A study on Awareness and Opinion of Reward and Recognition Programme among Employees Working in Garment Industries at Tirupur City

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ABSTRACT

Reward and Recognition plays a strong role in activating the employee performance in organization. It cultivates positive work environment and creates loyalty employees to organization. Values for their skills and talent must be quantified in terms of reward and recognition. Apart from financial rewards nowadays adaption of non-financial rewards and recognition motivates highly as a boosting agent to attract and retain right employees for right position at right time in organization. Objectives: To understand the awareness of reward and recognition programme among employees working in garment industries. To analyze the demographic profile of the employees. To assess the overall employee opinion about the existing reward and recognition program in the organization. To identify the employees level of satisfaction with existing reward system. To understand the current trend in labor market and necessity in studying employees opinion towards reward and recognition program. This study attempted to collect the data about opinion on current reward and recognition among employees working in garment industries. Methods/ Statistical Analysis: Descriptive research design is adapted for the study. Convenient sampling technique was applied and data was collected from 100 respondents. Findings: Majority of employees recommends that reward and recognition promotes their commitment and involvement efficiently and effectively. Nowadays awareness among employees about reward system found to be increased in successful organization. Majority of the employees interested to work only in the well-designed rewarded and recognition companies. Applications/ Improvements: This study could favor the industrialist and their managers to know about the employees opinion and found convenient to fill their needs to win competitive labor market. This study could also support the management to frame effective reward and recognition in future to increase employees job satisfaction and level of commitment.

Keywords-- Reward, Recognition, Performance, Awareness, Opinion

I. INTRODUCTION

The Indian economy is expected to grow approximately 10 per cent on the FY2021-22, since due to COVID-19 linked with supply disruptions and rise in the global economy reported by Poonam Gupta. On the challenges being faced by the Indian economy, she said the first one is to recover from the impact of COVID-19 and the second is to sustain post- COVID-19 growth rate of at least 7-8 per cent. Poonam Gupta is a Director General of NCAER (National Council of Applied Economic Research), is the first women director of NCAER an economic think-tank and lead an economist at the world Bank. She also added as real challenge in sustaining a growth rate of 7 to 8 per cent in these year. Even if two Pandemic years are clubbed together, the net growth would be very small. The Indian economy at the end of 2021-22 would be only slightly larger than at the end of 2019-2020. In the past decade, India faced one of the biggest economic challenges on the account of a slowdown in private investment. The rate of private investment declined from a peak of 36 percent of GDP in 2007 to 27 percent in 2020. Because of the rapid pace of vaccination, found to ensure best pro-growth policy mentioned by Poonam Gupta.

Tirupur formed a part of the Kongu Nadu region ruled by the Cheras during Sangam period. The region was part of a prominent Roman trade route that connected east and west coasts of India. Tirupur is sixth largest city as well as urban agglomeration in Tamilnadu located on the banks of Noyyal River. Tirupur is one of the fast growing cities in India with Textile and Garment Manufacturing Industries. Tirupur consist of various nickname(s) as **"Knit Wear Capital of India", "Dollar City", "Cotton City", "Textile City", "Baniyan City", "Knit City".** Tirupur climatic condition is comfort and suitable for the Textile and Garment manufacturing. And hence location found to be more suitable in adoption of local and export manufacturing industries. Tirupur is a major textile and knit wear hub contributing to 90% of total cotton knitwear

exports from India. The textile industry provides employment to over six lakh people and contributed to exports worth 200 billion(US$2.8 billion) in 2014-15 . Tirupur District population in 2021 is 2,619,550 (estimates as per aadhar uidai.gov.in Dec 2020 data). Cotton knitwear sent from here are in much demand in European countries.

Survival of business with long-term success becoming challenges nowadays. Manufacturing companies ready to invest and wishes to excise with expertise and reward consultancies to manage the competitiveness with global demand. Understanding the needs of the employees current situation there occur necessity in fulfilling their demands. Successful business companies found to be establish proper motivation tool to encourage the employees performance to increase productivity. In order to motivate employees and to create positive-workforce required foremost to fulfill the basic hygienic needs. Therefore employees harmonious relationship with organization increased along with loyalty and care. There is necessity for establishment of reward and recognition program to enhance the capabilities of skilled employees. Successful management in organization frames reward and recognition program innovatively understanding both employees requirement and market demand.

