

Employee Absenteeism: A Study at Titan Industry Limited, Bangalore

¹Dr. Renuka Rathod, ²Mr. Basavanth Reddy

¹Assistant Professor, RJS Institute of Management

²M.B.A, RJS Institute of Management, Bangalore

Abstract

Absenteeism Is One Of Major Human Problem Of Indian Industries. The Study Entitled “Employee Absenteeism: A Study At Titan Industry Limited, Bangalore” Is Concerned With The Issues, Causatives, And Remedial Measures Related To Absenteeism. The Research Helps The Organization To Know Their Current Practices Regarding Absenteeism In Titan Industry. It Suggests Ideas To Improve The Business In A Better Prospect And Result In Organizational Development.

Key words: Brief Introduction, Causatives and Remedial Measures on Absenteeism.

Date of Submission: 16, November, 2012 \longleftrightarrow Date of Publication: 30, November 2012

1. Introduction

Absenteeism is the single most important cause of lost labour time. Absenteeism is one of major human problem of Indian industries. Absence is an employee’s non-availability or work when work is available for that employee. The Labour Bureau (1962) defines absenteeism as the total shifts lost because as percentage of the total number of man shift scheduled to work.

Absenteeism is a pervasive problem in industry even in the companies which are top in India and among them Titan Industries is one which brought about a paradigm shift in the Indian watch market. It introduced its futuristic Quartz technology with India’s two most recognized and loved brands Titan and Tanishq to its credit, Titan Industries is the fifth largest integrated watch manufacturer in the world. The success story of TITAN began in 1984 with a joint venture between the Tata Group and the Tamil Nadu Industrial Development Corporation. Presenting Titan quartz watches that sported an international look, Titan Industries transformed the Indian watch market. After Sonata, a value brand of functionally styled watches at affordable prices, Titan Industries reached out to the youth segment with Fastrack. The company has sold 135 million watches world over and manufactures 13 million watches every year. With a license for premium fashion watches of global brands, Titan Industries repeated its pioneering act and brought international brands into Indian market such as Tommy Hilfiger, FCUK, and Xyls. The Industry launched Tanishq, India’s most trusted and fastest growing jewellery brand, Gold Plus, the later addition which focused on the preferences of semi-urban and rural India and the jewellery portfolio is Zoya, the latest retail chain in the luxury segment.

2. Statement Of The Problem

It is evident from the review of literature that the study of absenteeism in TITAN INDUSTRY LTD, Bangalore is not done; therefore this study is an attempt to review the absenteeism issues in this company.

Objectives of the study

1. To study the level of absenteeism prevailing in the organization.
2. To study the major causes of absenteeism in the organization.
3. To identify steps required to control the Absenteeism.
4. To provide suggestions in the form of solutions to reduce the rate of absenteeism

2.1 Research Methodology

The nature of the study is descriptive research.

Types of data collected

The study has been utilized by Primary and Secondary data.

Sample size

Sampling technique used in this study is ‘Random sampling’ and 50 sample responds are taken from TITAN INDUSTRIES LTD Corporate office, Bangalore.

Calculation of Absenteeism Rate: Absenteeism can be calculated for different employees and for different time periods like month and year.

$$\text{Frequency} = \frac{\text{Total number of times in which the leave was availed}}{\text{Total number of man -days scheduled to work}} \times 100$$

