

## AN ANALYSIS OF JOB SATISFACTION LEVELS IN DODLA DAIRY INDUSTRY

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### **ABSTRACT**

*The Indian Dairy Industry has made rapid progress since Independence. A large number of modern milk plants and product factories have since been established. These organized dairies have been successfully engaged in the routine commercial production of pasteurized bottled milk and various Western and Indian dairy products. In India, the market milk technology may be considered to have commenced in 1950, with the functioning of the Central Dairy of Aarey Milk Colony, and milk product technology in 1956 with the establishment of AMUL Dairy, Anand. The industry is still in its infancy and barely 10% of our total milk production under goes organized handling. Sample design may as well lay down the number of items to be included in the sample i.e. the size of the sample. Sample design is determined before data are collected. 450 total population in industry. I have been selected 100 employees in different department of Dodla Dairy. The convenient sampling techniques were employed in the study area. In the especially designed structured questionnaire and non-disguised questionnaire. In the analysis and interpretation the primary data is used which is collected through questionnaire and observation. Hence these are collected fresh and the first time and it is to be original in character. Primary data can be gathered solely at a high cost. But it offers much greater accuracy and reliability it in personally developed. It gives latest information. This chapter deals with the analysis of employee's opinion on Job satisfaction in Dodla Dairy. For these study 100 employees has been selected. The opinions of the employees, which had given to the researcher, are the time of interview (which has collected through structured and non –disguised questionnaire) has been analyzed to find their opinions on Job satisfaction.*

**KEYWORDS:** Analysis, Job Satisfaction Levels, Dodla Dairy, Industry.

## INTRODUCTION

Dairy is a place where handling of milk and milk products is done and technology refers to the application of scientific knowledge for practical purposes. Dairy technology has been defined as that branch of dairy science, which deals with the processing of milk and the manufacture of milk products on an industrial scale. In developed dairying countries such as the U.S.A., the year 1850 is seen as the dividing line between farm and factory-scale production. Various factors contributed to this change in these countries, viz. concentration of population in cities where jobs were plentiful, rapid industrialization, improvement of transportation facilities, development of machines, etc. whereas the rural areas were identified for milk production, the urban centres were selected for the location of milk processing plants and product manufacturing factories. These plants and factories were rapidly expanded and modernized with improved machinery and equipment to secure the various advantages of large-scale production. Once pasteurization was introduced, it developed rapidly. Mechanical refrigeration helped in the rapid development of the factory system of market milk distribution.

In India, dairying has been practiced as a rural cottage industry since the remote past. Semi-commercial dairying started with the establishment of military dairy farms and co-operative milk unions throughout the country towards the end of the nineteenth century. During the earlier years, each household in those countries maintained its 'family cow' or secured milk from its neighbour who supplied those living close by. As the urban population increased, fewer households could keep a cow for private use. The high cost of milk production, problems of sanitation etc., restricted the practice; and gradually the family cow in the city was eliminated and city cattle were all sent back to the rural areas. Prior to the 1850s most milk was necessarily produced within a short distance of the place of consumption because of lack of suitable means of transportation and refrigeration.

## HISTORY OF INDIAN MARKET MILK INDUSTRY

Beginning in organized milk handling was made in India with the establishment of Military Dairy Farms. Handling of milk in Co-operative Milk Unions established all over the country on a small scale in the early stages.

Long distance refrigerated rail-transport of milk from Anand to Bombay since 1945 Pasteurization and bottling of milk on a large scale for organized distribution was started at Aarey (1950), Calcutta (Haringhata, 1959), Delhi (1959), Worli (1961), Madras (1963) etc.

Establishment of Milk Plants under the Five-Year Plans for Dairy Development all over India. Their main aim was to produce more, better and cheaper milk.