Reward and Recognition program is a program organized by manufacturing companies to encourage employee's contribution and (inturn) return to achieve or accomplish the strategical goals of business. Through reward and recognition program employees are motivated to perform their job performance to extent of their satisfaction. The aim (Mission) of implementation of reward and recognition program is to drive the employees ability to reach the organization expectation level. Effectively committed people have emotional bond over their organization and feel an obligation to care about organization welfare and helps organization reach its objectives. In-turn organization requires to recognizes such employees for the long term journey. Establishing the culture of reward and recognition program in manufacturing companies enriches the active strategy approach with long-term successive plan to reach the goal of business. Reward and recognition program not only helps to improve performance of employee but also helps to attract and retain high quality employees for organization needs. Adoption of the reward and recognition program in manufacturing units improves both long-term survival of organization as well as increases the confident level of employees. The study of reward and recognition program system may helps to reframe the strategy to innovative techniques of gratitude for workers. To improve the performance of employees the rewards and recognition program need to be updated according to the requirement of the employees. Employees engagement are increased by recognizing their value on the basis of performance and skills.
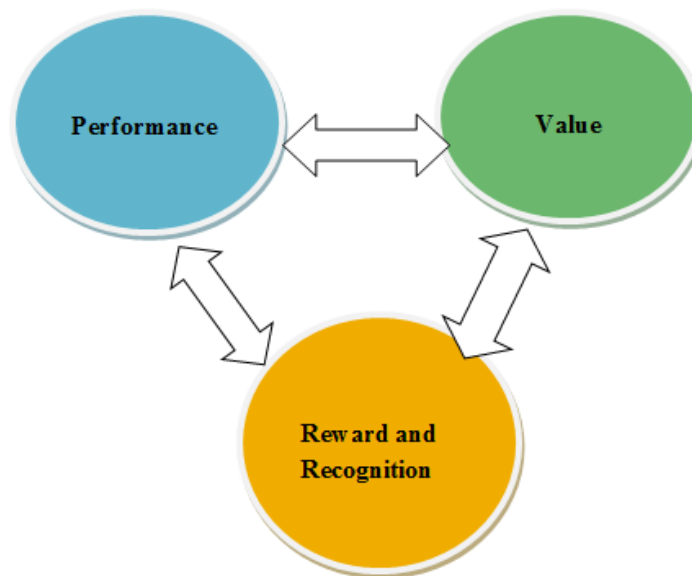
Reward and Recognition program plays as a **motivating tool** for employee performance. The program is organized by the manufacturing companies to appreciate their employee performance and in turn understanding its worth, employees loyalty and performance increased. Garment employees in Tirupur were also aware of RR program and they claim their incentives with respectively. Tirupur garment employees are interested to show their effectiveness of performance based on Reward system existed. Majority of companies in

Tirupur frame their Reward management system with keen interest and according to the requirement of their employees. Recognition also provided, formal and informal recognition, peer to peer recognition, daily recognition, supervisor recognition etc. There found to be a positive relationship between (dependent variable) Employee's performance and (Independent variable) supervisor's recognition (Shazia Khan et al., 2011).

II.   OBJECTIVES OF THE STUDY

➤ To understand the awareness of reward and recognition program among employees working in garment industries.
➤ To analyze the demographic profile of the employees.
➤ To assess the overall employee opinion about the existing reward and recognition program in the organization.
➤ To identify the employees level of satisfaction with existing reward system.

Prithiv Garment is selected for the study. Data was collected conveniently from 150 employees of the organization. All the employees are working in main branch of the company with atleast five years experience with organization.

III.   NEED OF THE STUDY

To understand the extent of awareness spread over Reward and Recognition program among employees working in garment industries in Tirupur city. And to the increase the performance of employees in garment industries as well as to achieve their compliment for their effort there is necessity to analyze level of employees expectation on job satisfaction. Though study of reward and recognition program exist earlier, now understanding employees current expectation level thoroughly helps to fill the gap to explore in research and this study could support garment employees to receive effective reward and recognition.

IV.   SCOPE OF THE STUDY

Awareness of reward and recognition program among employees create knowledge to receive their monetary rewards or non-monetary rewards, accordingly employees ready to spare their valuable time and effort. By knowing the existence of reward and recognition system among employees retention rate increases in industries to survive for long-term. This study highlights employees expectation level and helps to explain their needs to be fulfilled and to motivate job performance effectively.

V.   REVIEW OF LITERATURE

Reward

Mbyuthia Rose Nyakaro, 2016) states that reward is anything can given or received in response for a worthy behavior or for a active commitment or desired behavior. Rewards are given to compliment work that is done well and or timely. Alignment of organization reward practice and employee values is critical if an organization is to realize its business goal. And also he recommends the opinion of **(Bennet, 1975)** as reward helps to improve performance and build a feeling confidence among employees. According to Bennet, a good recognition sytem should include issuing certificates or posting on memos, names of staff and even open declaration of staff recognized realize that they cared for. Adopting a good reward system helps to keep employees happy, loyal to the company and every employee in organization is valuable, worthy in understanding their abilities and involvement organization should come forward providing with authority to reward and recognize their performance periodically not only financially but also with non–financial incentives agreed to **(Suresh Babu and Arunkumar, 2020)** statement.

Adim and David (2020) mentioned as effective reward system can help an organization to achieve its business objectives by attracting and retaining competent people. He agreed to the opinion of **Saunderson (2004)** view, recognition means caring and valuing about employees contributions. And also he recommends and proved recognition based rewards is the keen way of motivating employees to create positive work environment in manufacturing firm to increase employee performance. As per **Armstrong (2009)** opinion rewards serves to attract and retain quality employees, helps to develop positive employment relationship and motivate the people to obtain their commitment and engagement .

