



A CASE STUDY OF RAMEL GROUP OF INDUSTRIES IN GURUDWARA LANE IN SOUTH ANDAMAN (WITH SPECIAL REFERENCE OF PORT BLAIR)

Smti. Neesha Halder¹, Dr. Gouri Bepari² and Dr. Parbati Bepari³

¹Resource Person, Dept. of Commerce, MGGC Mayabunder

²Resource Person, Dept. of Economics, MGGC Mayabunder

³Resource Person, Dept. of Economics, MGGC Mayabunder

ABSTRACT

Human resource is very essential for any business activities. This study is basically focuses on growth of employees and business activity in a certain period of the Ramel Group of Industries in main city of South Andaman. It is helps to aware the local people of this area about Human Resource Management and Human Resource Accounting. Another focus of this study to look after the practices of Human Resource Management and to solve the challenges of the Human Resource Management. This study suggest that Human Resource Management can develop any certain area through potential activities viz., increase in salary, employees motivation etc.

KEYWORDS: Human Resource Management, Human Resource Accounting, growth, employment, industries.

INTRODUCTION

Customers are the Eyes of the Business. A satisfied customer is the best advertiser and in other side, a dissatisfied customer is the turndown friend who will create a hell of problems. Customers are the Visitor of any units. He gives an opportunity to the business men to earn profit. To what extent he is satisfied, that extent he gives the profit to the organization. So customer creation is very important to every organization. To be very frank, the business unit which are able to satisfy the consumers and converting them into the customer and keep them permanently with them have proved that they are successful and permanently keep a major portion in the Market. Marketing of Goods and Marketing of Services are the two important types of the marketing of these two, Marketing of Services do have more effective in the process of converting the consumers into customers.

STUDY AREA

For the present piece of work Gurudwara Lane has been taken as the study area.

STATEMENT OF PROBLEM

Human Resource is the main resources for every organization. A right person is to be appointed to a right job. This is common and true for all economic activities. The study area is one of the very potential area in the state of A & N Islands. More no. of shops, commercial establishments, educational institutions are in the study area. The organisations recruit, select, train the employees. But, the production and the productivity is not shoeing that much encouraging results. So, it is highly suspected that the problems facing the organization may be either in the management level or in the execution or in the



performance level. The conduct a small study by taking Human Resource Accounting as the basis since no study has been conducted earlier on the present issue.

OBJECTIVES OF THE STUDY

The objectives of the present study are-

- ❖ To find the growth of business units.
- ❖ To find out the awareness about Human Resource Accounting among the business units.
- ❖ To study the present practice of Human Resource Management in the study area.
- ❖ To find the problems in the management of Human Resource Accounting.
- ❖ To offer suitable measures to solve the problems.

METHODOLOGY USED

For the present work a simple non-formal interview technique and participative observance technique are used to collect the necessary information from the selected sample. The collected data are analysed, interpreted, tableted and the results are presented in the form of this report.

PURPOSE OF THE STUDY

The main purpose of the study to give a full awareness about importance of human resources, human resource accounting and to ignite the meaning of Human Resource Investment. The study will be highly useful to the entrepreneurs, academicians and the local government who are really interested in the development of human resources.

LIMITATIONS OF THE STUDY

The only limitation of the study is the lack of time and finance. All the units in the study area could not be interviewed due to this limitation.

LOCATION

Gurudwara Lane is a growing village situated on the roadways. It is on the Andaman Trunk Road. This Gurudwara Lane is a growing trade centre. This is fully equipped with all sorts of the infrastructural facilities like, post offices, many govt. offices, number of trade units, industrial and commercial units, temples, gurudwara and more number of households. The Gurudwara Lane is surrounded by Middle Point, Aberdeen Bazaar, Shadipur, VIP Road, Babu Lane, Goal Ghar, Junlighat, South Point, Phoenix Bay of all the capital of Andaman & Nicobar Islands- Port Blair is situated just 1km from Gurudwara Lane. Since the Gurudwara Lane growing centre is situated on the Andaman Trunk Road (ATR) which connects the South Andaman, North Andaman & Middle Andaman, the future prospects for any economic activity in this village is highly possible.

