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DAINIK BHASKAR PRINTING PRESS: MOTIVATION AND COUNSELLING
TECHNIQUES FOR OPTIMIZING ORGANIZATIONAL COMMITMENT AND
EFFECTIVENESS

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ABSTRACT

Printing is a Servicing Industry. It is an art, craft, science, & technology of reproduction of ‘n’ number of replicas with the help of a suitable Printing Process on the desired substrate and surface. It has an impact on everyone’s life. Printing is the second largest industry of India. This project study was conducted at Dainik Bhaskar Press, Hisar. This study aims at testing the motivation and counselling techniques for organizational commitment and effectiveness. Sophisticated equipments, Better co-ordination, transparent channels and chances of promotion, balanced salary structure and enhancements, training programmes, immediate solution of worker’s problems, attractive reward system for better performance, easy and approachable procedure of grievance committee, paper distribution of work and consideration of suggestions proposed by the workers are the need of the hour for organizational commitment and effectiveness.

Keywords: Printing, Art, Motivation, Counselling, Organizational commitment.

I. INTRODUCTION

Motivation is a basic psychological process. This study aims at testing the motivation and counselling techniques for organizational commitment and effectiveness. Sophisticated equipments, Better co-ordination, transparent channels and chances of promotion, balanced salary structure and enhancements, training programmes, immediate solution of worker’s problems, attractive reward system for better performance, easy and approachable procedure of grievance committee, paper distribution of work and consideration of suggestions proposed by the workers are the need of the hour for organizational commitment and effectiveness.

Brief profile of the organization:

The Bhaskar Group at a glance and name of the companies:

1. Bhaskar T.V.
2. Bhaskar Mineral Water Plant
3. Bhaskar Refinery Plant
4. Bhaskar Hotels
5. Bhaskar Textile Plant
6. Dainik Bhaskar (National Hindi Daily)

Dainik Bhaskar is fastest growing newspaper of Northern part of our country. It is owned by the Bhaskar Group. Bhaskar Group besides newspapers industry has a good name for a Chain of Hotels, Bhaskar Mineral Water, Refinery and Textile Plants and T.V. Channel. Total number of employees working with Dainik Bhaskar in all over India is 7000. It has got daily readership of approximately 1.57 crore. It has more than 20 presses at different places. The commercial printing plant is at Noida.

II. OBJECTIVE AND METHODOLOGY

The broad objective of the study will be to find Motivational and Counselling Techniques for the Organizational Commitment and Effectiveness of Work-force. However, the incidental objective of the study will be as under:

1. To find out techniques adopted for motivation and counselling.
2. To pinpoint the shortcomings in the techniques adopted.
3. To get an overview of the extent to which the employees are self-motivated.
4. Understanding of relative importance of job factor and the influence of supervisor's style on the workers motivation.
5. To know the opinion about welfare scheme prevailing in the organization.
6. To suggest practical motivation and counselling techniques leading to higher amount of commitment and effectiveness.

III. RESEARCH METHODOLOGY

Source of Data

1. Primary Data: To be directly collected from the workmen and organization.
2. Secondary Data: Published report of the company and other relevant materials from magazines and journals etc.

Tools and Techniques:

Of the various tools and techniques, the techniques adopted here is one of the most practical and result oriented techniques, popularly known as 'Questionnaire technique' for the project survey. It is confined only to the structured questionnaire. In a structured questionnaire, questions are definite, concrete and pre-ordained with some limited additional questions which are necessary to clarify incomplete or inadequate answers for eliciting a more detailed response. In this questionnaire, the questions are presented with exactly the same wording and in the same order to all the respondents. The reason for standardization is to ensure that all the respondents reply to the same set of the questions. Nearly more than the third questions within the Questionnaire are close-ended with fixed answers, and apart from it, open-ended questions are included where a respondent is free to respond other than the given alternatives. The questionnaire may be placed under following two heads:

1. Identifying Information: This part of the questionnaire contains items which have been used to identify the respondents, like name of the person, sex of the respondent, designation, etc. It also includes factual data and social background which consists the age of a person and family members, marital status, education, family size, family income and other socio-economic factors.
2. Subject Matter: This part of the Questionnaire is concerned with the social aspect of the study. Here the items are directly or indirectly related to the problems and hypothesis of the stud like the welfare facilities, working conditions, wages disbursement method, over time, etc. Since it was not possible to have the accurate response of the workers, so it was translated into Hindi, keeping in mind the educational level of the workers. Subject matter includes the following factors:
 - Economic factors
 - Environmental factors
 - Organizational culture
 - General factors regarding job
 - Welfare scheme
 - Suggestion of workers

IV. SAMPLING

The methodology used in this project is the simple random sampling. This type of sampling is also known as chance if inclusion in the sample and the each one of the possible samples. Here in this project, 75 respondents are selected

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for the interview from the universe of 125 persons. The survey was conducted with the help of the Questionnaire. During the investigation, every possible attempt has been made to obtain factual data as much as possible.