Recognition

According to Harrison (2005), Employee recognition, involves the timely, informal and/or formal acknowledgement of a person's behavior, effort or business result that supports the organization's goals and values, and which clearly has been beyond normal expectations.

Imran, Ahmad, Nisar & Ahmad (2014), identifies employee recognition to be a strong motivational tool that enriches employees'energies towards the accomplishment of organisational goals and objectives and also have significant positive relationship with employee performance agreed the opininion of (Rahim & Daud, 2013). Understanding employee feelings in-depth, and appreciating to their efforts creates healthy working atmosphere and recognition has contagious effect. Recognition can be embedded to the day-to-day superior-

subordinate interactions that make to found unique quality they possess. And similar opinion mentioned by (**Shazia Khan et al., 2011**) adopting variety ways of recognizing contributes and create high morale in work environment and increase productivity.

Nyakundi, Karanja, Charles & Bisobori, (2012) The aim of employee recognition is to allow individuals to know and understand that their work is valued and appreciated, provides a sense of ownership and belongingness, improves morale, enhances loyalty and increases employee retention rate in the organization.

Brun & Dugas (2008), argues recognition has been held to be a **constructive response and a judgment** made about a person's contribution, reflecting not just work performance but also personal dedication and engagement on a regular or ad hoc basis, and expressed formally or informally, individually or collectively, privately or publicly, and monetarily or non-monetarily. Brun and Dugas (2008) in their scientific literature have identified **four approaches** to employee recognition expressed in the form of **personal recognition, recognition of work practices, recognition of job dedication and recognition of results**. They added that these four recognition practices recognize employees as full-fledged individuals as well as workers capable of being committed to their jobs by investing time and energy to perform duties competently and deliver concrete results.

It has been held that recognition is inexpensive to distribute, available for all employees and can be offered in various forms ranging from a manager saying or writing formally to record thanks; a more senior manager in the organisation writing to the individual; public appreciation of the individual employee of the month or year to provision of gift cards and certificates, shopping vouchers, domestic goods, dinner, trophies, reserved car parking space, theatre/cinema tickets, as well as use of certain facilities.

Mohammad Nurul Alam and et al. (2020) study over Ready-Garments industries at Bangladesh reveals restructuring the beneficial policies and welfare facilities according to the needs of employee proved to survive in global market among competitors in case of improving productivity to motivate employee's productivity.

VI. DATA ANALYSIS & INTERPRETATION

Process of Data Analysis & Interpretation carried out at "Prithiv Garment employees" and categories in to: (1) Editing (2) Coding (3) Classification (4) Tabulation

Part 1: Demographic Analysis

S.No	Particulars		n(100)	%
1	Gender	Male	58	58
		Female	42	42
2	Age(Years-old)	Below 25 years	42	42
		26-30 years	30	30
		31-35 years	12	16
		36-40 years	8	8
		Above 40 years	8	8
3	Martial Status	Married	47	47
		Unmarried	53	53
4	Designation	Manager	2	2
		Officer	2	2
		Controller	3	3
		Supervisor	7	7
		Worker	86	86
5	Education Qualification	No formal education	8	8
		School level	76	76
		Diploma level	6	6
		Under Graduation	6	6
		Post Graduation	4	4
		Others	0	0
6	Monthly salary	Below Rs.10,000	22	22
		Rs.10,001-Rs.20,000	67	67
		Rs.20,001-Rs.30,000	6	6
		Rs.30,001-Rs.40,000	3	3

		Above Rs.40,000	2	2
7	Work experience	Below 2 years	40	40
		2-4 years	30	30
		4-6 years	13	13
		6-8 years	7	7
		Above 8 years	10	10
8	Does your Organization have reward and recognition program?	Yes	72	72
		No	28	28
9	What type of rewards/ recognition is provided?	Monetary	30	30
		Non-Monetary	10	10
		Both	60	60
10	Do you believe that your organisations reward/recognition program is adequate?	Yes	12	12
		No	88	88
11	In what type of setting are you most comfortable with in receiving recognition?	Private	62	62
		Public	12	12
		Unit/Small Group	18	18
		No Preference	8	8

