



# “A Review on Rewards and Recognition of Co-operative Society Employees in Coir Industry with Reference to Southern Region of Kerala”

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## **Abstract**

Rewards and Recognitions are the most important factors needed to retain the employees in an organization. It improves the satisfaction and positive attitudes of employees (Human Resources) towards the organisation. The Human Resources are the Back Bone of an organization as well as industry. They are the vital resources than any other sources / raw materials / items. They can provide best output with topmost quality under proper direction. The aim of this study is to know up to what extend the rewards and recognition influencing the employees in production. It also tries to evaluate the related literatures to substantiate the findings of H.R. experts in Rewards and Recognitions in Industry.

## **Key Words**

Rewards, Recognition, Human Resources, Organisation, Coir Industry, Motivation, Job Satisfaction, Team Work and Assets

## **An Introduction**

The history of Coir and its association with the State of Kerala dates back to the 19th Century. One of the most commonly seen tropical trees in Kerala is the Coconut tree. In fact, even the name Kerala (Keralam in Malayalam) is derived from this tree (“Kera” in Malayalam language means Coconut and “Alam” means Land, thus Keralam = Land of Coconut). Here, on earlier days, one can see coconut husks being beaten into fibre for

making beautiful mats and other coir products. Both men and women were actively involved in the production of Coir.

### **About Coir Industry**

The coir industry is mainly concentrated in Southern region of Kerala (mainly in Alappuzha District and nearby Districts). Traditionally a cottage industry, the coir sector has more recently been undergoing substantial changes as more capital-intensive products are coming on-line. Non-coir inputs are also increasingly being used, with coir accounting for only 60% of the total product. The main coir products are,

Coir Geo-textiles: - Made from yarn by using modern Power looms will improve the Ecosystem in and around the unit. This will be used in the protection of soil and water. Coir geo textiles are best for controlling soil erosion and conditioning soil.

The major new coir products include:

Coir Mats: Made from yarn by using mainly century old manual production technique. Largely used as door mats which constitute a mix of coir yarn and rough fibres as bristles. Woven matting, which is used in interiors of houses etc. are done in Semi-automated and fully automated looms.

Rubberized Coir: Using another important Kerala commodity, 'rubberized' products include products that combine coir and rubber (such as a coir mat with a rubber trim or backing) or blend the coir fibre itself with rubber (such as coir-rubber composites for car seat stuffing).

PVC Mats: One of the latest changes in coir production, PVC mats are made from coir fibre brushes adhered onto PVC base (or 'seat').

Decorative Products: It is to get the attention of visitors and to make the office / drawing room in eye catching manner.

Mixed Products: In Alappuzha floor-coverings cluster is increasingly incorporating non-coir inputs into its products. Apart from rubber and PVC as raw materials, jute, sisal and cotton are also the raw materials used.

### **Importance of the Study**

As element of financial rewards brings the motivation in the employees on one side, then the non-financial awards are also a resource of motivation for the employees and cost effective for the organizations. A development of just "Thank You" culture within the organization will bring a good change in the behaviour of employees towards creating loyalty defined motivation as a force which was generated in an employee due to internal and external factors. This energetic force leads towards commitment with the work and work-related behaviour is generated. Further this force also describes the magnitude of work-related behaviour. Therefore, it is crucial for the managers to find the particular forces that can maximize the work-related behaviour of their employees. Employee motivation contributes an important role in overall success of every organization. Organizational commitment is linked to satisfaction and motivation. This link of motivation and satisfaction can increase the productivity and organizational effectiveness.

### **Review of Literature**

The review of literature is a vital part of any research study, which gives essential contribution to the researcher to frame the research study on the selected topic. The review of literature has been collected from various sources, such as books, journal articles, thesis, reports, and websites and so on. The collected reviews of related literature for the present study are presented in this area.