Analysis of data:

- Sex-wise distribution of the respondents
- Age-wise distribution of respondents
- Qualification-wise distribution of respondents
- Marital status of the respondents
- Family-wise distribution of respondents
- Distribution of respondents as per their number of children
- Distribution of respondents as per their family income
- Distribution of respondents as per their experience in this organization
- Distribution of respondents on the basis of number of organizations they have served before
- Distribution of respondents as per their longest stay in the previous organizations
- State-wise distribution of respondents
- Distribution of respondents as per their interest in work
- Distribution of respondents as per their importance given to work
- Distribution of respondents as per their views about economical factors
- Distribution of respondents as per their satisfaction level about environmental factors
- Distribution of respondents as per their feeling about organizational culture
- Distribution of respondents as per their opinion about general factors
- Distribution of respondents as per their awareness and satisfaction level about the welfare schemes and grievance procedure
- Distribution of respondents as per their response about the inspiration to do work in this press
- Distribution of respondents as per their response about the suggestion to improve the work force commitment and effectiveness in the press

V. RESULTS AND DISCUSSION

The conclusions of this study are – 94% of the workers are male and 6% workers are female. 73% workers belong to the age group of 20-30 years. Production department is the largest department of the organization. Only 2% workers are illiterate and 98% are educated. Percentages of married and unmarried workers are equal. 55% workers have small family, 41% have middle and 4% have large family.

65% workers have no issue, remaining have 01 to 04 children. 69% of the workers belong to Haryana state. 96% of workers do their task with great interest but 4% workers do not have their interest in their work.

96% of worker give more inters to their work rather than their personal interest. 56% workers are satisfied with the salary they are getting but as far as other incentives are concerned, 69-80% workers are not satisfied. 93% workers are satisfied with the working conditions prevailing in the organizations i.e. light, air, hygienic atmosphere and climate (temperature and humidity), etc. 80-95% workers are satisfied with organizational culture. Most of the workers are satisfied with their job and they work with the feeling of competition and also feel that their job is secure and safe but some of them have the fear of loss of job. Workers are highly demotivated due to unawareness and less number of welfare schemes exist within the organization. Most of the respondents praised the friendly nature of boss and other staff members, freedom to work and learn, mutual co-operation, recognition, environment, support from management, reputation and challenging work. The point suggested by the most of the workers for the effectiveness and commitment of workforce are more equipments, need of better co-ordination, transparent channel and chances of promotion, balanced salary structure and enhancements, training programmes, immediate solution of worker's problems, attractive reward system for better performance, easy and approachable procedure of Grievance committee, proper distribution of work and consideration of suggestions proposed by the workers.

VI. SUGGESTIONS

- As per the policy of the government, the steps may be initiated to increase the percentage of female workers in the organization.
- As 75% workers are from the age group of 20-30 years, the organization may take initiative of counselling for their career enhancement.
- As production department is the largest one in the concern, the needs of the workers of this department must be considered prominently, during any new policy formation.
- As 2% workforce is illiterate in the organization, literacy programs may be initiated for these workers and the other workers should be motivated for their higher studies.
- As 50% workers are unmarried, the concern may arrange marriage loans, special leaves (maternity and paternity), etc. for the employees to motivate them.
- As 65% workers have no issue, they may be motivated to stick to government family planning programme.
- Organization may take initiative to explore the possibilities for enhancing the family income of the workers by group discussion and driving support for the cottage industry and other programme.
- There lies the need for motivating and confidence building with commitment in the workers who have recently joined the organization, without experience.
- The workers may be motivated for their long stay in the organization, which improves quality and productivity.
- As 30% workers are from outside the Haryana state, the organization may take care for their housing and other needs.
- Special motivation schemes and corrective measures are required to motivate 4% workers who don't have their interest in work.
- 44% workers are less or not satisfied with existing salary, so this structure may be reviewed, and as 69-80% workers are not satisfied with other incentives, there is need to improve and mobilize the incentive facilities for the workers.
- Efforts are required to maintain and improve the organizational culture.
- Some of the workers have the fear of loss of the job, so the organization should try to eliminate it with the help of proper communication.
- A great need of mobilization and simplification of welfare schemes is required in the organization.
- There is need to maintain and improve the factors suggested by respondents, which inspire them to work with great zeal and enthusiasm in this organization.
- There lies the need for brain storming sessions for improving the organizational commitment and effectiveness on the points suggested by the workers for the same.

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