## MILK INDUSTRY IN INDIA

Today India is the largest milk producing country in the world. The milk producing states in India are Punjab, Haryana, Rajasthan, Gujarat, Maharashtra, Andhra Pradesh, Karnataka and Tamilnadu. A cattle farming is one of the important aspects of the overall development process in India. It is said that it is one of the bounded sectors of agriculture. It has been the important of the National Economic Development Process all these years. Nearly 5% of the Indian population of the country directly or indirectly depends on milk production and its sales for their livelihood.

Everyone without any age limit consumer's milk. Today because of the modern technology the cattle breeding has been revolutionized. Outdated methods of extraction of milk from the cattle of the discarded .New and innovative methods are being widely adopted. India today is proud to say that it is the largest producer of the milk and its products. Many dairy firms have been established in the country at different areas as per the requirements of the people i.e. the consumer, both by the public sector and private sector. Milk is one of the heavenly foods i.e. prescribed by a doctor, a physician. Everyone without sex relation, are limit drinks milk directly or indirectly. Milk is a mixture of protein, vitamins, carbohydrates and fat contains which is helpful for the growth of the humans. Dairy farming aim is to supply better quality of milk to the consumers.

In 1946 the first company was established in kaiva District co-operative milk produces known as "AMUL" throughout the Nation wide and their different companies were developed throughout country form Govt. side and also private side. In Andhra Pradesh the leading companies are A.P. dairy development under the brand names Vijaya, Dodla, Ravilla, Heritage, Jercy, Creamlines and Mother Dairy.

India has the potential to become one of the leading players in milk and milk products exports. The country is located admist major milk-deficit countries in Asia and Africa. Major importers of milk and milk products are Bangladesh, China, Hong Kong, Singapore, Thailand, Malaysia, the Philippines, Japan, the UAE and Oman-all located close to India. Milk production is scale -insensitive and labour-intensive. Due to low labour cost of milk production is significantly low in India.

## NEED FOR THE STUDY

Job Satisfaction is an important indicator to know how employees feel about their jobs and has a major influence on their performance. Employee job satisfaction has a major influence on human performance. To the worker, job satisfaction brings a pleasurable emotional state that often leads to a positive work attitude. For the organization, job satisfaction of its workers means a work force that is motivated and committed to high quality performance and

has been found to be a good indicator of longevity. The survey focuses on employee job satisfaction or dissatisfaction.

## METHODOLOGY

Research design in the plan structure and strategy of investigation conceived so at obtain answer to question and to control variance.

## OBJECTIVE

To evaluate the satisfaction level of employees working in Dodla Dairy Private Limited. To analyse the opinion of employees on HRM policies.

## SAMPLING DESIGN

All the items under consideration in any field of inquiry constitute a universe of population. A complete enumeration of all the items in the population is known as a census inquiry. It can be presumed that in such an inquiry when all items are covered no element of chance is left and highest accuracy is obtained. But in practice this may not be true. Even the slightest element of bias in such an inquiry will get larger and larger as a number of observations increases. More over there is no way checking the element at bias or its extent except through a resurvey or self sample checks. A sample design is a definite plan for a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample. Sample design may as well lay down the number of items to be included in the sample i.e. the size of the sample. Sample design is determined before data are collected.

Population	:	450
Sample size	:	100
Sample Element	:	Employees in different departments of Dodla Dairy.
Sampling Technique	:	Convenient sampling.
Research Instrument	:	Structured and non-disguised questionnaire.

In the analysis and interpretation the primary data is used which is collected through questionnaire and observation. Hence these are collected fresh and the first time and it is to be original in character. Primary data can be gathered solely at a high cost. But it offers much greater accuracy and reliability than personally developed. It gives latest information. This chapter deals with the analysis of employee's opinion on Job satisfaction in Dodla Dairy. For

these study 100 employees has been selected. The opinions of the employees, which had given to the researcher, are the time of interview (which has collected through structured and non –disguised questionnaire) has been analyzed to find their opinions on Job satisfaction. The opinions may differ from one employee to employee. So in the case of Job satisfaction of DDL, how the employee feeling and opinions indifferent aspects can be seen from the following paragraphs.

