

Workers Satisfaction Towards The Performance Appraisal System Of The Kerala Weavers' Industrial Cooperative Society Limited, Chombala

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Abstract

The Kerala handloom weavers industrial cooperative society Limited (No.H227) Combala is one of the best working societies. The society is in existence for 51 years. The society was registered as a factory type weavers Co-operative society on 15-03-1960 with a starting capital of Rs. 5500. It commenced work on 24-03-1960. There were 59 members in the society at the beginning. Now there are 249 members in society of which 108 members are provided with work in the society. At present 83 looms are working in the society. The present study examines the extent of motivation of the present performance appraisal system among the employees and the extent of satisfaction of the employees towards the prevailing performance appraisal system.

Keywords: *workers satisfaction, performance appraisal, weavers cooperative society, motivation*

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I. Introduction

Handloom industry is a traditional industry of Kerala. This industry provides direct employment to many persons. A special feature of handloom industry in Kerala is that it is concentrated mainly in the district of the Trivandrum, Kannur, Kozhikode and Palakkad. The northern district of Kannur and Kozhikode produce handloom fabrics to feed the export market and southern district of Thiruvanthapuram produce different varieties for domestic consumption such as "Thorthu, Nariath and double veshty". The rhythm of handloom can be heard in almost every village in Kerala (Government of Kerala, 1960). A very large numbers of handloom are located in rural areas. Increase in production and improvement in transport facilities removed the hindrance of time and eased the exchange of commodities. There are men and women weavers for whom weaving is a way of life. Kannur district has 11050 loom with 74 registered co-operative societies and 79 private handloom unit, Lungi , Grey, Sari furnishing materials and dhothies are the major handloom item produced in the state and which amounts 67% of the total production in the industry.

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II. Review Of Literature

The handloom textiles industry constitutes an everlasting facet of the rich cultural heritage of India. As an economic activity, the handloom sector providing livelihood to the people next to agriculture. The element of art and craft [resent in Indian handlooms makes it a potential sector for the upper segment of market domestic as well as global. It is one of the largest economic activities providing direct employment. 65 lakhs persons engaged in weaving and allied activities. The handloom sector contributes nearly 18 percent of the total cloth produced in the country and also adds substantially to export earnings (Sripoorni, 2018). This sector has special significance for a labour surplus economy like India because its technique of production are mainly labour intensive and it has the potential to absorb a very large size of our unemployed workforce (Bharat, December). The handloom

industry requires certain carefully considered and well-articulated corrective measures, backed by supportive legislative initiatives, in order to maintain its market share and expand into new market sectors (Minakshi, 2024). Handloom sector is a major traditional industry in Kerala. A large number of looms were in existence in Kerala from time immemorial and even during the early 19th century the factory system of handloom production existed here (Anu, 2015). In recent days the sector is seen losing its relevance in the industrial scenario of the state due to several reasons. This industry is facing severe crisis due to increased cost of production, marketing difficulties, encroachment of power looms and lack of human resources (Sukanya S, 2017).

III. Significance Of The Study

An organization utilize human resource along with technological, Financial and other resources. Human resources are the wealth of an organization which can help it in achieving its goals. Human resources are the total knowledge abilities, skills, talents and aptitudes of an organization's Work Force. The values, ethics, belief of the individuals working in an organization also form a part of human resources. In the present complex environment no business or organization can exist and grow without appropriate human resources. So human resources has become the focus of attention of every progressive organization and this weavers cooperative society is not an exception. The society providing somewhat better wages and high rate of bonus compared with the workers in the private sector. There are 102 employees working in the society out of 87 and weavers and 5 office staff. All the activities of HR are controlled by the board of directors in the society most of employees are female. The society provide training to the employees and all other facilities to the canteen, medical transportation etc. society gives more care to their employees. The working hour of the society us 08.30 to 05 PM well experienced persons are in the managerial position of the society is in the maturity stage and increase sale and profit because of these experienced persons. I such situation a study on the performance appraisal system of Kerala Handloom Weavers Industrial Cooperative Society is found relevant.

IV. Objectives Of The Study

The study is intended to examine the extent of motivation of the present performance appraisal system among the employees and the extent of satisfaction of the employees towards the prevailing performance appraisal system.

V. Hypothesis Of The Study

The extent of satisfaction of the respondents towards the prevailing performance appraisal system is neither high nor low (average performance).

VI. Methodology Of The Study

The study 'Performance Appraisal system at the Kerala Handloom Weavers Cooperative Society Limited, Chombala' is a descriptive study based on both secondary as well as primary data. the secondary data for the study have been collected from journal articles, society's annual reports, official website and books. The primary data have been collected from 80 sample employees of the society. In order to get the primary data, structured questionnaire has been designed, translated into regional language and distributed among the sample employees through purposive convenient sampling technique. The tools like simple percentage, mean and composite index have been used for analysing the primary data.