1.1 Gender of the employee:

S.No	Gender	n(100)	%
1	Male	58	58
2	Female	42	42
	Total	100	100

Interpretation   From the above Table 1.1 it is inferred that 58% of the respondents are male, 42 % of the respondents are female.
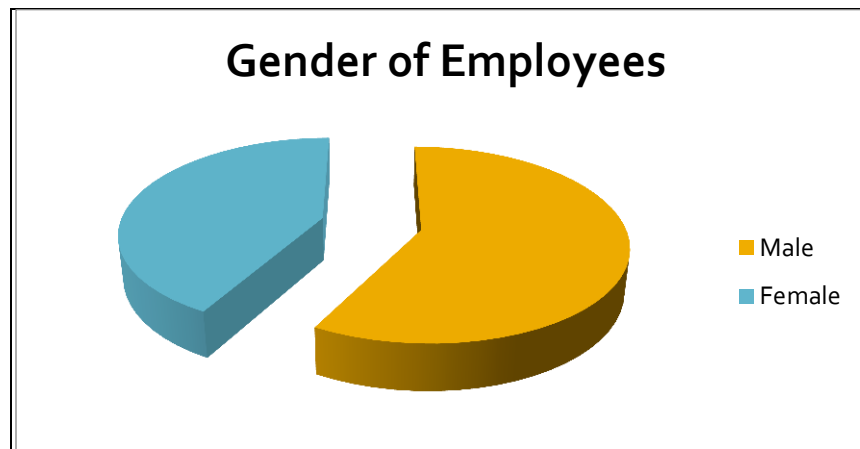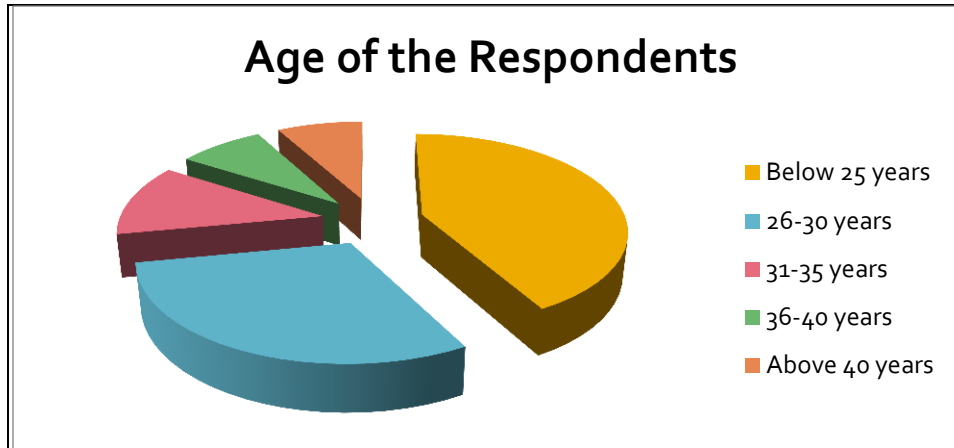

Q2: Age of respondent

S.No	Age	No. of Respondent	Percent
1.	Below 25 years	42	42
2.	26-30 years	30	30
3.	31-35 years	12	12
4.	36-40 years	8	8
5.	Above 40 years	8	8
	Total	100	100

Interpretation

From the above Table1.2 it is inferred that 42% of the respondents are below 25 years, 20 % of the respondents are between 26 -30 years, 12% of respondents are between 31-35 years, 8 % of respondents are between 36-40 years and 8% of respondents are above 40 years.
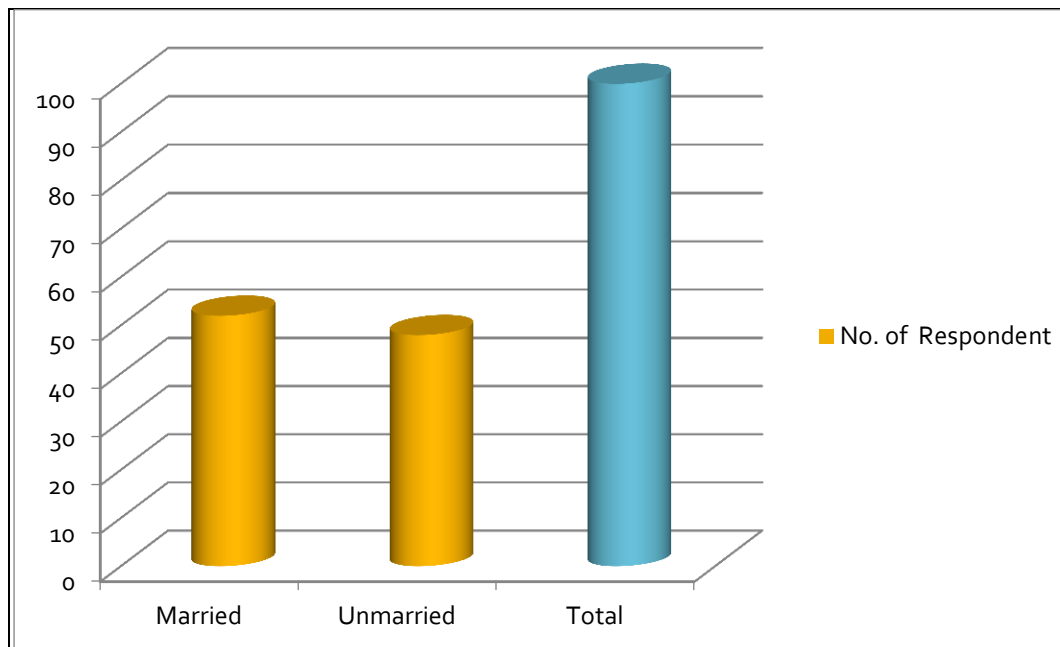

Q3: Martial Status of employee

S.No	Martial Status	No. of Respondent	Percent
1.	Married	52	52
2.	Unmarried	48	48
	Total	100	100

Interpretation

From the above Table1.3 it is inferred that 48% of employees are Married and 52% of employees are unmarried.