**Table - 1**  
**Working here since**

Opinion	No. of Respondents	Percentage
1-3 years	45	45.00
3-5 years	18	18.00
5-7 years	22	22.00
7-10 years	15	15.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

From the above table reveals that no. of employees who working for this organization for 1-3 years are 45%, 5-7 are 22%, 3-5 are 18%, and 7-10 years are 15%.

**Table - 2**  
**Opinion about the company policies**

Opinion	No.of Respondents	Percentage
Excellent	24	20.00
Good	62	65.00
Average	11	10.00
Poor	3	5.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

The above table reveals that 62% of employees said that the company policies are good, 24% of employees said that the policies are excellent, 11% of employees said and 3% of employees said that the policies are poor.

**Table – 3**  
**Opinion on your working conditions**

Opinion	No. of Respondents	Percentage
Highly Satisfied	18	18.00
Satisfied	75	75.00
Dissatisfied	5	5.00
Highly Dissatisfied	2	2.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

From the above table 75% of employees said the working condition are satisfied, 18% of employees said highly satisfied, 5% of employees said dissatisfied and 2% employees said the working condition are highly dissatisfied.

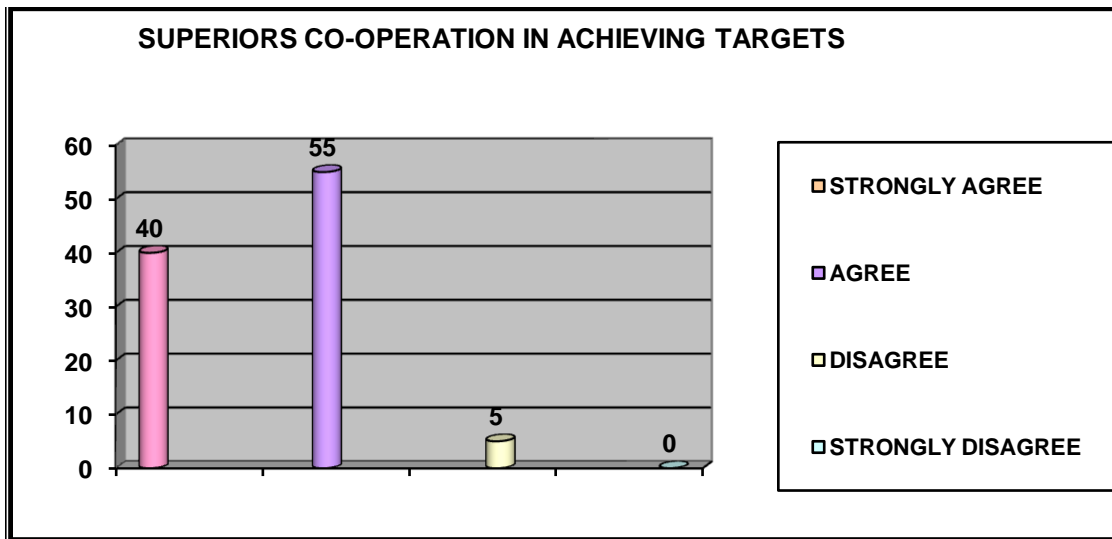
**Table – 4**  
**Superiors cooperate with achieve your targets**

Opinion	No.of Respondents	Percentage
Strongly Agree	40	40.00
Agree	55	55.00
Disagree	5	5.00
Strongly Disagree	0	0.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

Source: Primary Data.

55% of employees agreed that their superiors are cooperating to achieve their targets, 40% of employees agreed and 5% of employees disagreed.