EXTENT

The Andaman & Nicobar Islands, Union Territory are a part of the continuous ridge that extends from Cape Nagris in Burma through Cocoa Islands and continue further south upto Sumatra. The Gurudwara Lane area is extended around 2km to 3km. The total area of this Andaman & Nicobar Islands is 8249 sq.kms.

POPULATION

The total population of Andaman & Nicobar Islands as per 2011 census was 3,56,265 constituting 1,92,985 males and 1,63,280 females. In 2011 census the total population of Andaman & Nicobar Islands is approximately 4,80,000. The total population of Gurudwara Lane area is approximately 7,500.

GROWTH OF BUSINESS UNITS

The growth of any business unit is largely depends on efficiently uses only if the human resource management technique is accurately implemented. In the study are growth of business unit is attained when

the employees are get more salary. When they get more salary, this motivates them to do the work more efficiently for the growth of the particular concern.

GROWTH OF HUMAN RESOURCES

Human Resources are the livewire of any business unit. Without the human resources, no organization is success or survive in the market. There are two types of human resources in any organization i.e., internal human resources and external human resources. Under intend human resources the human resource is inside the structure of the organization. The internal human resources can be broadly divided into three categories viz., (i) lower level workers,(ii) Middle management (iii) top management. External human resources stays outside the structure of the organization like customer, shareholders etc. In the study are the growth of human resources is done through the distribution of profit of the concern in the fair manner.

HUMAN RESOURCE ACCOUNTING- AN ANAYSATION

Human Resource Accounting is the process of identifying and measuring data about human resources and communicating this information to interested parties.

ADVANTAGES OF HUMAN RESOURCE ACCOUNTING

The concept of HRA cover the people who constitute a valuable resource of an enterprise. The following are the main advantages of Human Resource Accounting as follows:

- ❖ HRA provides useful information about the value of human capital which is essential to managers for right decisions.
- ❖ It facilitates human resource planning by highlighting the strength and weakness in the workforce.
- ❖ HRA provides valuable information for present and potential investors. Investors and other users of financial statements want to know the value of firm's human assets.
- ❖ HRA provides a more accurate accounting of return on the total resources employed in a firm.
- ❖ HRA may help to improve the motivation and morale of employees by creating a feeling that the organisations cares for them.

LIMITATIONS OF HUMAN RESOURCE ACCOUNTING

No doubt, HRA can provide valuable information both for management and outsiders, yet its development and application indifferent industries and organisations has not been very encouraging. The following are the limitations of the HRA:

- ❖ The life of human resources is uncertain and, therefore valuing them under uncertainty seems unrealistic.
- ❖ There is a possibility that HRA may lead to dehumanizing and manipulation in employees.
- ❖ The much needed empirical evidence is yet to be found to support the hypothesis that HRA as a managerial tool facilitates better and effective management of human resources.
- ❖ There is a constant fear of opposition from the trade unions. Placing a value on employees would prompt them to seek rewards/ compensation based on such valuation.
- ❖ Human resources, unlike physical assets, are not capable of being owned, retained and utilized at the pleasure of the organization. Hence, treating them as 'assets' in the strict sense of the term, would not be appropriate.

HUMAN RESOURCE ACCOUNTING AND BUSINESS UNITS

Human Resource Accounting provides cost value information for managerial decisions about acquiring, developing, allocating and maintaining human resources so as to attain cost effective organizational objectives. It also helps the business units in the development of effective management practice and effectively monitor the use of human resource.

HUMAN RESOURCE ACCOUNTING REASONS FOR NOT DEVELOPING

Slowly the process of identifying and measuring data about human resources has been developed in many Indian companies. The reasons for slowly development of human resource accounting are as follows:

- ❖ There is a constant fear of opposition from the trade unions.
- ❖ There is a possibility that human resource accounting may lead to dehumanizing and manipulation in employees.
- ❖ Management of human resources is very complicated work.

NUMBER OF EMPLOYEES GROWTH

In any business unit employees are the main pillar. The human resources or employees employed in the study area can be shown with the help of following table:

NO. OF EMPLOYEES IN RAMEL GROUP OF COMPANIES

SL. NO	YEAR	NO. OF EMPLOYEES
01.	2007	3
02.	2008	5
03.	2009	6
04.	2010	8
05.	2011	10

Source: primary data

The above table shows the number of employees in the study area for the year 2007-2011. In the year 2011 the employees are more. The above table shows the continuous increase in the number of employees.