Q4: Designation of Employee

S.No	Designation	No. of Respondent	Percent
1.	Manager	2	2
2.	Officer	2	2
3.	Controller	3	3
4.	Supervisor	7	7
5.	Worker	86	86
	Total	100	100

Interpretation

From above Table1.4 it is inferred that 2% of respondents are manager, 2% of respondents are Officer, 3% of respondents are Controller, 7% of respondents are Supervisor and 86% of respondents are worker.
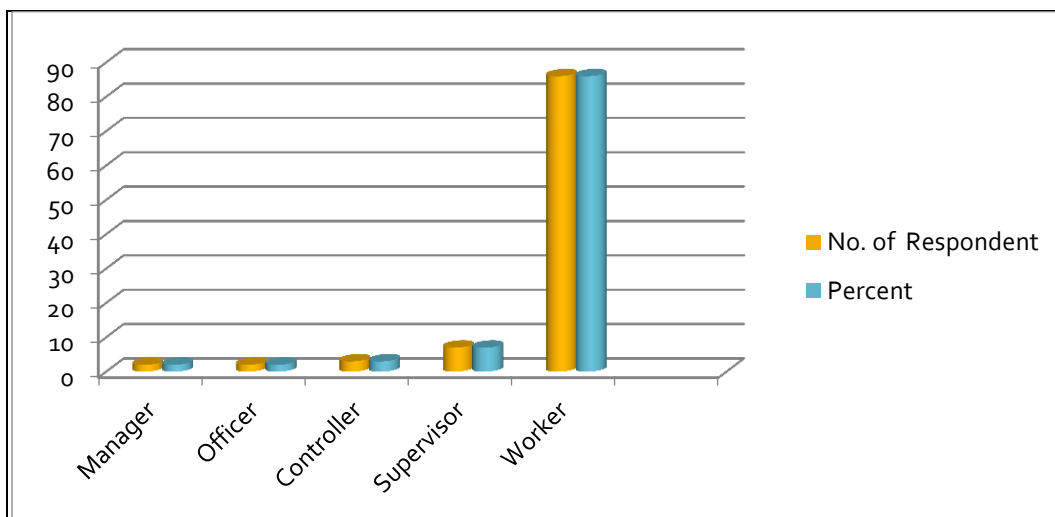

Q5: Education Qualification

S.No	Qualification	No. of Respondent	Percent
1.	No formal education	8	8
2.	School level	76	76
3.	Diploma level	6	6
4.	Under Graduation	6	6
5.	Post Graduation	4	4
6	Others	0	0
	Total	100	100

Interpretation

From above Table1.5 it is inferred that 8% of respondents have no Formal education, 76% of respondents have School level of qualification, 6% of respondents have Diploma level of qualification, 6% of respondents have Under Graduation and 4% of respondents have Post Graduation.
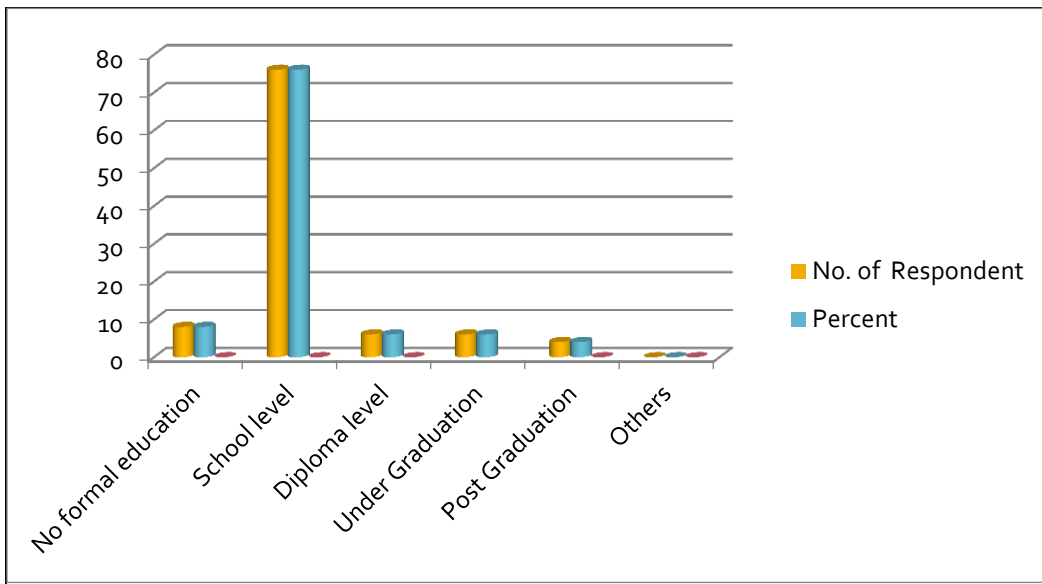
Q6: Monthly Salary

