

COMPENSATION MANAGEMENT IN ACC LTD, WADI: A SAMPLE SURVEY

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Abstract:-ACC Ltd plant is located at Wadi, Gulbarga district of Karnataka. A study of compensation policies of the company was assessed by interviewing total 142 workers working in ACC plant. It was found that the compensation policies of the company are best in the industry and as such, the company has achieved progress and development in terms of production, efficiency of workers, productivity, etc.

Keywords:Compensation Management , Sample Survey , ACC plant , global marketplace.

INTRODUCTION

In today's intensely competitive and global marketplace, competitive advantage lies not just in differentiating a product or service or in becoming the low cost leader but in also being able to tap the company's special skills or core competencies. Thereby skilled and efficient employees of a company are now considered as one of the core competencies of the company. The skilled efficient and motivated employees are must sit requires specialized, technical and scientific knowledge and expertise, satisfactory compensation and benefit packages and there is zero tolerance in terms of developing quality products & services. To attain such objectives HR plays a vital role and one of the most used tools by HR in order to ensure motivation for each and every employee is a Satisfactory "Compensation Package" (Rima and Islam, 2013).

Compensation is a key element of the employment relationship and, in addition to being the single greatest operating cost for many organizations; it has been advocated by some recently as a tool for enhancing organizational performance and sustained competitiveness. Contemporary approaches to compensation emphasize the importance of aligning employee behaviors to the strategic direction of the organization. Compensation is the only Human Resource activity which has its impact on all other functions regarding personnel. Take job evaluation, for example. It is job evaluation which establishes satisfactory wage and salary differentials.. There is a close relationship between performance appraisal remuneration (Vijaya and Arunkumar, 2014). Present study is made to assess the compensation policies in ACC Ltd, Wadi, Gulbarga district of Karnataka.

OBJECTIVES OF THE STUDY:

The present study is made:

- To look into the compensation policies of ACC Ltd; and
- To know the workers' satisfaction on pay, incentives, bonus, retirement benefits, etc.

METHODOLOGY AND LIMITATIONS:

The present is conducted in ACC Ltd, Wadi and to collect the primary data total 170 interviews were made with the workers working in the company. Finally, 28 workers have not responded to the survey favourably. Hence, the information provided by these workers was not considered and the information collected from only 142 workers working in ACC Ltd, Wadi was considered. Interview and observation methods are used to collect the primary data for the present study. The collected primary data is analyzed and discussed as under.

ACC Ltd:

The Associated Cement Companies Limited, or ACC as it is popularly known, is India's largest cement manufacturer, with an installed capacity of 16.1 million tonnes per annum, and sales turnover in excess of Rs. 3300 crores. The company currently enjoys a market share of the order of 12 per cent. ACC's operations are spread throughout the country with 14 modern cement factories, 11 regional marketing offices, and several zonal offices. The Associated Cement Companies Limited, indicates its origins from a unique merger of eleven existing cement companies in 1936 – the country's first notable merger at a time when the term mergers and acquisitions was not even coined. ACC has a unique track record of innovative research, product development and specialized consultancy services. It is an important benchmark for the cement industry in respect of its production, marketing and personnel management processes. The present study was carried out in ACC plant located in Wadi, Gulbarga district of Karnataka.

ANALYSIS AND DISCUSSION:

The collected primary data is analyzed and discussed as under.

1. Age-wise distribution of workers:

Of the 142 (100%) responded to the present study, the age group of the workers is stated in the following table:

Table No. 1. Age-wise distribution of workers

Particulars	Number of Respondents	Percentage
Up to 25 Years	34	23.94
25-35 Years	44	30.99
35-50 Years	53	37.32
Above 50 Years	11	7.75
Total	142	100

The above table revealed that about 34 (23.94%) of the workers are up to 25 years of age group, followed by 44 (30.99%) are between 25-35 years of age, about 53 (37.32%) are between the age group of 35-50 years and only about 11 (7.75%) are above 50 years of age group.

2. Hours of Work in the Company:

The working hours are also play an important role in ascertaining the compensation policies. The following table shows the hours of work in the company.

Table No. 2. Hours of Work in the Company

Particulars	Number of Respondents	Percentage
8 Hours	--	--
10 Hours	142	100
12 Hours	--	--
Total	142	100

With regards to the work of the workers in the company, all of the respondents have stated that the working hours are 10 hours in a day.

