bottom-up formulations of OHS benchmarks may help us discover how the organizational form of firms with high-performance work organization can be developed through new participatory structures.

Nor Azimah Chew Abdullah, Jeffery T. Spickett (2009) "Managing Safety: The Role of Safety Perceptions Approach to Improve Safety in Organizations", the findings suggested that there was a significant positive correlation between safety satisfaction and seven elements of OHS management namely safety reporting, errors and incidents, management commitment, work pressure, role of supervisors, safety rules, and leadership style. The results highlighted an important finding: the employee's perceived that there was a need to improve the workplace by perceived that there was a need to improve the workplace by emphasizing all the OHS management practices as significant in relation to safety.

F.E. Mirer and J.M. Stellman (2008) "Occupational Safety and Health Protections", preventing occupational disease and injury, eliminating hazards, and improving the quality of the working environment is an essential component of public health and preventive medicine. This article reviews statistical measures of occupational safety and health performance, and links these to specific prevention programs. For each industry, a job-outcome matrix should be constructed, so that preventive measures can be targeted on mechanism of injury for each outcome, and results can be tracked among the job categories with specific risks.

Vredenburg (2002) "Organizational safety: Which management practices are most effective in reducing employee injury rates?", this study examined the degree to which six management practices frequently included in safety programs (management commitment, rewards, communication and feedback, selection, training, and participation) contributed to a safe work environment for hospital employees. The most effective step that hospitals can take is in the front-end hiring and training of new personnel. They should also ensure that the risk management position has a management-level classification. This study also demonstrated that training in itself is not adequate.

Alan Waring (1996) "Corporate health and safety strategy", policy, objectives and strategy comprise the "front-end" components of a successful health and safety management system (SMS) which every employer should set up. The particular strategy represents the focus of attention over a defined period of time, typically 1-5 years, and determines much of the practical SMS requirements. Seeks to outline the requirements for successful health and safety management and how these may be addressed systematically through strategy and SMS.

RESEARCH DESIGN

The descriptive research method was adopted in the study. As the descriptive studies are undertaken to understand the characteristics of the organization that follow certain common practices.

DATA SOURCE

For the purpose of this research, the researcher has relied on both the primary and the secondary sources of data.

SCALE USED IN QUESTIONNAIRE

In this study, the researcher has restored to Likerts five point rating scale. For instance ranging from SA stands for Strongly Agree, A stands for Agree, N stands for Neutral, DA stands for Disagree and SDA stands for Strongly Disagree.

SAMPLING DESIGN

Sampling is a process of selecting a few from a larger group to become the basis for estimating or predicting a fact, a situation or outcome regarding the larger group. 114 employees were selected for the study at operative level comprising of three major departments namely Production, Maintenance, and Packing of confectionary industry. The study is undertaken in Chennai which is a capital city of Tamil Nadu.

PILOT STUDY

The researcher conducted a pilot study to check the effectiveness of the questionnaire among the respondents. After the pre-test, one question was modified and two questions were added after which the interview schedule was finalized by the research guide. A questionnaire was planned and administered to 10 employees in three major departments: Production Department, Maintenance Department, and Packing Department respectively. After the content validity, the reliability of the tool was measured using Test and Retest method. The tool was found to have reliability score of 0.89 (positive correlation).

MEASUREMENT OF VARIABLES

- First-Aid facilities
- Overcrowding
- Disinfectants
- Personal Protective Equipments (PPE)

HYPOTHESIS

1. There is no significant relationship between qualification and illustration of pictures and diagrams for the correct way of handling equipments in the company.
2. There is no significant relationship between adequate training on usage of first-aid facilities and zero accident philosophy.
3. There is no significant relationship between adequate protection to workers and ensure that employees wear their personal protective equipments by the company.
4. There is no significant relationship between overcrowding and zero accident philosophy.
5. There is no significant relationship between safety programme and ensure that employees wear their personal protective equipments by the company.

RESULTS & DISCUSSIONS

- 68% of the respondents strongly agree that the company conducts periodic awareness on safety program. 46% of the respondents agree that the company develops and distributes labour safety policies & regulations to the employees. 56% of the respondents agree that the company provides adequate personal protective equipments. 59% of the respondents agree that the company ensures that they wear their personal protective equipments before they start their production.
- 53% of the respondents strongly agree that the company ensures sufficient ventilation & lighting systems in the factory. 46% of the respondents agree that the company conducts regular safety audit to ensure that all the departments in the factory implement safety regulations. 94% of the respondents strongly agree that the company ensures emergency exits are clear for obstacles. 43% of the respondents have stated neutral towards adequate training on usage of first-aid facilities.
- 54% of the respondents agree that the company is kept clean and free from effluvia and dirt. 53% of the respondents agree that the company takes adequate measures for prevention on inhalation/accumulation of dust and fumes. 42% of the respondents agree that the company avoids overcrowding in the factory which is injurious to the health of workers. 67% of the respondents strongly agree that the dangerous machines and equipments are properly guarded by the company. 66% of the respondents agree that the company provides adequate protection to workers in hazardous procedure in and around the machines.

- From the chi-square analysis, it is inferred that there is significant relationship between qualification and illustration of pictures and diagrams for the correct way of handling equipments in the company.
- From the chi-square analysis, it is inferred that there is no significant relationship between adequate training on usage of first-aid facilities and zero accident philosophy.
- From the chi-square analysis, it is inferred that there is significant relationship between adequate protection to workers and ensure that employees wear their personal protective equipments by the company.
- From the chi-square analysis, it is inferred that there is no significant relationship between overcrowding and zero accident philosophy.
- From the chi-square analysis, it is concluded that there is significant relationship between safety program and ensure that employees wear their personal protective equipments by the company.

SUGGESTIONS AND RECOMMENDATIONS

Based on the findings of the study the researcher would like to put forth few suggestions for consideration of the management.

- From the findings it is observed that the management is keen in improving the safety and health of its employees. But the employees feel that they need to be given training on usage of first-aid facilities and they don't have much access to the first-aid kit. Hence management may provide them with adequate training on first-aid facilities which would helpful at the time of emergencies if any.
- It was observed that though the organization physical layout is designed properly there is overcrowding in the work environment during the process of work. This can be sometimes hazardous to the employees, which needs to be taken care of at the earliest to avoid untoward incident in future.
- The use of disinfectants should be scheduled properly to ensure that they are used in all the places of regular intervals, to ensure hygienic and congenial working conditions for its employees.
- Enough measures have been taken by the management to provide personal protective equipments (PPE) to all its employees but it is observed that some of the employees are reluctant in wearing them at workplace and they go unchecked. Hence management can insist them to wear personal protective equipments (PPE) at workplace and stress the importance of wearing them to avoid bodily injury at work place.

CONCLUSION

Safety Health and environment are three indispensable factors of today's modern business organization. A sound organization is a long term proposition and is a pivotal factor to enhance employee's satisfaction, motivation and improved performance. The research findings are however applicable only to the present situation and further improvement is possible by considering the suggestions. In view of this the management can conduct periodical meeting with their employees for enabling them to understand their expectation and implement them for a conducive and congenial work environment and imbibe sincere safety practices among its employees.

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