

## A STUDY ON EMPLOYEE RELATIONSHIP MANAGEMENT TOWARDS GP INDUSTRIES UPVC WINDOWS & DOORS PVT. LTD., DINDIGUL

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### Abstract:

This study aims to evaluate the effectiveness and employee perception of welfare schemes at GP Industries Pvt. Ltd., Dindigul. Welfare schemes are essential tools for enhancing employee satisfaction, motivation, and productivity. The research focused on both statutory and non-statutory welfare measures such as health facilities, canteen services, sanitation, safety, and recreational benefits. Data was collected through structured questionnaires from a sample of employees across various departments. Statistical tools such as Chi-square tests and correlation analysis were employed to interpret the data. The findings reveal that while a majority of employees are aware of and satisfied with basic welfare provisions, there is room for improvement in grievance handling, recreational facilities, and career development support.

**Keywords:** Employee satisfaction, Welfare measures, Chi-square.

## 1. Introduction

The term "Employee Relationship Management", translate as "management of the relationship with the employees" refers to the use of technologies in the management of human resources. This concept is based on client relationship management, with the employee at its center. Employee Relations Management (ERM) is a vital business process that manages employer-employee and employees-employee relations. It goes by the maxim that 'a satisfied is a productive employee'. Organizations which are following good employee relations realize that employees are important stakeholders in the organization. Employees who are content with their employers contribute more effectively forwards the goals of the organization. Employees who are content with their employers contribute more effectively towards the goals of the organization. ERM is influenced by organizational strategies, culture and other factors like employee commitments and employee engagement. Managing organizational aspects like motivation, leadership, decision making and communication that play an important role in employee relations management. Employee relationship is a process that develops and maintains employee relations, ensures employee satisfaction, increases productivity and improves employee's morale.

ERM enables employees to do their job in an efficient manner and achieve both corporate and personal goals. Employee relations were earlier known as Industrial relations. Industrial revolution can

be traced back to the times of industrial revolution when many large scale organizations employed thousands of laborers. It is a multidisciplinary field that studies employment relationship.

### **NEED OF THE STUDY**

The relationship between an employer and employee is a key deciding factor because it is very important to have mutual trust. An employer should trust his employee and an employee should trust his employer. This trust factor helps in building a relationship between both the parties. Once this trust factors built then we say that the base of the relationship between the parties is set. Going forward trust helps to maintain the relationship and helps both the parties to understand each other well so that both can contribute to the development of the organization and personal development. It helps in maintaining the satisfaction level of both the parties, which is very important for both the employer and employee as if any of the parties is not satisfied the growth of the organization is not possible so the study concludes how employee-employer relations is maintained in GP industries UPVC windows & doors Pvt. Ltd., Dindigul.

#### **1. Objectives of the Study**

##### **Primary objective:**

- To study the employee relationship management in GP Industries Pvt. Ltd., Dindigul.

##### **Secondary objectives:**

- To know the problems in relationship and barriers in communication among employees in GP Industries Pvt. Ltd., Dindigul.
- To identify the overall perception of the employees about the organization culture in GP Industries Pvt. Ltd., Dindigul.
- To suggest suitable remedial measures to improve the industry relations in GP Industries Pvt. Ltd., Dindigul.
- To know whether the working conditions in the company will motivate the employees to work more efficiently and productively in GP Industries Pvt. Ltd., Dindigul.
- To understand how communication and information are shared between employee employer to build good relations in GP Industries Pvt. Ltd., Dindigul.

#### **2. Scope of the Study**

The main purpose of employee-employer relations is to maintain harmonious relationships between employee and employer. The focus on these relationships is accommodation. The parties involved develop skills and methods of adjusting to or cooperating with each other. This is an attempt to find out the level of satisfaction observed by the workers of the company regarding the relationship. The analysis and findings will be useful to improve the relationship with employer and employee. The analyses add to general feeling of satisfaction with the company and reduce employee's turnover over focus on GP industries dindigul.

#### **3. Research Design**

Research design is the arrangement of conditions of collection and analysis of data in a matter that aims to combine relevance to the research purpose with economy in procedure. Descriptive research design-The design for this study is descriptive research design. This design was chosen as it

describes accurately the characteristics of a particular system as well as the views held by individuals about the system. The views and opinions of employees about the system help to study the suitability of the system as well as the constraints that might restrict its effectiveness.

### RESEARCH METHODOLOGY

Research is a scientific and systematic search for pertinent information on a specific topic. Research is an art of scientific investigation. According to Clifford Woody, "Research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis".

#### 4. Method of Data Collection

**Primary source**-The primary source of data is through Questionnaire.

**Secondary source** -The secondary source of information is based on the various details retrieved from Journals, Websites and Magazines. The data for this study has been collected through primary sources. Primary data for this study was collected with the help of Questionnaires and evaluation feedback forms. The extra information was collected through interviews with the employees at various company.

#### PERIOD OF THE STUDY

The period of the study is from 02.01.2025 to 30.04.2025.

