



A Study on The Effectiveness of Employee Relations at Crayons Clothing

M.S. Siranjeevi¹, Afeefah Mariam²

¹Assistant Professor, MEASI Institute of Management¹

²MBA Student, MEASI Institute of Management²

DOI: <https://doi.org/10.55248/gengpi.5.0624.1459>

INTRODUCTION TO EMPLOYEE RELATIONS

Employee Relations involves the relationship between the employer and the employees that has to be managed in the most effective manner to ensure that the employees stay in the organization on a long term basis. Managing human assets is the most critical task to comply with. It also includes the organization's programs and policies or a team of people that nurture relations.

The Focus of Employee Relations lies on:

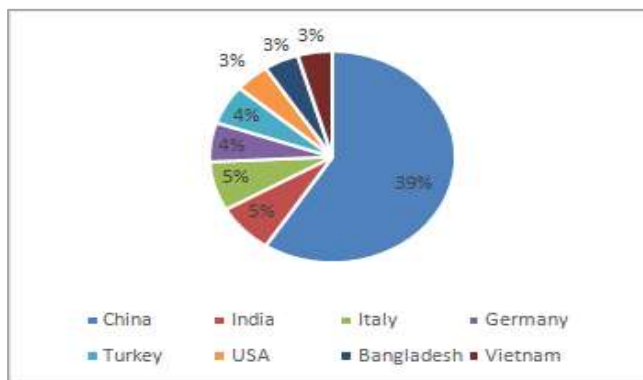
- Employer-Employee Relationship
- Culture Formation
- Advocacy of Employees

SCOPE OF THE GARMENTS INDUSTRY

- The garments industry is part of the organized sector but in India most of the industries are based out of unorganized sector because of its operation on large scale basis due to lack of technology and finance. The skilled and low cost labor are advantageous due to location specific factors, such as being firm specific, size, resources and commitment involved. Besides factors like expertise, knowledge and resources to manage global value chain is included.
- In order to be a partner in the global value chain, there is a need for highly structured network, in which big international buyers can provide knowledge and expertise across a variety of products, hence upgrading the value chain is imperative if the garment industry has to remain competitive in the long term. Most of the companies collaborate with big firms that have adequate resources and commitment capability, which is necessary to fulfill certain requirements.

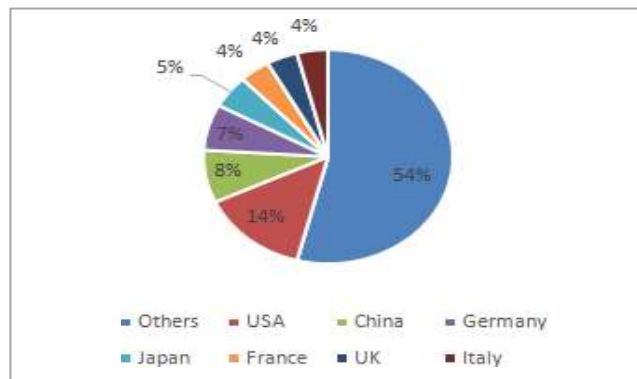
GLOBAL SCENARIO

- Major textile and apparel exporters



The top five textiles and apparel exporting countries are China, India, Italy, Germany and Turkey. China, the largest exporter, has a share of 39% while India is distant second with 5% share.

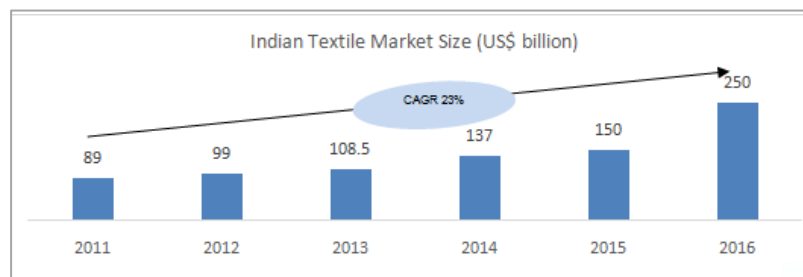
- **Major textile and apparel importers**



The top five textile and apparel importing nations are USA, China, Germany, Japan and United Kingdom. With a share of almost 14% of all international trade, the United States is by far the biggest importer.