**Chart - 1**



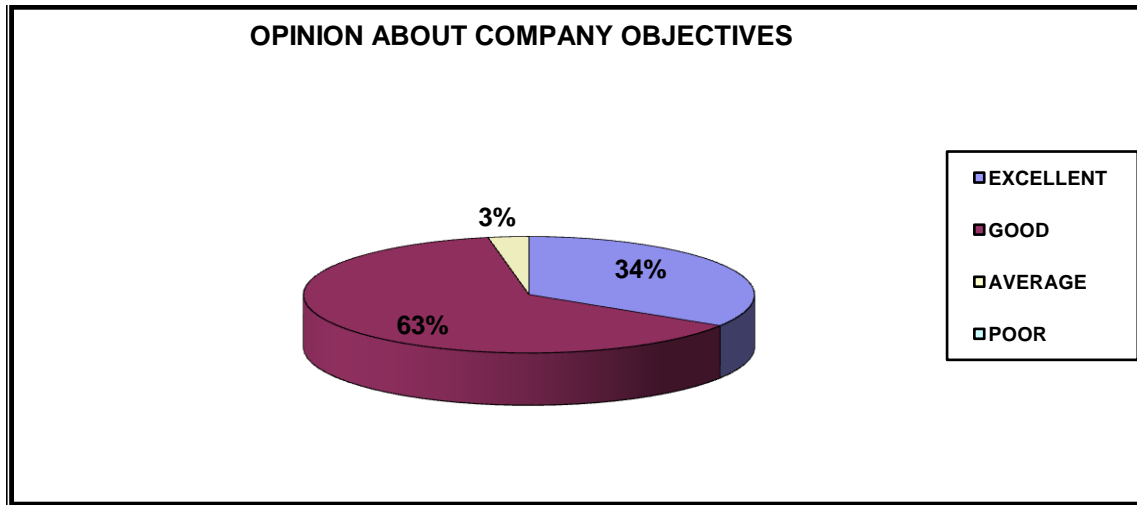
**Table – 5**  
**Opinion about the company objectives**

Opinion	No.of Respondents	Percentage
Excellent	34	34.00
Good	63	63.00
Average	3	3.00
Poor	0	0.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

Source: Primary Data.

The above table reveals that 63% of employees said that the company objectives are good, 34% employees said excellent, and 3% employees said the objectives are average.

**Chart – 2**



**Table - 6**  
Satisfied with the welfare facilities company provided

Opinion	No. of Respondents	Percentage
Highly Satisfied	30	30.00
Satisfied	55	55.00
Dissatisfied	11	11.00
Highly Dissatisfied	4	4.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

55% of employees are satisfied with the welfare facilities of the company, 30% of employees said highly satisfied, 11% of employees said dissatisfied and 4% of employees said welfare facilities are highly dissatisfied.

