

ORGANIZATIONAL CULTURE IN TIRUPUR GARMENT INDUSTRIES

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ABSTRACT: *In the Apparel industry it is very important to learn the culture to retain the employee. The culture in the Apparel industry is of the real importance that leaders do is to create and manage. This study elaborates the impact of organizational culture on organizational performance in the garment industry. The purpose of this study is to determine the impact of organizational culture on organizational performance in order to know that how culture of an organization assist in enhancing the organizational performance Organizational culture includes an organization's expectations, experiences, philosophy, and values that hold it together, and is expressed in its self-image, inner workings, interactions with the outside world, and future expectations. It is based on shared attitudes, beliefs, customs, written and unwritten rules that have been developed. In this analysis the culture of the garment industry is studied and the findings indicate that all the dimension of the culture influence the different perspective of organizational performance.*

KEYWORDS: ORGANIZATIONALCULTURE, ORGANIZATIONAL PERFORMANCE, GARMENT INDUSTRIES.

INTRODUCTION :

The Culture of the organisation is something that could principally land a business true competitive advantage. Organizational culture is a complex phenomenon and is formed in variety of ways, it may originate from the challenges and obstacles that organisation face, it could be a deliberate creation of the management, People working in the organisation have strong input in forming a culture.

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Fig:No:1

STRONG CULTURE AND WEAK CULTURE:

Culture varies in the Organisations more than anything, Culture of the organisation is deemed strong if employees respond to stimuli because of their alignment with it. Conversely, it is said to be weak where there is little alignment, and control is exercised with administrative orders.



Fig:No:2

KNOWLEDGE CULTURE:

If any organization is to succeed and thrive, a knowledge culture must develop to help it deal with its external environment. A Knowledge culture is one where people share their experiences, mistakes are opportunity to learn, where focus is on personal development that acts as a catalyst for organisational development.

CHANGING ORGANIZATIONAL CULTURE:

Culture gets into the root of the business, it is hard to change, it requires time, effort and dedication, Staff needs time to get used to new ways of organizing. Defensive routines pollute the system, more often to undermine it. Culture change shall be considered an evolutionary process at individual, group, organizational, and inter organizational levels, to be facilitated by psychologically attentive leaders who do not underestimate the value of selection, socialization, and leadership.

ORGANIZATIONAL LEARNING FOR CHANGE

It is a strong relation of Culture to Learning. Observers recognize a correlation between the orientation of organizational culture and organizational learning. Indeed, the inability to change organizational behavior is repeatedly cited as the biggest hindrance to knowledge management. A learning culture is an organizational environment that enables, encourages, values, rewards, and uses the learning of its members, both individually and collectively. But many cultural factors inhibit knowledge transfer.

OBJECTIVES:

- To analyze the factors influencing organizational culture and the factor affect organizational performance of the employees.
- To study the working condition of employee in the Garment industry.
- To study the employees towards attitude physical and social structure of the organization.
- To assess various attitudes of the employees towards their welfares measures and the climate of the organization.
- To offer suggestions to improve the organizational culture if the organization required.

LIMITATIONS OF THE STUDY

- The size of the sample is confined to 100 executives only.
- The Study is made from primary source only so the respondent may fail to express their opinion and belief.
- The duration of the Study will be limited period and some of the respondents are reluctant to give outspoken answers.

RESEARCHE METHODOLOGY

Research is common parlance refers to a search of knowledge. It can be defined as a scientific and systematic search for pertinent information on a specific task. In facts research is an art of scientific investigation. The advanced learners directory of current English lays down the meaning of research as a care fill investigation(or) inquiry especially through search for new facts in any branch of knowledge. Research is thus a "systemized effort to gain new knowledge".

Sample Selection

Simple random sampling is a selected where it comes under the probability sampling method. Simple random sampling is used to find the employees randomly to analyze to the research interest, and when investigators wish to oversample a particularly small group of interest. The sample size taken was 100 Respondents.

Methods of Data Collection

Keeping in view the objectives of the study, the following methods for data collection have been followed by the researcher to conduct the present study. Both primary and secondary methods were followed for data collection.

i) Primary Data

The study focuses on the perceptions and attitudes of employees in relation tithe various Organisation culture parameters like health and safety, employee welfare, working conditions, job security, wages, career growth and development, grievance handling system, social integration, and social relevance of work life.

DATA ANALYSIS AND INTERPRETATION:**CHI-SQUARE TEST: Educational Level and Welfare Facilities**

EDUCATIONAL LEVEL	STRONGLY AGREE	AGREE	NETURAL	DISAGREE	STRONGLY DISAGREE	TOTAL
UG	11	10	9	5	4	39
PG	5	5	10	4	13	37
OTHERS	7	5	2	7	3	24
TOTAL	23	20	21	16	20	100

H₀ - There is no significant Association between Educational Level and Welfare Facilities.

H₁ – There is a significant Association between Educational Level and Welfare Facilities

STATISTICAL TEST	CALCULATED VALUE	DEGREES OF FREEDOM	OF TABLE VALUE	LEVEL OF SIGNIFICANCE	HYPOTHESIS
Pearson Chi-Square	10.87	4	9.49	5%	Rejected

INFERENCE: It is inferred from the above that the calculated value of chi square is greater than the table value. Hence the null hypothesis is rejected so there is a significant association between Educational Level and Welfare Facilities.

CONCLUSION:

In the current scenario the learning of Organization culture is very important to learn about the employees' level of satisfaction toward the environment condition. In this study the researcher had taken the Organization culture to improve the quality life of the industry. This Analysis had proven the culture should be improved in the apparel industry. This study leads me to the conclusion of every employee of the organization perceive his work life, family life to improve overall quality of life, the researcher got a very informative interaction between the employees of the exports industry to regarding Organization culture .the researcher gave some suggestions to improve their work of life balance .In this analysis the researcher give more suggestions to improve the welfare facilities and environment condition to retain employee.

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