S.No	Monthly salary	No. of Respondent	Percent
1.	Below Rs.10,000	22	22
2.	Rs.10,001-Rs.20,000	67	68
3.	Rs.20,001-Rs.30,000	6	6
4.	Rs.30,001-Rs.40,000	3	3
5.	Above Rs.40,000	2	2
Total		100	100

Interpretation

From above Table1.6 it is inferred that 22% of respondents receive salary below Rs.10,000, 67% of respondents receive salary between 10,001-20,000, 6% of respondents receive salary between Rs.20,001-Rs.30,000, 3% of respondents receive salary between Rs.30,001 – Rs.40,000and 2% of respondents receive salary above Rs,40,000   .
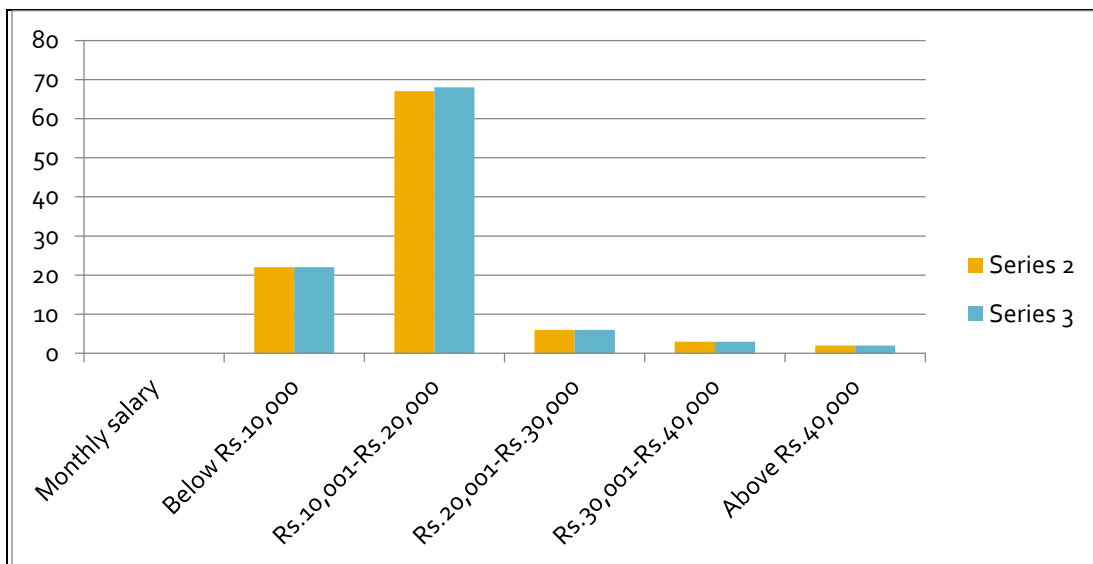
Q7: Work Experience

S.No	Work Experience	No. of Respondent	Percent
1.	Below 2 Years	40	40
2.	2-4 Years	30	30
3.	4-6 Years	13	13
4.	6-8 Years	7	7
5.	Above 8 Years	10	10
	Total	100	100

Interpretation

From above Table 1.7 it is inferred that 40 % of respondents are below 2 years of work experience, 30% of respondents are between 2-4 years of work experience, 13% of respondents are between 4-6 years of work experience, 7% of respondents are between 6-8 years of work experience and 10% respondents are above 8 years work experience.
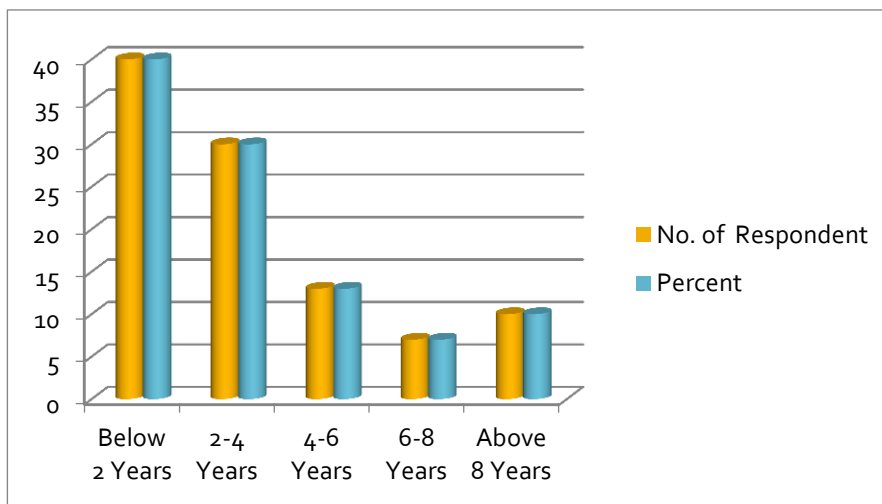
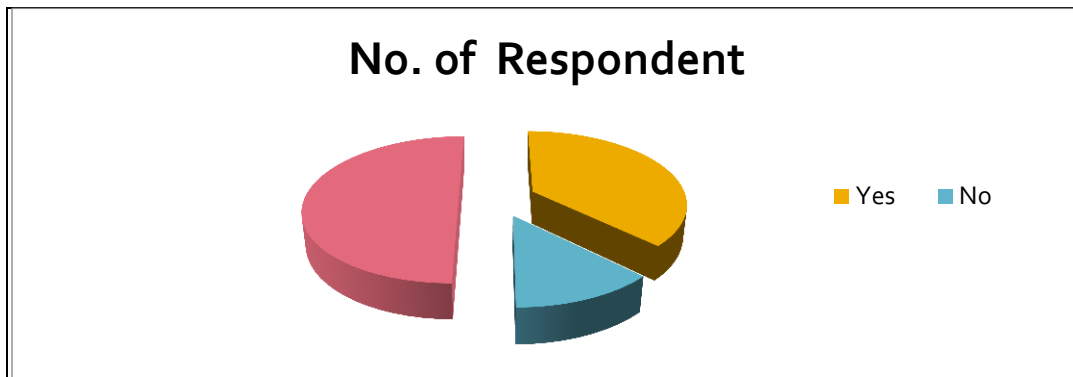**Q8: Does your organization have reward/recognition program?**
    a) Yes   b) No