Chart – 3

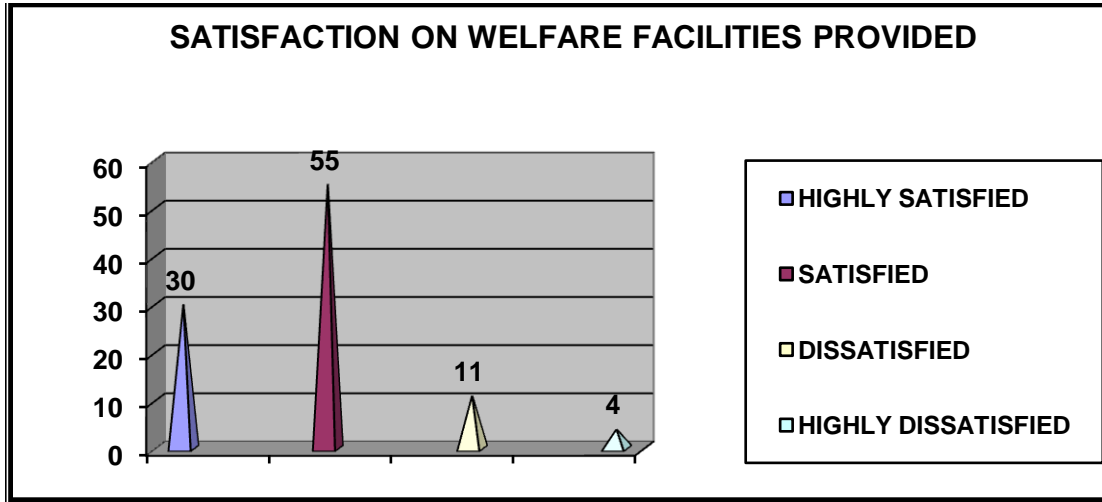


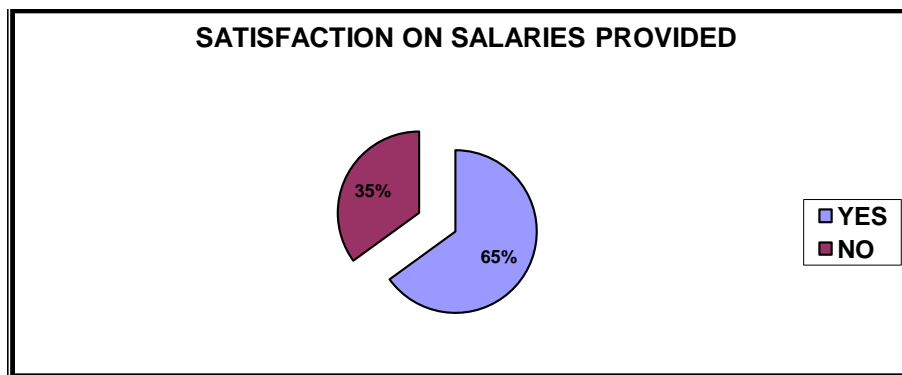
Table - 7  
Satisfied with the provided salaries

Opinion	No. of Respondents	Percentage
Yes	65	65.00
No	35	35.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

Source: Primary Data.

65% of the employees are satisfied with their salaries and 35% employees are dissatisfied with their salaries.

Chart – 4





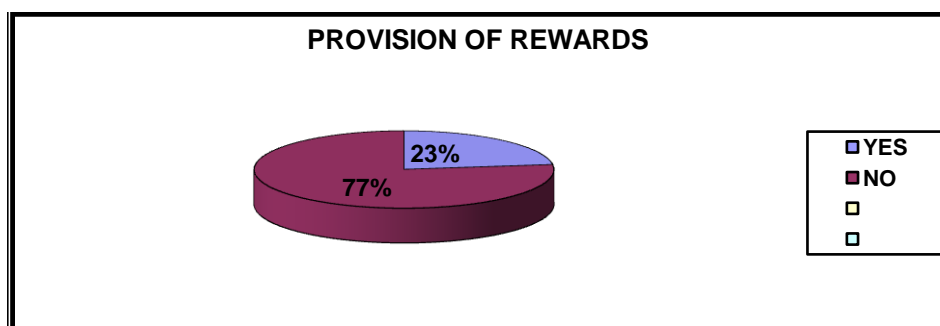
**Table - 8**  
**Providing any rewards regarding your performance of work**

Opinion	No. of Respondents	Percentage
Yes	23	23.00
No	77	77.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

77% of employees said the management is not providing any rewards regarding their performance and 23% employees said the rewards are provided regarding their performance provided by the company.

**Chart – 5**



**Table – 9**  
**Satisfied with the working schedules**

Opinion	No.of Respondents	Percentage
Highly Satisfied	20	20.00
Satisfied	70	70.00
Dissatisfied	10	10.00
highly Dissatisfied	0	0.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

The above table reveals that 70% employees are satisfied with their working schedules in the company, 20% employees are highly satisfied and 10% employees are dissatisfied with the work schedules in the company.