GROWTH OF PROFIT

The primary aim of the any organization is to earn profit. The growth in the profit of business unit i.e., Ramel Group of Companies can be shown with the help of following table:

GROWTH OF PROFIT OF RAMEL GROUP OF COMPANIES

SL. NO.	YEAR	PROFIT (RS. IN LAKHS)
01.	2007	64.00
02.	2008	70.50
03.	2009	72.22
04.	2010	85.50
05.	2011	105.00

Source: primary data

The above table shows the yearly profit earned by the Ramel Group of Companies for the year 2007-2011. The profit of concern is continuously increasing. In the year 2011 the profit is more.

CORRELATION BETWEEN PROFIT AND GROWTH

There is a direct relation between profit and growth of the organization. The study area shows the relationship between profit and growth, in 2011 the profit of concern is more i.e, Rs. 105 lakhs which helps the organization to maximize its things shows the correlation between profit and growth.

REASONS FOR NOT INTRODUCING HUMAN RESOURCE ACCOUNTING

The reasons for not introducing human resource accounting are:

- ❖ Human resource accounting is costly process.
- ❖ It is not suitable for small business concern.
- ❖ Measurement of human resource not an easy work.
- ❖ Accounting of human resource is complicated and time consuming technique.

SUMMARY

The following are the summary of the findings of the study area:

- Human Resource Accounting provides useful information about the value of human capital which is essential to managers for taking right decisions.
- The Ramel Group of Companies has been serving for the study area since 2007.
- The Ramel Group of Companies is rendering services to the people of the Andaman & Nicobar Islands, i.e., South Andaman, North Andaman and Middle Andaman.
- The Ramel Group of Companies is situated in Gurudwara Lane, South Andaman, A & N Islands.
- The A & N Islands as a group of islands, is one of the union territory of India, referred to as the Bay Islands, are situated in the Bay of Bengal.
- Gurudwara Lane is situated in South Andaman, which is cover under the main city Port Blair.
- The total population of Gurudwara Lane is approximately around 7,500.
- The Ramel Group of Companies basically deals with debentures.
- The main head office is situated in Kolkata, West Bengal.
- Ramel Group of Companies is a branch office which is located in Gurudwara Lane, South Andaman, A & N Islands.

SUGGESTIONS

The following are the suitable measures to overcome the various problems relating to human resources:

- The importance of human resource accounting is to be understood by the manager of the Ramel Group of Companies.
- The salary of the human resources or employees should be increase to retained the efficient workers.
- To maximize the profit of the concern the top official should know how to motivate the employees to do the work in efficient way.
- To minimize the labour turnover. The top official should implement the effective human resource accounting technique.

CONCLUSION

It is concluded that, for the development and growth of the particular concern management of human resources is essential. The various strategy is formulated in the light of above suggestions for efficient use of human resources of the organization. It is strongly believed that when the particular business units effectively implemented the human resource accounting will help to earn a profit at a very high level and its can do excellent in the business world.

REFERENCES

1. Desai V (2007), Small Scale Industries and Entrepreneurship. Mumbai: Himalaya Publishing House
2. Saxena S. (2012) Problems Faced by Rural Entrepreneurs and Remedies to Solve it. IOSR Journal Of Business and Management (IOSRJBM). ISSN 2278-487X, VOL. 3, Issue 1, July- August.
3. Sundar K. & Srinivasan T. (2009). Rural Industrialisation: Challenges and Proposition. Journal of Social Science. 20(1): 23-29.
4. Chakraborty D. & Barman R. (2014). A study on Impact of Motivational Factors on the Growth of Rural Entrepreneurs of Assam. IOSR Journal of Business and Management (IOSR-JBM). VOL.16(3) 71-80.

5. Saremi H &Naghshbandi N. (2012). Impact of Human Resources Accounting on Employees' Performance in Organisation (IJEI).
6. Micro, Small and Medium Enterprise (MSME), Development Institute Kolkata.