S.No	Particulars	No. of Respondent	Percent
1.	Yes	75	75
2.	No	25	25
	Total	100	100

Interpretation

From this above Table1.8 it is inferred that 75% of respondents agreed to availability of reward and recognition, 25% of respondents disagreed.

Q9: What type of rewards/recognition is provided?
 a) Monetary   b) Non-monetary   c) Both

S.No	Particulars	No. of Respondent	Percent
1.	Monetary	30	30
2.	Non-Monetary	10	10
3.	Both	60	60
	Total	100	100

Interpretation
　　From above Table1.9 it is inferred that 30% of respondents receive Monetary rewards, 10% of respondents receive Non- Monetary rewards and 60% of respondents receive both monetary and non- monetary rewards.
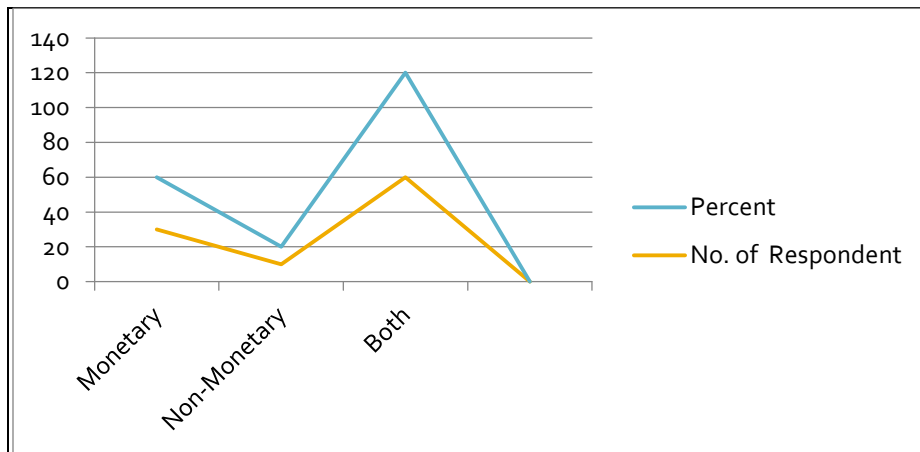
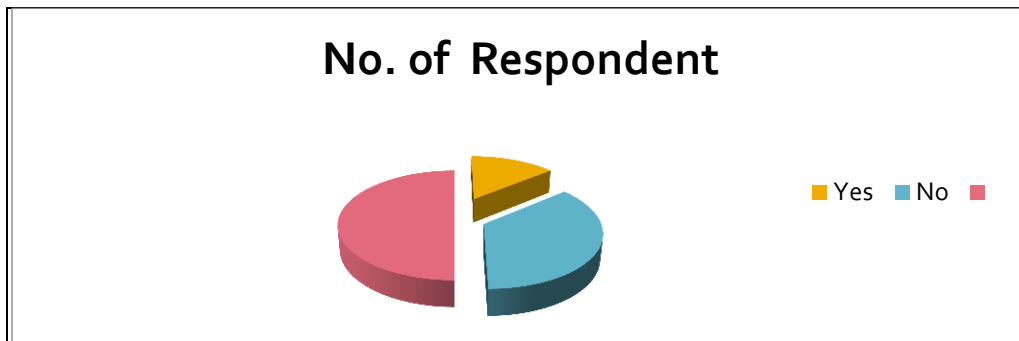**Q10. Do you believe that your organisations reward/recognition program is adequate?**
 a) Yes   b) No

S.No	Particulars	No. of Respondent	Percent
1.	Yes	28	28
2.	No	72	72
	Total	100	100

Interpretation
　　From above Table1.10 it is inferred that 28% of respondents says Reward and Recognition program in their organization is adequate and 72% of respondents says not sufficient.