Chart – 6

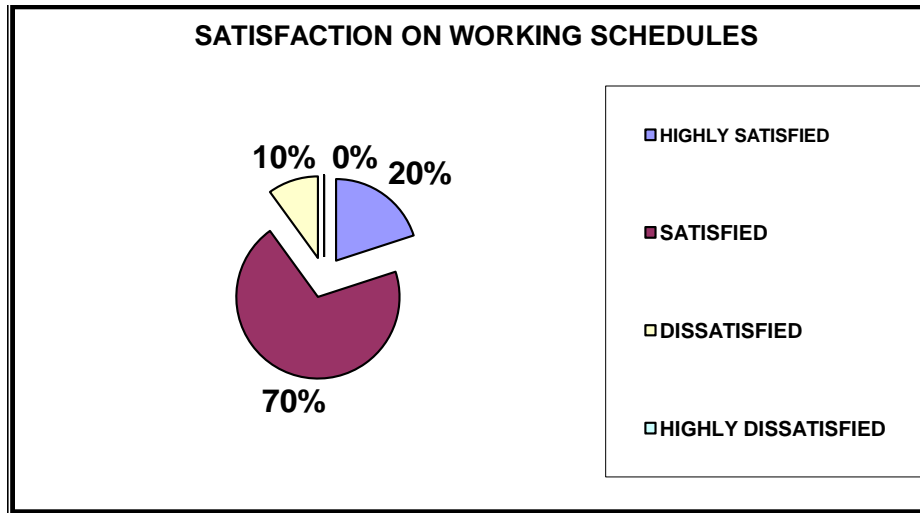


Table - 10

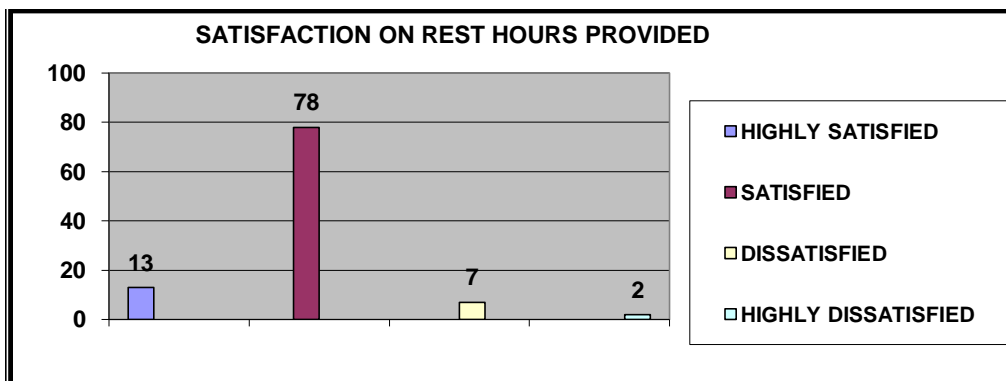
Satisfied with the rest hours provided by them

Opinion	No. of Respondents	Percentage
Highly Satisfied	13	13.00
Satisfied	78	78.00
Dissatisfied	7	7.00
Highly Dissatisfied	2	2.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

Source: Primary Data.

78% employees pinioned that they are satisfied with the rest hours provided by the company, 13% employees are highly satisfied, 7% employees are dissatisfied and 2% employees are highly dissatisfied with the rest hours provided by the company.

Chart – 7



**Table – 11**  
**Opinion on supervisor-worker relationship**

<b>Opinion</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Excellent	12	12.00
Good	81	81.00
Average	7	7.00
Poor	0	0.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

81% of employees said supervisor-worker relationship is good, 12% of employees said excellent and 7% of employees said that supervisor-worker relationship is average.

**Table-12**  
**Providing any punishments regarding by absenteeism**

<b>Opinion</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Yes	79	79.00
No	21	21.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

79% of employees agreed that they providing punishments regarding their absenteeism and 21% of employees disagreed.