#### AREA OF THE STUDY

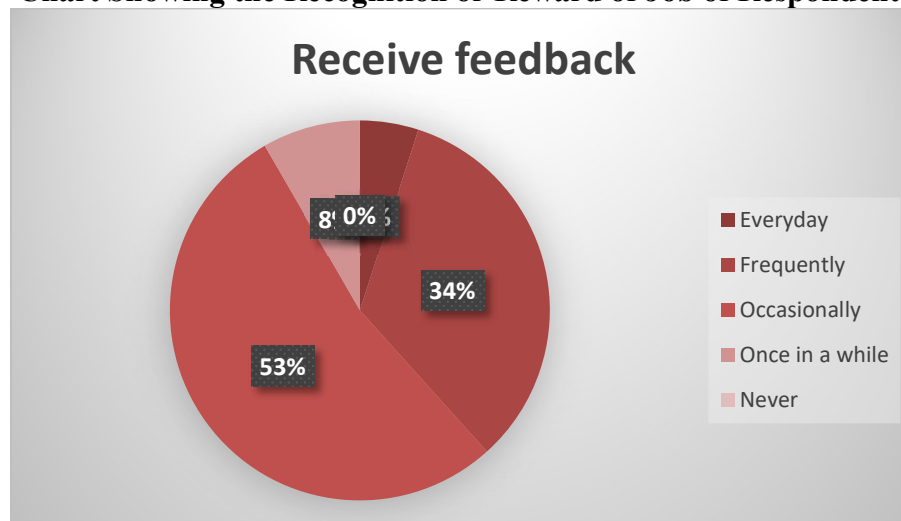
The area of study in this project is on "Employee Relationship Management" in the organization.

#### LIMITATION OF THE STUDY

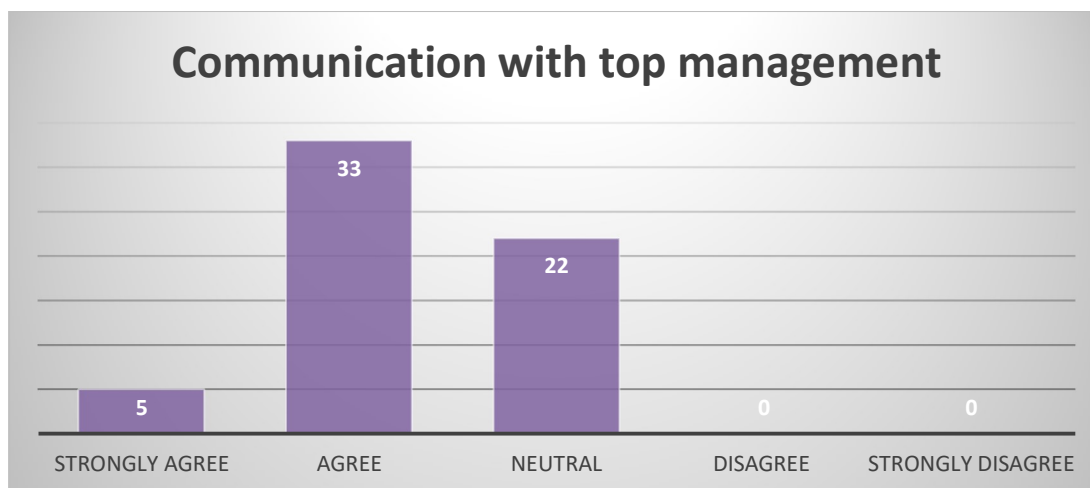
- Employee may hesitate to share honest opinions.
- Small sample size may not represent all employees.
- Management may not fully cooperate.
- Company policies may change during the study.

#### DATA ANALYSIS AND INTERPRETATION

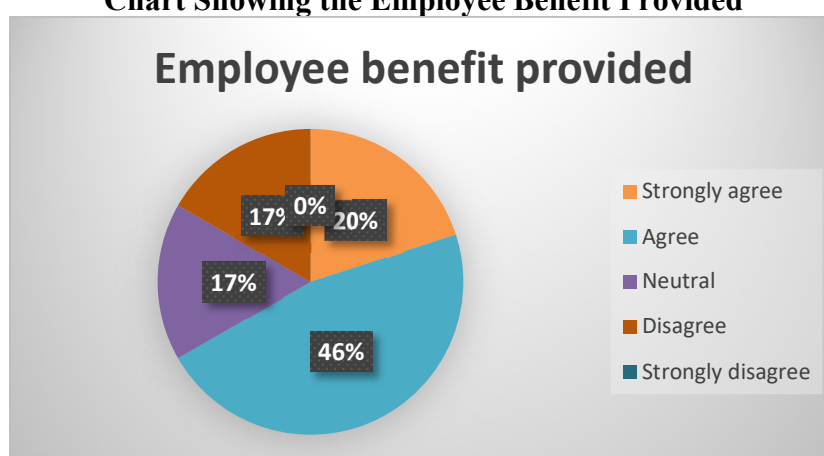
**Chart Showing the Recognition or Reward of Job of Respondents**



