



A STUDY ON STRSS MANAGEMENT IN HERITAGEFOODS INDIA LIMITED, KASIPENTLA

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Abstract:

Stress in a workplace has touched almost all professions, starting from executive levels to co-workers who are directly engaged in the production. The result of the Job stress ultimately affects the physical as well as mental health. Stress has been defined in different ways over the years. It is a condition in which any human is confronted with an opportunity or demand related to what they desire and for which the outcome is perceived to be both uncertain and important. Purposive sampling technique is used to collect the data from 120 respondents using questionnaire. The statistical tools such as percentage method have been used for analysis of this study. Stress in the private sector is caused not only by salary but also by the workload and time pressure. The study suggested that the employees should follow Proper health care tips which will reduces the health problems faced by them, time management programs will reduce the time pressure and deadlines faced in the work environment.

Key Words: Stress Management, private employee, behaviour changes, coping strategies, physical & mental health

I. INTRODUCTION

Stress management offers a range of strategies to help you better deal with stress and difficulty in your life. Managing strain permit you to lead a greater balanced, healthier life. Stress is an automatic physical, mental and emotional responseto the challenging event. It is a normal part of everyone's life.

Preventing and handling long-time period stress can decrease your danger for different conditions like coronary heart disease, obesity, excessive blood pressure, and depression. You can save you or lesson strain by planning head. Decidingwhich obligations to do first.

Stress is part of everyday living. In our everyday lives, we're frequently uncovered to conditions that produce stressing our everyday lives, we're frequently uncovered to conditions that produce stress. For example, speak me in public may be demanding for a few humans and enjoyable for others. However, if our strain stage is simply too high, it may bring about extreme clinical and social problems. Any occasions or circumstance that lines or exceeds a man or women capacity to manage is referred to as stress.

Stress is an experience of emotional or bodily tension. It Stress management offers a range of strategies to help you better deal with stress and difficulty in your life. Managing pressure assist you to lead an extra balanced, more healthy life. Stress is an automatic physical, highbrow and emotional response to a tough event. It's an ordinary a part of everyone life.

Stress control is the vast spectrum of strategies that assist someone to govern their pressure levels. The cause of strain control is to enhance the regular functioning of a worker and boom task satisfaction. It is common to feel stressed.

II. REVIEW OF LITERATURE

1. **Sinha V. and Subramanian K.S. (2012)**, the study highlights that various levels of organization experience different kind of organizational role stress. It also states that stress is influenced by various factors like shortage of resources, inadequacy within a person, and overload with a role, stagnation of a role and isolation and expectation of a role.

2. **Kavitha (2012)** found that especially married women face more stress than men in the organization and she viewed to be more specific married women faces more stress than the unmarried women.

3. **Swaminathan & Rajkumar S. (2013)** found that an optimum level in which every individual can perform with his full capacity and identified three conditions responsible for work stress they are 1) Role overload 2) Role self- distance 3) Role stagnation. Satija S. & Khan W. (2013) in their research work have highlighted that stress is as same as Job Stress that needs to be controlled at the workplace otherwise it will negatively affect employee's work attitudes & behaviour.

4. **Charu M. (2013)**, he stated that higher stress is directly proportional to the quality of work life for IT professionals. He outlined a few factors namely fair pay structure, steady role demands, supervisory support, congenial job environment, capability fit of the job, role autonomy and stress that directly affect the quality of work life.

5. **Dr. A. Jayakumar and K. Sumathi (2014)** in the journal International Journal of recent advances in organisation behaviour and decision science. To estimate the level of stress in higher secondary students studying in Salem District and to identify various Strategies for reducing stress to evaluate the effectiveness of stress management program and to determine the change of attitude after the stress management program to evaluate the efficiency of advocating stress management program. They have found that the students community in Higher Secondary School follow some and healthy ways to cope with stress by selecting negative strategies to avoid failure aiming to low for scheduling daily life etc.