**1) Daniel Njoya Ndungu (2017): -**

This study was conducted to determine the effects of reward and recognition on employee job performance in Kenyatta University. Moreover, the relationship between other factors affecting performance (working environment and leadership styles) and performance was also explored with the help of responses collected from employees working in Kenyatta University main campus, Nairobi. A descriptive research design was used in the investigation of the effects of rewards and recognition on Kenyatta University staff performance. Stratified random sampling and purposive random sampling were used in sampling design. Questionnaire as research instrument was used and was distributed to 360 employees of Kenyatta University. In total, 332 usable responses were received which were analysed through SPSS 20.0. Standard procedures were used to process and represent findings. Inferential statistics (person correlation analysis) and multiple regressions were then applied. Results showed significantly positive relationship between reward and recognition, with employee performance. In addition, a very positive and significant relationship was also observed between job performance and the independent variables (extrinsic rewards, intrinsic rewards and financial rewards, recognition rewards, working environment and leadership styles). Results also showed that salaries and fringe benefits as well as job security to be weak in Kenyatta University and caused dissatisfaction and affected employee performance. Furthermore, there are low levels of team work, communication and participation. Kenyatta University employees have very low satisfaction with responsibilities assumed and promotional opportunities available.

**2) Jayanthi M and Maheswari G.S (2018): -**

The study is focused on how the rewards and recognition related to employee performance and to know impact of rewards and recognition given by the organization. The researcher used descriptive analysis and t-test to find the result. Data is collected from 100 respondents. The results show that there is a direct relationship between rewards and employee performance. The highly performed employees are getting more rewards by the organization. There are eight factors which are highly influenced in the rewards and recognition. Pay and promotion admired employees and this is induced the employees to work hard and try to achieve the organizational goal followed by awards and empowerment influenced employees to stay back in the same organization and to be a loyal employee. This research concludes that the organization / Management motivate the employee to provide rewards and recognition to the concern employees. It creates positive relationship between the management and employees.

**3) Ridhdi Patel and Vaishali Vishwanathan Pillai (2019): -**

This paper examined the impact of reward and recognition system in the manufacturing sector. The Literature shows that impact of reward and recognition system on job satisfaction. The study of this research is examined about employee's satisfaction regarding reward and recognition in industry sector. Objective behind the study to study about the impact of rewards and recognition on the performance of employees in the IT sector, to study about the level of employee's satisfaction with the monetary benefits provided by the organization, to study the level of satisfaction of employees with the current reward and recognition system and provide the practical suggestion for the improvement of employees' rewards and recognition in an organization. Primary and secondary source were used. The use of questionnaires was employee to gather necessary and relevant data from the respondents. The data was analysed using descriptive statistics. From the result of the study, it can be concluded that there is a significant relationship between good rewards and recognition services and employee performance. More so, there is a significant relationship between managing reward and recognition system and improve productivity.

**4) Sophy Alexander and Steema tomy (2020): -**

In the age of global competition, obtaining the right work force and retaining it turns into the most essential assignment of all organization. To get the most from those resources, employees should be motivated. Managers must think of new ways to hold an employee's attention and interest in BPO sector. The primary data is collected from 100 participants. The questionnaire survey method is used to collect

the primary data. From the analysis, it is found that the majority of the respondents are satisfied with effectiveness of reward system on employee motivation. The reason on why the study is vital is it helps to understand why reward system is important within the organization so the organization can adopt better ways to encourage workers through a good reward system to increase worker productivity. To recapitulate, the study states that salaries, bonus, commission and working conditions have a positive relationship with performance of employees in business process outsourcing. Thus, there is a positive relationship between rewards and employee motivation. The purpose of rewards is to motivate employees thereby increasing the result of the organization.

## Conclusion

Human Resources having major role in the success of an organization as well as industry. Hence talented and skilled employees need to be retained in the job for the success of business. It is very essential in coir industry too. It is mainly possible only through proper rewards and recognition to the employees in deserving manner. It is in the form of monetary as well as non-monetary benefits. Because **Satisfied Employees are the ASSETS of an organization / industry that will help them for long run survival.**

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