INDIAN SCENARIO

India's exports of clothing and textiles saw a compound annual growth rate (CAGR) of 8.1% from 2005 to 2016, totaling almost USD 40 billion. India's T&A exports are expected to reach USD 185 billion by 2025, growing at a CAGR of 18.5% between 2016 and 2025. The increased rise in T&A exports was mostly driven by apparel exports, which were predicted to grow at a CAGR of 21%. India's share of the global T&A export market grew from 5.2% in 2015 to 12% in 2023.



STUDY ON COMPANY PROFILE

CRAYONS CLOTHING

Crayons Clothing are garment manufacturers of readymade garments having factory in Chennai with 25 single needle machine and special machine via overlock, button hole and button. They are suppliers of fashionable children garments to leading retail outlets in Tamil Nadu and Andhra Pradesh. They are in this field from past 25 years who specialize in Women's garments.

PRODUCT PROFILE

Garments are the products manufactured by Crayons Clothing. The first step involved in the garment manufacturing process is fabric selection. The type of fabric used will determine the properties of the finished product, so it is important to choose wisely. Common fabrics used in garment manufacturing include: Cotton, Polyester, Wool, and Denim.

Once the fabric is selected, the fabric is spread and should be cut to the correct size and shape. This is usually done with large fabric cutting machines that can handle large bolts of fabric. The cut fabric is then sent to a sewing machine operator who assembles the garment using different techniques.

NEED FOR THE STUDY

The need for the study on the effectiveness of employee relations is as follows:

- To understand the employees input on company related decisions.

- To concern on the employee health and safety standards.
- To focus on social issues prevailing in a garment manufacturing company.
- To provoke a set of standards amongst employees to help them identify their key areas of improvement.
- To facilitate smart production processes and meet the organizational performance.

OBJECTIVES OF THE STUDY

The main objectives pertaining to the study on the effectiveness of employee relations are as follows:

- To identify the problems relating to employee relations
- To analyze the key areas where employee relations is implemented for effective coordination, building employee trust and loyalty, and improve performance.
- To gather accuracy on confidentiality of information disseminated to the users.
- To understand the significance of employee relations in the field of human resources.
- To comprehend the factors that contributes towards employee relations' effectiveness in organization's growth.

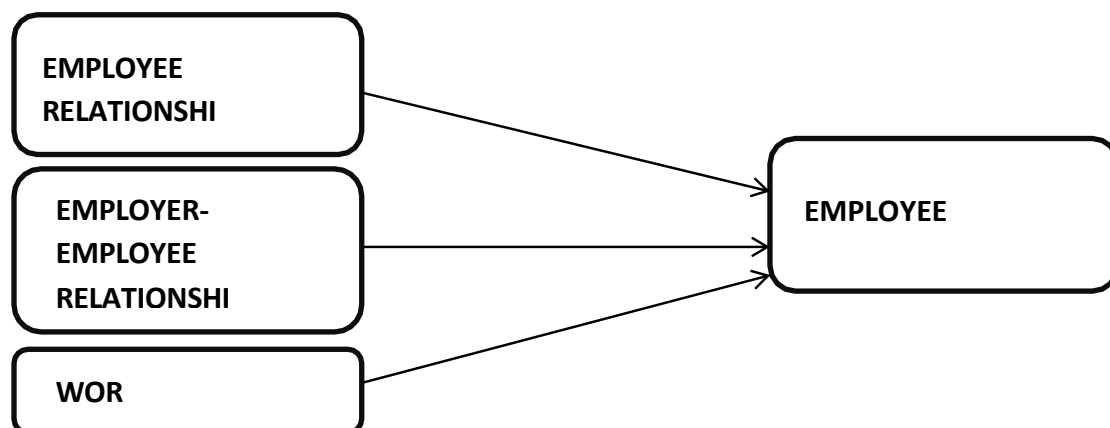
SCOPE OF THE STUDY

The scope of the study is that the research has been carried out at Crayons Clothing. Hence the respondents prevalent are limited to the organization only. The results provided are just based on the preferences stated by the employees and there might be possibilities of vague information provided. The responses that are collected depend on experience which differs individually. Both employer and employees have been considered for this research.