III. RESEARCH METHODOLOGY

3.1 OBJECTIVES OF THE STUDY

To Identify the factors causing stress among the employees. To study the effect of stress on their performance. To know their activities while performing

3.2 NEED FOR THE STUDY

The main purpose of this project is to study the stress management of the employees in Heritage Company. This study mainly concentrates on aspects of stress management, employee behavior and ways of managing stress by the employees in the company.

3.3 SCOPE OF THE STUDY

The scope of the study is confined to the various categories of employees of Heritage Food India Ltd covering Tirupati. These study helps to find out the impact of stress and steps to be taken to improve stress and other requirements.

3.4 RESEARCH DESIGN

- 1) **Research method:** Descriptive
- 2) **Total population:** 1000
- 3) **Sample size:** 120
- 4) **Sampling unit:** Employees at HERITAGE FOODS INDIA LTD at Kasipentla.
- 5) **Sampling Method:** Non-probability

6) **Research Instrument:** Structured Questionnaire

The study is conducted by non-random convenient sampling Techniques for the purpose of assuring the sample size.

QUANTITATIVE ANALYSIS

The data is collected through questionnaire regarding the purpose of approval and positive and negative aspects of existing system were Analyzed Quantitatively and qualitatively and inferences were summarized.

STATISTICAL TOOLS USED: The design tool used to analyze the data is **Percentage method.**

PERCENTAGE METHOD: This sample size may be large, to analyze such large size of data, we change into percentages.

FORMULAE: $\frac{\text{No. of respondents}}{\text{Total no of sample size}} \times 100$

Total no of sample size

3.5 LIMITATIONS OF THE STUDY

- One of the most important limitations was the time period. The time period was not sufficient.
- The other limitation was the non-cooperative nature of the people to give information and interviews.
- The sample size is small to show the entire organization

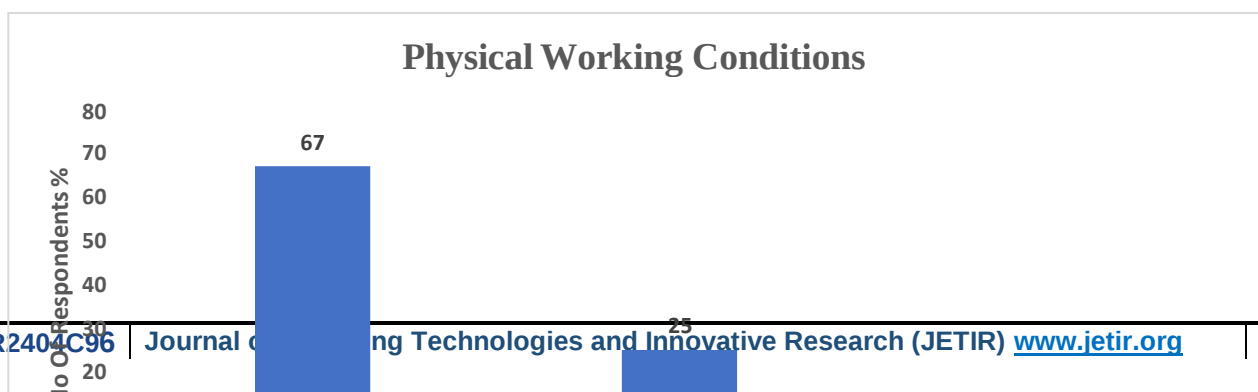
IV. DATA ANALYSIS AND INTERPRETATION

4.1. OPINION ABOUT THE PHYSICAL WORKING CONDITIONS OF THE ORGANIZATION

TABLE 4.1:

OPTION	No of respondent	Percentages
Satisfied	80	67
Neutral	30	25
Dissatisfied	10	8
TOTAL	120	100

CHART 4.1:

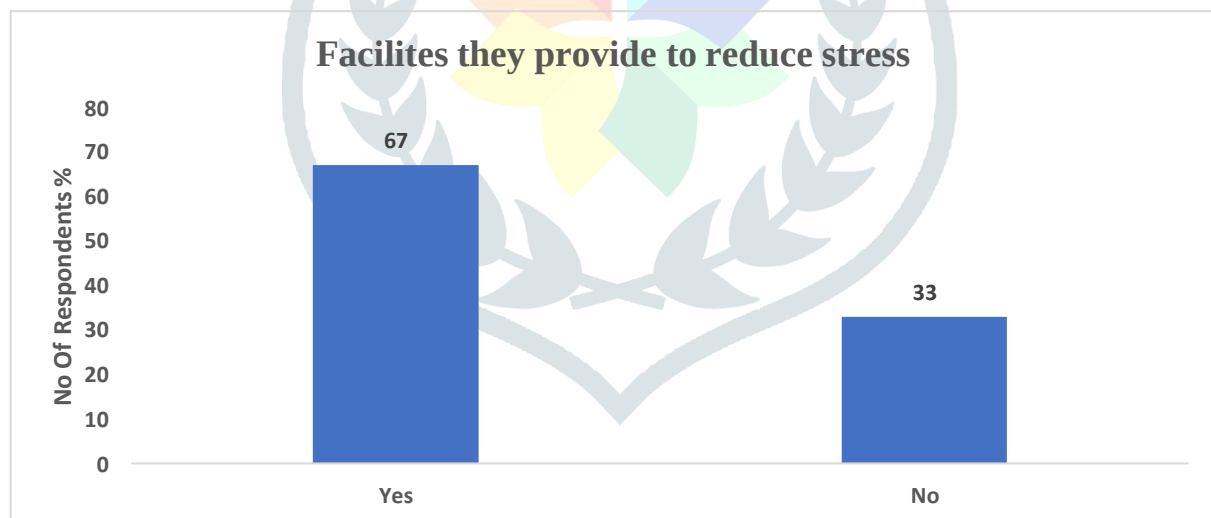


Interpretation:

67% employees are satisfied about working condition of the organization,25% feel neutral.8% feel dissatisfied aboutthe working condition of the organization.

4.2 Facilities company provide to reduce stressTABLE 4.2:

Option	No. of respondent	Percentage
Yes	80	67
No	40	33
TOTAL	120	100

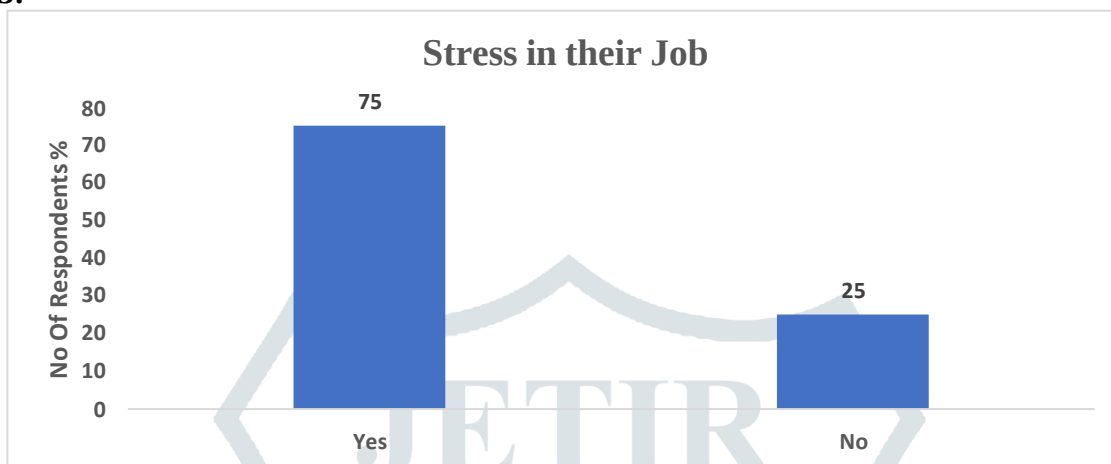
CHART 4.2:**Interpretation:**

67% of the respondents yes to company provides any facilities like lounge, cafeteria, play zone to reduce stress,33% of the respondents no to company provides any facilities like washrooms, canteen, cafeteria, play zone to reduce stress.