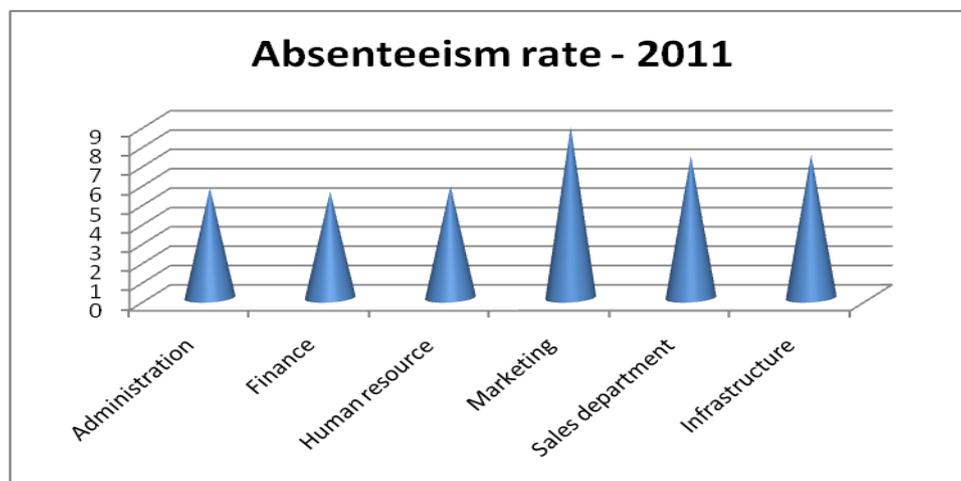
The frequency rate reflects the incidence of absence and is usually expressed as the number of separate absences in a given period, irrespective of length of absences. The frequency rate represents the average number of absences per worker in a given period.

Table No. 1: Leave data for the year 2011

Sl. No.	Department	2011		
		No. of Employees	Total Leaves	Absenteeism rate
1	Administration	10	142	5.68
2	Finance	79	1085	5.49
3	Human resource	32	463	5.78
4	Marketing	43	950	8.83
5	Sales department	97	1779	7.33
6	Infrastructure	37	686	7.41

Source: Data collected from survey

Chart No.1: Showing leave data of “Titan industries ltd” for the year 2011



From the above tables it is seen that the absenteeism rate has been decreasing. It reveals that the organization have good human resource management system as well as leave facilities. Absenteeism is generally high for the workers below 25 years and above 40 years of age. The graph itself shows that absenteeism rate is gradually been decreasing from last 3 years.

3. Causes of Absenteeism

1. Maladjustment with the working conditions:

If the working conditions of the company are poor, the workers cannot adjust themselves with the company’s working conditions. Then they prefer to stay away from the company.

2. Social and religious ceremonies:

Social and religious functions divert the worker’s attention from the work.

3. Unhealthy working conditions:

The poor and intolerable working conditions in the factories irritate the workers. Excess heat, noise, either too much or too low lighting, poor ventilation, dust, smoke etc., cause poor health of the workers. These factors cause the workers to be absent.

4. Poor welfare facilities:

The poor welfare facilities include poor sanitation, washing, bathing, first – aid appliances, ambulance, rest rooms. Drinking, water, canteen, shelter etc. The dissatisfied workers with these facilities prefer to be away from the work place.

3.1 Measures Of Minimize Absenteeism

Absenteeism affects the organization from multiple angles. It would be difficult to completely avoid absenteeism but management can minimize the absenteeism level with the following measures;

- Providing welfare measures and fringe benefits, balancing the need for the employee and the ability of the organization.
- Providing high wages and allowances based on the organizational financial position.
- Improving the communication network, particularly the upward communication.
- Providing safety and health measures
- Granting leave and financial assistance liberally in case of sickness of employee and his family members.

Table No.2: Showing Employees Age

Parameters	No. of respondents	Percentage (%)
20 – 30	18	36
30 – 40	22	44
40 – 50	5	10
Above 50	5	10
Total	50	100

Source: Field survey

From the above table, it is inferred that 44% of employees who participated in the survey are under the age group of 30- 40, 36% of them are group between 20 – 30, and 10% of them are under the age group of 40 – 50 and rest of them belong to above 50 (10%). This reveals that most of the employees are challenging and energetic.

Table No. 3: Showing number of family members of employee's

Parameters	No. of Respondents	Percentage (%)
1 – 2	13	26
2 – 4	30	60
Above 4	7	14
Total	50	100

Source: Field survey

From the above table, it is clear that 60% of the employees have the family response between 2 to 4 members in their family, 26% of them have 1 to 2 and rest of them have above 4 members response. It has been observed that absenteeism causes even due to personal problems or family problems. Therefore, more responsible employee has more chance for regular absenteeism. For eg: marriage, school, sick etc.