VII. Results And Discussions

The basic profile of the sample employees are presented in table 1 below:

Table 1: basic profile

Particulars		Frequency	Percentage
Gender	Male	41	51
	Female	39	48
Age	Up to 25years	47	59
	25-50 years	28	35
	Above 50 years	05	06
Educational qualification	Primary	04	05
	Secondary	03	04
	Higher secondary	12	15
	Graduation and above	61	76
Experience	Up to 3 years	21	26
	3 to 6 years	24	30
	6 to 9 years	24	30
	Above 9 years	11	14
Monthly salary	Up to 15000	15	19

	15000 to 30000	29	36
	Above 30000	36	45

Source: field survey

From table above it is seen that the male female proportion is almost equal (51: 49). More than half of the respondents belong to the age category of up to 25 years. The educational qualification of the majority is graduation and above. 60 percent (30+30) of the respondents have an experience in between three and six years at the present position in the society. many draws over 30000 as their monthly salary.

Awareness about prevailing performance appraisal system

The details regarding the awareness about the prevailing performance appraisal system is presented in the following table 2.

Table 2: awareness about prevailing performance appraisal system

Awareness about prevailing performance appraisal system	No of respondents	Percentage
Very low awareness	18	03
Low awareness	31	04
Neutral	25	31
Well aware	03	23
Very well aware	03	39

Source: field survey

Table above exhibits that 62 percent (23 +39) of the respondents have good awareness on the performance appraisal system prevailing in the organization.

Prevailing methods of performance appraisal system

The details regarding the prevailing performance appraisal system at the weavers cooperative society is presented in table 3 below:

Table 3: prevailing methods of performance appraisal system

Awareness about prevailing performance appraisal system	No of respondents	Percentage
Self appraisal	17	21
Peer appraisal	30	38
Supervisors (superior) appraisal	25	31
Customer feedback system	07	09
360 degree appraisal	01	01

Source: field survey

From table above it seems that the many (38 percent) agree the fact that there exists peer appraisal followed by superior appraisal (31 percent) and self-appraisal (21 percent).

Extent of motivation generated through the present performance appraisal system

The extent of motivation gained by the employees through the performance appraisal system is presented in table 4 below:

Table 4: extent of motivation gained

Motivation generated through PAS	No of respondents	Percentage
Creates a strong feeling that an employees effort is recognized	60	75
Strong feeling that an employee is paid based on his/her hard work	58	72.5
Get extra benefits based on performance appraisal	50	62.5
Training needs are identified based on performance appraisal	53	66.25

Source: field survey

From the table above it is seen that more than 62.5 percent of the employees accept the fact that the present performance appraisal system creates a feeling that their efforts are recognized, they are paid based on their hard works, they get extra benefit based on their performance appraisal and their training needs are identified based on their performance appraisal. Hence the motivation of present performance appraisal is sound.

Extent of satisfaction towards the prevailing performance appraisal system

In order to know about the extent of satisfaction of the respondents towards the prevailing performance appraisal system, five main variables were included in the questionnaire and the respondents were asked to

express their responses towards these variables in a five-point scale. The collected data were analyzed by one sample t-test. The result is shown below:

Ho: The extent of satisfaction of the respondents towards the prevailing performance appraisal system is neither high nor low (average performance).

Ha: The extent of satisfaction of the respondents towards the prevailing performance appraisal system is either high or low (not average performance).

Table 5: Extent of satisfaction towards prevailing performance appraisal system

satisfaction	Mean value (test value = 2.00)	t-value	p-value
1. Superior appraisal	3.90	15.02	<0.001
2. Peer appraisal	3.18	9.21	<0.001
3. Customer appraisal	3.68	10.21	<0.001
4. Training based appraisal	3.90	18.73	<0.001
5. Pay based appraisal	3.02	7.45	0.681

Source: field survey

Table above shows that the extent of satisfaction of the employees towards the prevailing performance appraisal system is high except for one variable (p-value <0.05 and mean value >3.00). Hence the null hypothesis is rejected and concluded that the extent of satisfaction of the respondents towards the prevailing performance appraisal system is high. But it is to be noted that the satisfaction of the employees towards the pay based appraisal is moderate only.

VIII. Conclusion

The respondents have good awareness on the performance appraisal system prevailing in the organization. the many (38 percent) agree the fact that there exists peer appraisal followed by superior appraisal(31 percent) and self appraisal (21 percent). the employees accept the fact that the present performance appraisal system creates a feeling that their efforts are recognized, they are paid based on their hard works, they get extra benefit based on their performance appraisal and their training needs are identified based on their performance appraisal. the extent of satisfaction of the employees towards the prevailing performance appraisal system is high except for one variable (p-value <0.05 and mean value >3.00). Hence the null hypothesis is rejected and concluded that the extent of satisfaction of the respondents towards the prevailing performance appraisal system is high. But it is to be noted that the satisfaction of the employees towards the pay based appraisal is moderate only. The employees in the Kerala handloom weavers handloom society is not that much satisfied with the pay based performance appraisal system in the unit. The performance based pay band will lead to better work performance among employees. Further steps are to be effected to keep the same motivation among the employees. The Handloom sector in Kerala has a long tradition and the protection of such industry is the need of the hour.

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