4.3 Stress they feel in the JobTABLE 4.3:

Option	No. of respondents	Percentages
Yes	90	75

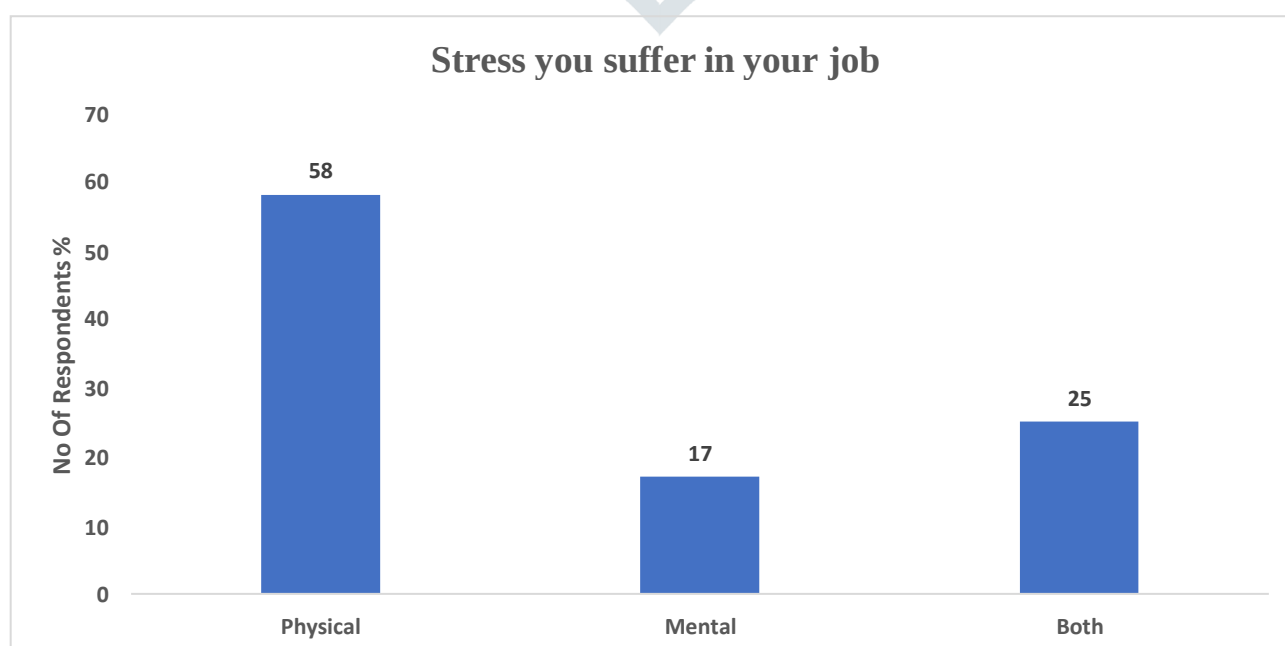
No	30	25
TOTAL	120	100

CHART 4.3:**Interpretation:**

75% people are feeling stress about there job and 25% are feeling less stress about there job.

4.4 The kind of stress suffer in JobTABLE 4.4:

Option	No. of respondents	Percentage
Physical	70	58
Mental	20	17
Both	30	25
TOTAL	120	100