3. Monthly Salary:

Economic status of the workers is the biggest encouragement and determining factor in compensation management. Hence, there is necessary to know about the monthly salary of the workers. It is shown in the following table:

Table No. 3. Monthly Salary of the Workers

Particulars	Number of Respondents	Percentage
Below Rs. 5000	12	8.45
Rs.5001 to 10000	56	39.44
Rs. 10001 to 15000	63	44.37
Above Rs. 15000	11	7.75
Total	142	100

The above table depicted that about 12 (8.45%) of the respondents are getting below Rs. 5000 monthly salary, about 56 (39.44%) of the workers are getting Rs. 5001-10000 per month, about 63 (44.37%) are getting salary between Rs. 10001 to 15000 and the remaining only 11 (7.75%) of the workers are getting above Rs. 15000 salary.

4. Overtime work and Salary:

It was asked to the workers whether there is overtime work for them and whether they will get the salary for the same. The response of the workers is stated as under:

Table No. 4. Overtime Work and Salary

Particulars	Number of Respondents	Percentage
Yes	114	80.28
No	28	19.72
Total	142	100

Of the total respondents covered under the study, majority that is about 114 (80.28%) have responded that there is overtime work and they will be paid additional salary for the same and the remaining 28 (19.72%) of the respondents stated that there is no overtime work for them and also they will not be paid for the overtime work.

5. Satisfaction on the Pay Policy of the company:

There is need to know about the whether have satisfaction about the pay policy of the company. The workers expressed their views as under:

Table No. 5. Satisfaction on the Pay Policy of the Company

Particulars	Number of Respondents	Percentage
Satisfied	106	74.65
Not Satisfied	36	25.35
Total	142	100

The above table revealed that about 106 (74.65%) of the respondents have satisfaction about the pay policy of the company and the remaining 36 (25.35%) of the respondents have no satisfaction on the pay policy of the company.

6. Satisfaction with Social Security Measures:

All the industries provide many of the social security measures such as group insurance, compensation from the company in case of industrial accidents, etc. As responded by the workers of the present study, the levels of satisfaction on different social security measures are presented in the following table:

Table No. 6. Satisfaction with Social Security Measures

Particulars	Fully Satisfied		Highly Satisfied		Not at all Satisfied		Total	
	No's	%	No's	%	No's	%	No's	%
Disablement	33	23.24	71	50.00	38	26.76	142	100
Retirement	55	38.73	61	42.96	26	18.31	142	100
Insurance	48	33.80	65	45.78	29	20.42	142	100
Sickness benefit	15	10.56	21	14.79	106	74.65	142	100
Paternity Benefit	10	7.04	41	28.87	91	64.08	142	100

The above table revealed that of the 142 (100%) workers covered under the study, about 33 (23.24%) are fully satisfied with disablement benefits, about 71 (50.00%) of the respondents are highly satisfied with disablement measures and the remaining 38 (26.76%) of the respondents are not at all satisfied with the disablement measures. About 55 (38.73%) of the respondents fully satisfied, about 61 (42.96%) of the respondents are highly satisfied and the remaining 26 (18.31%) of the respondents are not at all respect pertaining to retirement benefits. About 48 (33.80%) of the workers stated that the insurance coverage is fully satisfied, followed by about 65 (45.78%) of the workers are highly satisfied and the remaining 29 (20.42%) of the workers are not satisfied with the insurance benefits. It is noted that only 15 (10.56%) of the workers are fully satisfied, about 21 (14.79%) of the workers are highly satisfied and a major portion that is 106 (74.65%) of the workers, are not satisfied with sickness benefit. About 10 (7.04%) of the workers responded that they are fully satisfied with the paternity benefit, about 41 (28.87%) of the workers are highly satisfied and the remaining 91 (64.08%) of the workers are not satisfied with the paternity benefits provided by the company.

7. Adequate Bonus Facilities:

It was asked to the workers, whether the company pay adequate bonus to them. The responses of the workers are stated in the following table:

Table No. 7. Adequate Bonus Facilities

Particulars	Number of Respondents	Percentage
Yes	123	86.62
No	19	13.38
Total	142	100

It is clear from the above table that about 123 (86.62%) of the workers stated that the company pays adequate bonus to the workers and the remaining 19 (13.38%) of the workers expressed that the company do not pay adequate bonus to the workers.

CONCLUSION:

It is noted from the above discussion that, an overwhelming majority of the workers are fully or highly satisfied with their wages, salaries and incentives. Further, social security measures are also better in ACC Ltd. As such, there is more productivity as revealed by the production statistics of the company. Hence, it can be concluded that if the compensation management in company is best, then the company is progressive in terms of production, productivity, efficiency of workers, discipline, etc.

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