IDENTIFICATION OF RESEARCH GAPS

- ❖ Henceforth the earlier literatures tend to offer a more realistic approach towards maintaining positive Employee Relations at workplace. This can be best considered with the help of training, employee experience, work-life balance, compensation and benefits.
- ❖ The focus on garments industry is mainly due to the sustainable practices adopted by the firms to ensure that the usage of technology is utilized to the maximum extent.
- ❖ Also, the fact that Human Resources are an integral part of an organization, it is necessary to deal with employees in such a way that the productivity is increased, and a proper study on Employees' well-being helps the organization to retain its skilled workforce.
- ❖ The Garments Industry is expected to boom in the future, hence, automation would slowly hamper the work requirement of human beings. But it is not to be forgotten that managing technology requires human brain, and quality control check, if in case of machine error, can only be rectified by human assets of an organization.

CONCEPTUAL FRAMEWORK OF INDEPENDENT AND DEPENDENT VARIABLES



CONSTRUCTION OF QUESTIONNAIRE

In order to find the answers, a questionnaire is designed to pose pertinent questions to the respondents. A question can be open ended or closed type. On a Likert scale basis, using the variables is to identify the effectiveness of employee relations in garments manufacturing concern. Hence, Employee Relations is the ‘**Dependent Variable**’ while Training, Advocacy, and Communication are ‘**Independent Variables**’. A total of 30 questions were constructed.

LIMITATIONS OF THE STUDY

- There was no acceptance by the employees to circulate the questionnaire online, as a traditional paper approach is highly considered.
- Employees could have randomly rated the questions asked.
- Employees Relations is a complex process hence its outcome cannot be measured with the help of limited responses.

INFERENCE STATISTICS

CORRELATION TEST

Correlations

	Age	Overall rating on work in company
Pearson Correlation	1	.656**
Sig. (2-tailed)		.000
N	120	120
Pearson Correlation	.656**	1
Sig. (2-tailed)	.000	
N	120	120

** Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION: P value is Greater than 0.05 So, there is a significant difference between age of the response and overall rating on company.

CHI-SQUARE TEST

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Important to build friendly relationship within the workplace *	120	100.0%	0	0.0%	120	100.0%
How Satisfied are you working for the company						

**Important_to_build_friendly_relationship_within_the_workplace *
How_Satisfied_are_you_working_for_the_company Crosstabulation**

		How Satisfied are you working for the company			
		Highly Satisfied	Satisfied	Neutral	
Count		50	40	0	90
Expected Count		57.5	46.5	6.0	110.0

Important_to_build_friendly_re- lationship_within_the_workpla ce	Agree	Count	Highly Satisfied	Satisfied	Neutral	Total
		Expected Count	0	22	8	30.0
Count		50	62	8	120	
Expected Count		50.0	62.0	8.0	120.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	44.301 ^a	2	.000
Likelihood Ratio	54.312	2	.000
Linear-by-Linear Association	41.804	1	.000
N of Valid Cases	120		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 2.00.

INTERPRETATION: P value is Less than 0.05 So, There is no significant association between the work place relationship and satisfaction level of employees.