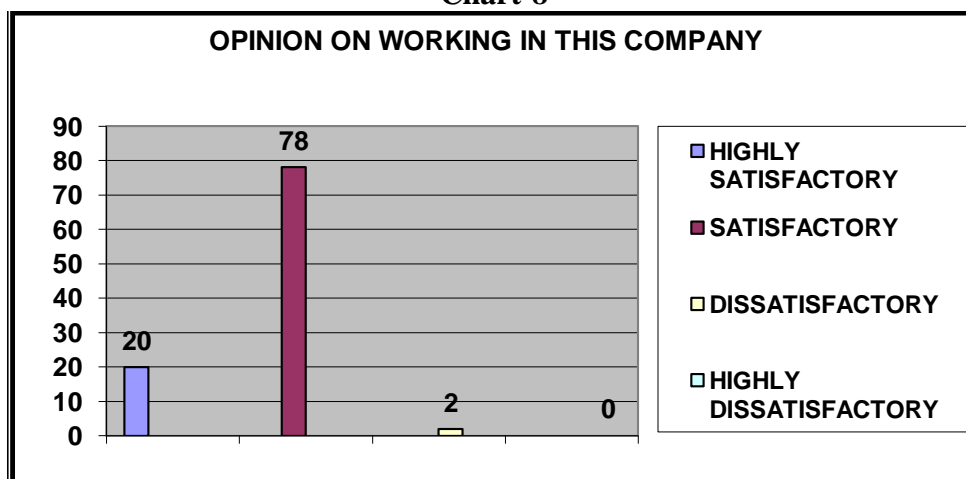
**Table-13**  
**Opinion working in this company**

<b>Opinion</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Highly Satisfactory	20	20.00
Satisfactory	78	78.00
Dissatisfactory	2	2.00
Highly Dissatisfactory	0	0.00
<b>Total</b>	<b>100</b>	<b>100.00</b>

**Source:** Primary Data.

78% of employees are satisfied with working in the company, 20% of employees are highly satisfied and 2% of employees are dissatisfied.

Chart-8



## FINDINGS OF THE STUDY

The major findings of the study are:

1. 45% of the employees are working since 1-3 years in the company.
2. 65% of the employees are permanent in the organization.
3. 73% of the employees have been recruited through employee referrals in the organization.
4. 62% of the employees said that the company policies are good.
5. 75% of the employees are satisfied with the working conditions in the organization.
6. 55% of the employees are agreed that their superiors cooperate to achieve their targets.
7. 63% of the employees said that the company objectives are good.
8. 55% of the employees are satisfied with the welfare facilities provided in the company.
9. 65% of the employees said they are satisfied with their salaries.
10. 77% of the employees said the management is not providing any rewards.
11. 82% of the employees are agreed that “On-The-Job-Training” programs are provided to enhance their skills.
12. 70% of employees are satisfied with their working schedules in the organization.
13. 78% of the employees are satisfied with their rest hours provided by the company.
14. 71% of employees said that the performance appraisal system helps to achieve job satisfaction.
15. 75% of employees said they are satisfied with their position in the company.
16. 59% of employees said they are asking suggestions regarding changes to be done in the company.
17. 81% of employees said that the supervisor-worker relationship is good in the company.
18. 79% of employees said that the management is providing punishments regarding their absenteeism.

19. 90% of employees said that the management is providing insurance policies to the employees.

20. 78% of employees are satisfied with their working position in this company.

## SUGGESTIONS

The following are the suggestions made by the investigator on the basis of analysis of the data collected from different types of employees in Dodla Dairy.

- It is suggested that the management should try to modulate the HR policies and procedures in such a way that they are convenient to the employees and facilitate to achieve organizational objectives.
- It is suggested that the training activities should be strengthened to have high job satisfaction for the employees.
- It is suggested that the organization should concentrate on the offering of reward & recognition of the employees.
- The company should take necessary action to elevate the satisfaction level of employees and to turn the dissatisfaction into satisfaction.

## CONCLUSION

Job satisfaction of its workers means a work force that is motivated and committed to high quality performance. Increased productivity the quantity and quality of output per hour worked seems to be a by-product of improved quality of working life. From the findings and suggestions I conclude that the employees are satisfied about working environment, working conditions, salaries, welfare measures and fringe benefits. Some of the employees are dissatisfied about training programs, human relations, superior's supervision and solving the problem of the employees. At the end, I would like to conclude that Dodla Dairy is taking good care towards its employees.

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