A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT IN NETHAJI APPARELS(TIRUPUR)

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Introduction

Employee relations involve the body of work concerned with maintaining employer-employee relationships that contribute to satisfactory productivity, motivation, and morale. Essentially, Employee relation is concerned with preventing and resolving issues involving individuals, which arise out of or affect work situations. It concerns the relationship of employees with the organization and with each other and includes the processes of developing, implementing, administering and analyzing the employer-employee relationship, managing employee performance and resolving work place conflicts / disputes. Maintaining healthy employee relations in an organization is a pre-requisite for organizational success.

Strong employee relations are required for achieving optimum productivity and satisfaction of the employees. Internal employee relations comprise the human resource management activities associated with the movement of employees within the organization. These activities include promotion, transfer, demotion, resignation, discharge, layoff and retirement. Discipline and disciplinary action are also crucial aspects of internal employee relations. It depends upon healthy and safe work environment, involvement and commitment of all employees, incentives for employee motivation and effective communication system in the organization. Healthy employee relations lead to more efficient, motivated and productive employees which further lead towards organizational success.

Objectives of the Study
1. To study the conceptual framework of employee relationship management.
2. To analyse the factors influencing employee relationship management in apparel industries.

Research Methodology
The validity of any research depends on the systematic method of the data collection and analysing the same in a logical and sequential order. The present study made extensive use of both primary and secondary data. The research is descriptive in nature.

Sample Size
The researcher collected the primary data relating to the employee relationship in Nethaji Apparel Industries. The sampling units were selected from the apparel units which are practicing relationship management in their company. The size of the sample was 250 respondents. These samples were carefully and scientifically selected by the researcher from the Apparel industries of the study area.

Sampling Design and Technique
Non Probability Sampling
Non Probability Samples in personal judgment involve somewhere in the selection process. The selection of population elements to be included in this left to individual field workers. The fact that the elements are not selected probabilistically precludes an assessment of sampling error.

Relationship Management
Age is an important factor in determining relationship between employees in an organization. It is believes that aged people talks move and share their experience with others. For the purpose of this study, age of the respondents has been classified into three categories viz., below 35 years, 35 to 50 years and above 50 years. The sample consists 149 (59.6%) respondents belonged to below 35 years of age groups, 73 (29.2%) respondents who are middle aged between 36 and 50 years, and 28(11.2%) respondents belonged to above 50 years age group. The distribution of sample respondents according to their age and their level of   relationship management practiced in apparel industries are shown in the following table.

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Table 1:Age of The Respondents and Level of Relationship Management

Sl. No.	Age	No.of Respondents	%	Average	Range Min	Range Max	S.D
1	Young (Below 35)	149	59.6%	35.69	15	55	11.531
2	Middle aged (36 – 50)	73	29.2%	36.90	15	55	10.679
3	Old (51 and above)	28	11.2%	37.43	17	56	9.390
	Total	250	100.0%				

Source: Primary Data

It could be observed from the above table that the level of relationship management practiced in apparel industry among the young respondents (below 35 years) ranged between 15 and 55 with an average of 35.69. The level of relationship management practiced among the middle age respondents (36 – 50 years) ranged between 15 and 55 with an average of 36.90. On the other hand, the level of relationship management practiced among the old aged respondents (above 50 years age group) ranged between 17 and 56 with an average of 37.43. From the analysis, it is inferred that the old category of respondents (above 50 years age group) have practiced maximum level of relationship management in apparel industries than their younger colleagues.

With a view to find the degree of association between the age of the respondents and their level of relationship management practiced in apparel industries, a two- way table was prepared and is exhibited in the following table.

Table 2: Age of the Respondents and Level of Relationship Management (Two - Way Table)

S. No.	Age	Level of Relationship Low	Medium	High	Total
1	Below 35 years	58(69.9%)	41 (47.1%)	50(62.5%)	149(59.6%)
2	35-50 years	19 (22.9%)	29 (33.3%)	25(31.3%)	73 (29.2%)
3	Above 50 years	6 (7.2%)	17 (19.5%)	5 (6.3%)	28 (11.2%)
	Total	83 (100.0%)	87(100.0%)	80 (100.0%)	250 (100.0%)

Source: Primary Data

It is highlighted from the above table that the percentage of high level of relationship management practiced in apparel industries was the highest (62.5%) among the young respondents (below 35 years age group) and the same was the lowest (6.3%) among the respondents of old age category (above 50 years age group). The percentage of medium level of relationship management practiced was the highest (47.1%) among the young respondents (below 35 years age group) and the same was the lowest (19.5%) among the old age category of respondents (above 50 years age group). On the other hand, the percentage of low level of relationship management practiced was the highest (69.9%) among the young respondents (below 35 years age group) and the same was the lowest (7.2%) among the old respondents (above 50 years age group).

In order to find the relationship between age of the respondents and their level of impact perceived on relationship management practiced in apparel industries, a chi-square test was employed and the result of test is shown in the following table.

Findings
The findings of the study are as follows,

Age - wise analysis of the selected sample respondents reveals that the respondents belonged to above 50 years age group have practiced maximum level of impact on relationship management practiced in apparel industries than their younger colleagues. The chi-square test also proved that there is a close relationship between age of the respondents and the level of relationship management practiced in apparel industry.

It is identified that the married respondents have practiced high level of relationship management in apparel industries than the unmarried respondents. The chi-square test also proved that there is a close relationship between marital status of the respondents and the level of relationship management practiced in apparel industry.

Conclusion
The conceptual framework of relationship management is thoroughly studied. The theory of relationship management which is considered by this study is properly conceived for further analysis. Accordingly the relationship management practiced in Nethaji Apparels with particular reference to women workers in Tiruppur district of Tamilnadu State was undertaken with reference to the above stated, comprehensively and suitably. The factors influencing the practice of relationship management in Apparel industries is thoroughly analysed. It is keenly observed that age, marital status, education, designation, experience, family type, monthly income, residential position affect the relationship management of the women workers of Nethaji Apparels in Tiruppur District of Tamilnadu State. The impact of relationship management on productivity of apparel products is systematically analysed. The experience and income of workers, cognitive components, affirmative component and conative components in apparel industries have significant relationship with productivity of the women workers of Nethaji Apparels in Tiruppur District of Tamilnadu State.