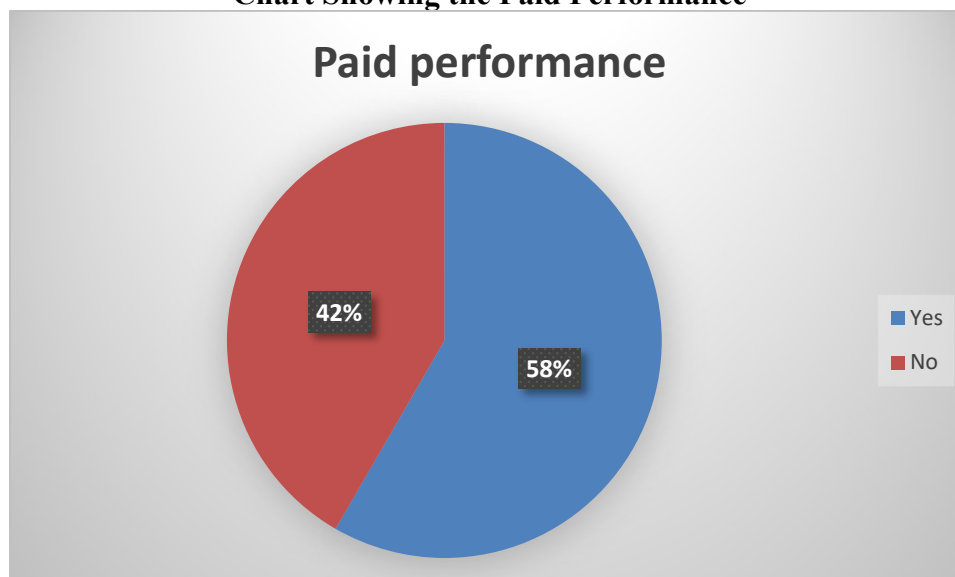
**Chart Showing the Communication with Top Management**



**Chart Showing the Employee Benefit Provided**



**Chart Showing the Paid Performance**



### CHI-SQUARE

**Gender with work life balance**

Work-Life Balance	Female	Male	Total
Strongly Agree	18	26	44

Agree	18	28	46
Neutral	8	22	30
Disagree	4	6	10
Strongly Disagree	0	0	0
<b>Total</b>	<b>48</b>	<b>72</b>	<b>120</b>

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.923	3	0.588
Likelihood Ratio	1.962	3	0.580
Linear-by-Linear Assoc.	0.439	1	0.508
No. of Valid Cases	60		

**Inference:**

Since the p-value (0.588) is greater than 0.05, there is **no significant association** between gender and perception of work-life balance.

**5. Findings**

- A significant portion of respondents (62%) are aware of the brand, indicating effective brand visibility and market reach.
- Word of mouth emerged as the most influential source of brand awareness, suggesting strong customer advocacy and positive experiences.
- A majority of customers (70%) prefer the brand due to its product quality, highlighting that quality is a key competitive advantage.
- 60% of the surveyed individuals are satisfied with the current pricing, reflecting a favorable price–value perception.
- Packaging was found to be attractive by 66% of respondents, demonstrating effective branding and shelf appeal.
- Around 58% of customers are satisfied with the product’s availability, although this also implies room for improvement in distribution coverage.
- A notable 55% of consumers are repeat buyers, reflecting good brand loyalty and customer retention.
- More than half of the respondents agree that the brand meets their expectations, reinforcing its alignment with consumer needs.

**6. Suggestion**

- The, company should maintain sound relationship between the management and employee to get better quality output in GP Industries Pvt. Ltd., Dindigul.
- The company should accept worthy suggestions from the employees for better output in GP Industries Pvt. Ltd., Dindigul.

- Organization should take necessary measures to make employees have good relationship in GP Industries Pvt. Ltd., Dindigul.
- Employers must collect regular feedback from employees in GP Industries Pvt. Ltd., Dindigul.
- Organization should take necessary measures to make employees have good relationship in GP Industries Pvt. Ltd., Dindigul.
- Organization should provide some amount of autonomy to its employee to perform their work effectively in GP Industries Pvt. Ltd., Dindigul.
- Organization should build good relation with management within the workplace in GP Industries Pvt. Ltd., Dindigul.

## 7. Conclusion

The study on Employee Relationship Management (ERM) at GP Industries, focusing on the UPVC windows and doors division, highlights the critical role of healthy employer-employee relationships in achieving organizational goals and maintaining a productive work environment. The findings reveal that GP Industries has recognized the importance of ERM in fostering employee satisfaction, loyalty, and performance. Effective communication channels, grievance handling mechanisms, fair treatment, and opportunities for growth and recognition are central to their employee management strategy.

Nowadays employee relations appear everywhere, from small companies to the big organizations all over the world. We have seen that the importance of employee relations and how to practice it effectively. In this we have explained that how employee relation is relevant today, its role in supporting business to support business to improve performance. . This relationship may significantly affect the productivity as well as the working environment in organizations. It is very useful to manage and improve performance of both employees and firms. Therefore organizations should focus more on improving and enhancing their relationship with staff members for the ultimate benefit of the organization and in order to realize organizational goals and targets.

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