Table No. 4: Showing Employees monthly income level

Parameters	No. of Respondents	Percentage (%)
10 – 20k	2	4
20 – 40k	20	40
40 – 50k	15	30
Above 50k	13	26
Total	50	100

Source: Field survey

It has been seen that majority of the respondents (40 percent) getting 20 – 40 k per month, 30% of them are between 40 to 50k, and rest of 26% of employees get the salary above 50k. This infers that there is a well beginning for employees who are skilled, experienced and good performers that increase organization efficiency.

Table No. 6: Showing frequently types of leave used by the employees

Parameters	No. of Res pondents	Percentage (%)
Sick leaves	10	20
Casual leaves	31	62
Privilege leaves	9	18
Total	50	100

Source – Field survey

The above table, analyze that 62% of the respondents are frequently used Casual leave, 20% of them are use to take Sick leaves and remaining 18% of them are used to take privilege leaves. In company, the employees are taken leaves more for 'casual leave'. It infers that work environment is good in this company because sick leaves are less.

Table No. 7: Showing employees satisfaction towards leave

Parameters	No. of Res pondents	Percentage (%)
Highly satisfied	26	52
Satisfied	18	36
Neutral	5	10
Not satisfied	0	0
Highly not satisfied	1	2
Total	50	100

Source: Field survey

From the above table, it can be seen that 54% of employees are highly satisfied with above facility, 36% of them satisfied, 10% of them are neutrally satisfied and remaining 2% of them are not satisfied with the leave facility. Hence, majority of the respondents are happy with the leave facilities available in the company.

Table No. 8: Showing factors results in employee's irregularity

Parameters	No. of Res pondents	Percentage (%)
Attending marriages & other functions	8	16
Visit ing places	5	10
Domestic problem	21	42
Lack of co-ordination among the colleagues	6	12
Others (Health & Stress -2)	10	20
Total	50	100

Source: Field survey

From the above table, the absence of employees in work environment is due to several factors i.e. Attending Marriages, Visiting places, Domestic problem, Lack of coordination among the colleagues, & Other (Health & Stress). The analysis of the data proves that around 42 % respondents felt that Domestic problems results in employee regularity, 20% of them are felt Health & Stress, 16% of them are felt attending marriages & other functions, 12% of them are felt that due to lack of co-ordination among the colleagues and remaining 10% employees felt by visiting places.

Table No. 9: Showing Remedial measures towards employee absenteeism

Parameters	No. of Res pondents	Percentage (%)
Good working condition	14	28
Proper rest pauses and leave facilities	9	18
Awareness of company policies	6	12
Personal consultation and guidance	20	40
NA	1	2
Total	50	100

Source: Field survey

From the above table it states that majority of sample respondents i.e., 40% are suggesting to overcome the employee absenteeism by personal consultation and guidance, 28% of them are suggested by good working condition, 18% of them are suggested by Proper rest pauses and leave facilities, 12% of them are suggested that Awareness of company policies and remaining 2% of employees are not wish to comment on it. Hence, the employees in a company believe that if these measures overcome then there will be decrease in employee's absenteeism.

4. Suggestions

1. The management must intervene in the day to day activities of the employees. They should provide full fledged support, guidance and encouragement.
2. Convey the leave facilities to all the employees at the time of joining the company.
3. Conduct regular training sessions for employees to understand the problems faced by the employees in the work.
4. Conduct regular medical examinations for employees so that it improves work environment and reduce absentism.
5. Regular performance appraisal will keep incheck the absentism of employees.

6. Conclusion

Titan is world's fifth largest manufacturing plant for watches. It is being one of the reputed manufacture company in India is also a victim of absenteeism. There are several reasons for employees absenteeism in this particular organisation such as Domestic problems, Lack of co-ordination among the colleagues, and others. However, the absenteeism can be controlled and minimized by implementing good working condition, etc. Hence, it can be concluded that people are the assets in any organization and absenteeism is the practice or habit of being absence therefore the organization has to overcome such habitual stays.