Q11. In what type of setting are you most comfortable with in receiving recognition?
**a) Private   b) Public   c) Unit/Small group   d) No preference**

S.No	Particulars	No. of Respondent	Percent
1.	Private	72	48
2.	Public	22	15
3.	Unit/Small Group	38	25
4.	No Preference	18	12
	Total	150	100

Interpretation

From this above Table1.11 it is inferred that 48% of respondent felt comfort working in Private company, 22% of respondents felt comfort working in Public company, 25% of respondent felt comfort in Unit/Small group and 12% of respondents have no preference.
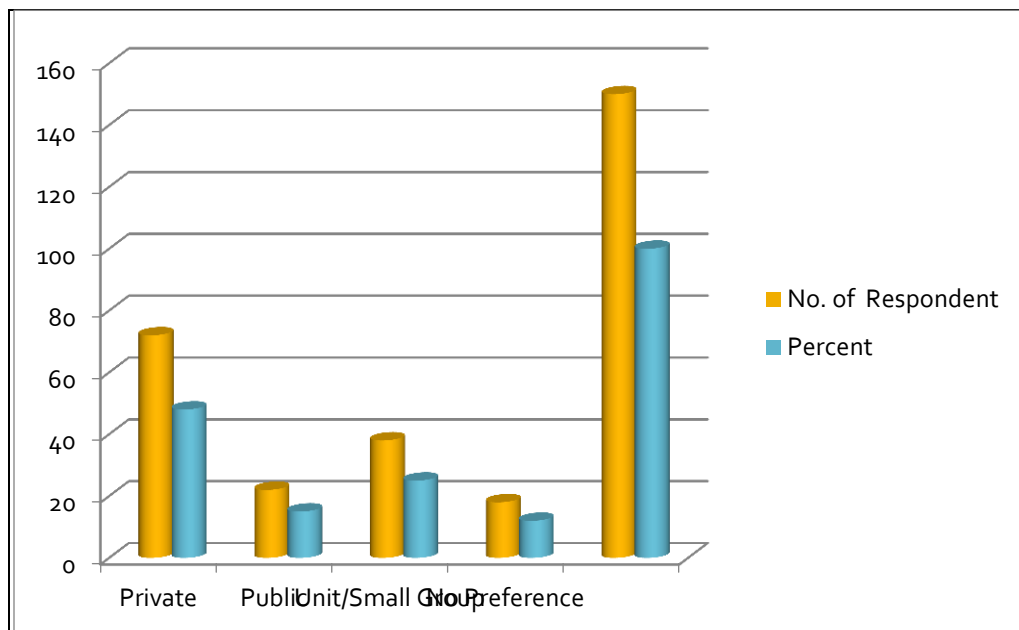
Part-2: Awareness and Opinion of employees towards Reward and Recognition
SA-Strongly Agree, A-Agree, N - Neutral, DA-Disagree, SDA-Strongly Disagree
Rate your level of Agreeability with the following statement:

S.No	Statements	SA	A	N	DA	SDA
1	I am aware of current reward system in my organization.	66	14	5	9	6
2	I have confident on my work will be valid.	76	10	7	3	4
3	I have opportunity to do my work till to my extent of ability.	68	14	8	5	5
4	In the past days I have received recognition and praise for my effort.	58	20	11	7	4
5	My supervisor and management cares me in my achievement.	52	24	16	4	4
6	At work, am encouraged by supervisor and management to receive reward and recognition.	64	26	7	5	5
7	My opinions are taken into account at work.	53	20	8	12	17

Part-3: Level of satisfaction of employees towards Reward and Recognition
HS- Highly Satisfied, S-Satisfied, N - Neutral, DS – Disatisfied, HDS-Highly Dissatisfied
Rank your level of satisfaction with the following statement:

S.No	Statements	HS	S	N	DS	HDS
1	Formal reward system	55	15	10	16	14
2	Informal reward system	30	20	15	30	5
3	Daily-based reward system	19	21	22	18	20
4	Weakly-based reward system	64	16	12	4	4
5	Monthly-based reward system	21	14	15	26	24
6	Financial reward system	55	35	5	2	3
7	Non-financial reward and recognition system	68	20	7	3	2
8	Both Non-financial and financial reward and recognition system.	76	12	8	2	2

VII. CONCLUSION

Framing a well-designed reward and recognition programme in organizational strategy supports to achieve organization goal and vision rapidly. Employees engagement increased depending on the successful reward and recognition program. Employees are attracted only towards best rewarded organizations. Therefore study will enables the assessment of present and future expectation of employees that determines to frame the alternate rewards and recognition program for improving their performance to increase productivity .

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