CHART 4.4:**Interpretation:**

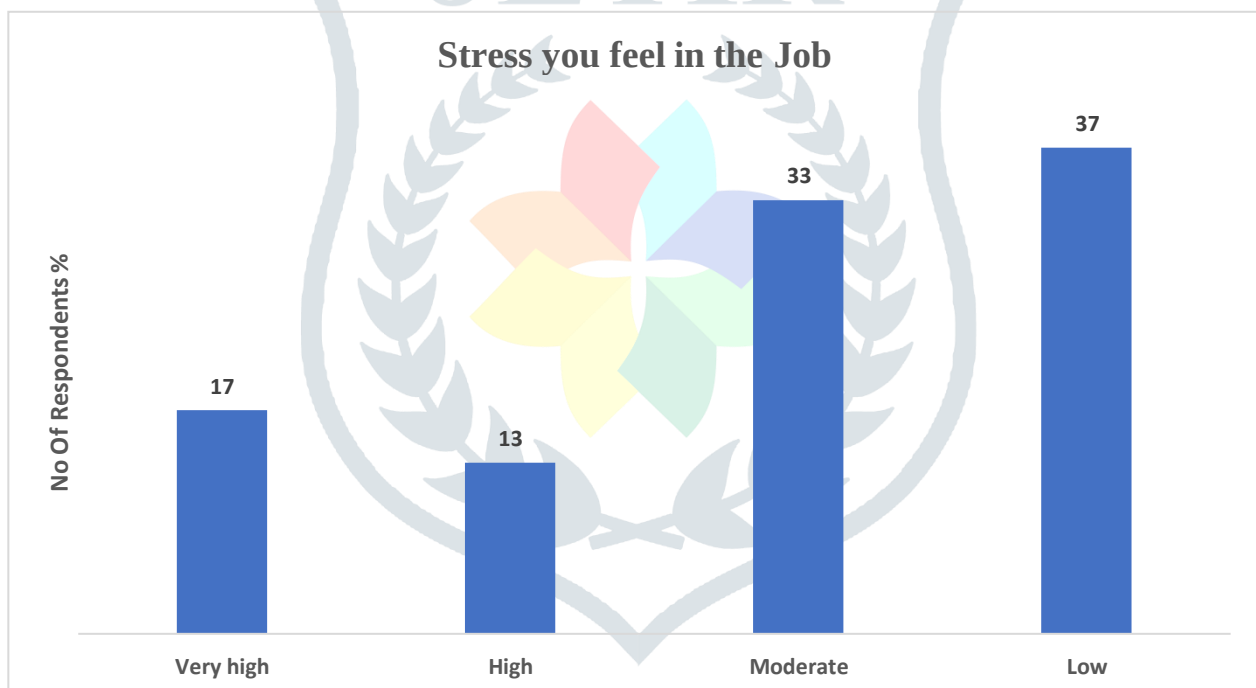
58% say that they suffer from physical stress from their job.17% say that they suffer from mental stress from their job.25% say that they suffer from both mental and physical stress from their job.

4.5. Level of stress you feel in the Job

TABLE 5:

Option	No. of respondents	Percentage
Very high	20	17
High	15	13
Moderate	40	33
Low	45	37
TOTAL	120	100

CHART 4.5:



Interpretation:

In the above graph 17% of the employees feels that in their job is very high.13% people feel that stress in their job is high.33% feel it is moderate.37% feel that stress in their job is low.

FINDING:

- 58% of employees are satisfied with job.
- 68% of employees are suffered with overload roles in the job
- 58% of employees are suffered in their job due to mental conditions
- 75% of employees are feeling physical in convenience in their work
- 58% of employees are feeling coping strategies personality to manage stress
- 67% of employees are feeling the growth of stress
- 50% of employees are satisfied with good appreciation

SUGGESTIONS:

- Organizations should provide facilities like cafeteria play area etc to relieve the stress
- Some employees are facing inconvenience at washrooms neatness so I suggest that to make time to time hygiene
- Some employees are feelings that there are not getting any appreciation for there work I suggest if we do anymotivation section that might help to take everything in a positive way

CONCLUSION:

From this study it can be safely stated that the employees of HERITAGE FOODS INDIA LTD is handling in the constructive way “Stress Management” has become one of the most critical factors in today’s world also specially in an organization's working today. Company need to enhance the psychological wellbeing and healthy of the employees, in coming future the organization would make more revenue as well as employee retention. Because it is said that.

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