

Role Of HRD In Dealing With Absenteeism: With Special Reference To Hindustan Unilever Limited (HUL), Doomdooma, Assam

By Falguni Das

Abstract

Human Resource, in general terms refers to the most important assets of an organisation. On the other hand, Human Resource Development is a process which not only covers the activities that improves the job performance, but also those which bring about growth in their personalities, help individuals in the progress towards maturity and actualisation of their potential capacities.

The present study highlights the consequences of absenteeism faced by HUL. The study is done to make an analysis of the absenteeism rate of the employees working there.

To satisfy the research, data has been collected from both primary as well as secondary sources.

The findings indicate that the difficulties faced by the workforce regarding absenteeism can be mitigated by providing them proper incentives as well as by motivating them. The findings of the study help us to draw the conclusion that Human Resource Development helps in the development of personnel in an organisation as well as helps in the reduction of absenteeism rate very positively.

1.0 Introduction

Absenteeism means being absent from work. It has become one of the major problems faced by every organisations these days. Organisations view absenteeism as a very huge obstacle in achieving positive results. The workers' absence from work often disrupts the production schedule followed in the organisation. The reason behind being absent may be because of certain uncontrollable factors like sickness, emergency, accidents, etc. Moreover, workers may also remain absent when they are capable to attend work. This may result out of low motivation or dissatisfaction with one's work. Absenteeism is, however, too complex and inconspicuous concept to permit exact remedial measures.

Human Resource Development (HRD) plays a vital role in dealing with the issue related to absenteeism. It acts as the heart of a company and is in the best position to establish strategies to reduce the rate of absenteeism. HRD includes training an individual working in an organisation, providing opportunities to learn new skills, motivating employees to cope up with the dynamic business environment, offering them with proper incentives, alleviating stress among the workforce, etc.

This research study, is being carried out in Hindustan Unilever Limited (HUL), Doomdooma, one of the most leading production units of India. HUL is India's largest Fast Moving Consumer Goods (FMCG) Company which deals with many brands having distinct categories such as soaps, detergents, tooth-pastes, shampoos, cosmetics, packaged foods, etc.

2.0 Review of Literature

Allen and Higgins (1979): Absenteeism is a civilizing problem. It is affected by organisational norms and customs. It is like an infectious disease that is communicated from one to another. The absenteeism rates are similar in work crews even the leaders who show little commitment to attendance practices had one of the highest absenteeism rates in his organisation.

Merwe and Miller (1988): Absenteeism is an unplanned, disruptive incident; but more specifically it can be seen as non-attendance when an employee is scheduled to work.

3.0 Objectives

The principle objectives of this study:

1. To study the absenteeism rate of the employees working in HUL.
2. TO determine the initiatives taken by HUL to deal with absenteeism.

4.0 Research Methodology

- **Research Design:** The research study is based on descriptive research.
- **Methods of data collection :** To meet the objects of the study both primary and secondary data have been collected:
 - **Primary data:** It has been collected through-
 - a) Questionnaire: A well-structured questionnaire is designed keeping in mind the objectives of the study.
 - b) Personal interview: The researcher personally interviewed the H.R and workers for required information needed for the study.
 - **Secondary data:** It has been collected from internet.

➤ **Sampling Plan:**

- Area of study- The present study is conducted in HUL, Doomdooma.
- Population size- The population size is 669 workers of HUL.
- Sample Size- The sample size is 30 workers.
- Sampling method- Simple random sampling method has been adopted for selecting the sample size for the study.

5.0 Findings

The findings are enumerated as under:

1. Absenteeism tends to be a vital problem faced by HUL.
2. On interviewing the HR it was found that the rate of absenteeism of the workers was comparatively high in HUL which at times lead to slowdown of their production cycle.
3. It has been found that the HRD deals with this problem very sensibly. They takes every possible steps in order to motivate the workers to perform their jobs properly without remaining absent.
4. The HR at times even makes visit to the workers' domicile to encourage him to refrain from being absent.

6.0 Conclusion & Recommendations

The study aimed at determining the role of HRD in dealing with absenteeism in HUL, Doomdooma. Absenteeism is a crucial problem faced in the workplace, so, the management should be conscious enough to deal with this problem in a very effective manner. The study revealed that the rate of absenteeism was bit high in HUL. However, the HRD takes every possible steps in order to alleviate the rate of absenteeism. The workers are treated very sensibly and are given proper incentives in order to refrain them from being absent.

Since, absenteeism tends to be a vital problem faced by HUL, it is suggested that the managers should be motivating in nature and must possess patience to deal with the workers. The workers who are deserving and efficient enough must be rewarded so, that they gets uplifted to work more effectively.

References

1. Allen and Higgins, (1979), *The absenteeism culture: becoming attendance oriented*, Personnel.
2. Merwe and miller, (1988), *Measuring absence and labour turnover: A practical guide to recording and control*, JHB: Lexicon Publishers.
3. www.businessdictionary.com.