FINDINGS

- It is found that 75% of the respondents strongly agree that it is important to build friendly relationship within the work place.
- It is found that 65% of the respondents agree that they need to be encouraged by someone in the workplace.
- It is found that 53% of the respondents strongly agree that healthy relationship within organization will be more effective and successful.
- It is found that 53% of the respondents strongly agree that colleagues in their department communicate sufficiently with one another.
- It is found that 55% of the respondents strongly agree that organization has good workplace relationship between employees.
- It is found that 47% of the respondents are highly satisfied relation with their coworkers.
- It is found that 62% of the respondents strongly agree that there is good communication between employees and managers in the company.
- It is found that 65% of the respondents agree that they get good support from manager or supervisor for their work.
- It is found that 67% of the respondents strongly agree that their supervisor actively listen to their suggestions and enables them to perform at their best.
- It is found that 58% of the respondents describe good on relations between managers and employees in this organization.
- It is found that 62% of the respondents are satisfied with the relationship with their immediate supervisors.
- It is found that 82% of the respondents strongly agree that conflict is always a bad thing in organizations.
- It is found that 33% of the respondents responded nil for suggestion on improving employer-employee relationship.
- It is found that 52% of the respondents agree that management should take time out to get to know employees personally.
- It is found that 63% of the respondents strongly agree that a pleasant and cooperative workplace to work with is needed.
- It is found that 60% of the respondents strongly agree that it is important to balance your work and personal life.
- It is found that 58% of the respondents strongly agree that they are given necessary trainings to develop your skills required for your job role.
- It is found that 48% of the respondents strongly agree that they are given opportunities to develop new skillsets apart from your job role.
- It is found that 58% of the respondents strongly agree that they are given opportunities to pursue your higher education while employed in the organization.
- It is found that 53% of the respondents are satisfied with the working culture of the organization.
- It is found that 52% of the respondents agree that they would recommend this organization as a great place to work.
- It is found that 58% of the respondents agree that even if they had the opportunity to get a similar job with another organization, they would stay with their present company.
- It is found that 63% of the respondents are satisfied with the amount of involvement you have in decision making at this workplace
- It is found that 55% of the respondents are highly satisfied with the canteen facilities.

- It is found that 50% of the respondents are highly satisfied with the training programs.
- It is found that 52% of the respondents are satisfied in working for the company.
- It is found that 52% of the respondents gave rating of 4 on overall rating on work in company.

SUGGESTIONS

- Considering the findings for the research, it can be suggested that Employer-Employee Relationship is at a neutral stage which can be improved with adequate training facilities for the employees.
- Involvement of employees in planning, decision making and controlling in terms of garments manufacturing can be helpful.
- Effective Communication makes the process simpler and reduces excess workload and duplication of efforts.
- Proper mentoring and guidance from supervisors, timely performance checks can help the organization meet the quality standards of garments, as well as meet the goals.
- Nurturing the employees to perform to action by proper rewards and benefits in order enhance employee engagement and morale.

CONCLUSION

The Human Resources Internship opportunity at Crayons Clothing focused on aspects such as Employee Engagement, Documentation of Employee Records, Solving Employees' Queries, Cross Verification of Salary Slips, and Maintaining Occupational Safety Standards.

The main focus lies on garments manufacturing, and majority of the employees work in the garments sewing, cutting and stitching process. The Human Resources Department comprises of few employees yet there has been an emphasis on ensuring smooth functioning of garments section. The functions include Payroll, Employee Relations, Training and Development.

The major causes of employee relations with organization have been explored from the responses of the respondents. Besides, the study also identified causes of little participation in decision making, absence of willingness of the management, lack of workforce diversity, low wage, and nature of the workers. Furthermore, this researcher suggested most of the employee relations factors have to be improved in the garments sector for taking competitive advantage in local and global market.

BIBLIOGRAPHY

- **Md. Sahedur Rahman (2021)**, "Effect of Employee Relationship Management (ERM) on Employee Performance".
- **Ugoani, John (2020)**, "Effective Delegation and Its Impact on Employee Performance"
- **Richard Hannis Ansah (2018)**, "Importance of Employer Employee Relationship towards the Growth of a Business"