



## SATISFACTION LEVELS OF ULTRA TECH CEMENT COMPANY EMPLOYEES ON HUMAN RESOURCE PRACTICES: AN EMPIRICAL ANALYSIS

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### **Abstract**

*Cement is a versatile building material that is manufactured through a complex process involving the fusion of limestone, clay, and other materials. These raw materials are crushed and heated to high temperatures in a kiln, resulting in the formation of clinker. The clinker is then ground into a fine powder, which is known as cement. Cement consists mainly of calcium silicates and aluminates, which give it its binding properties. One of its key advantages is its ability to harden and bind various materials together, creating durable structures. It offers excellent compressive strength, making it ideal for the construction of foundations, walls, and other load-bearing elements. Moreover, cement comes in different types, such as Portland cement, blended cement, and specialty cement, each with unique properties suitable for different applications. The present paper highlighted that the job satisfaction levels on Human Resource Practices in Select Ultra Tech Cement company limited.*

### **Introduction**

The Indian cement market is drawing major players, such as Adani Group, which purchased a 63.1% stake in Ambuja Cements. This deal has made Adani group as India's 2nd largest cement manufacturer. Similarly, as of March 2022, billionaire investor and founder of Dmart Radhakrishna Damani owned 8.14% of India Cement. While Premji Invest Opportunities Fund, Azim Premji's investment company, has chosen to invest more than 10% of its capital in Hyderabad-based Sagar Cements. Why are these billionaires Showing interest in the cement sector? Read this report to find out more.

### **Factors Affecting Cement Prices & Current Price Scenario**

Cement Is a commodity that is manufactured in large quantities. Therefore, cement transportation is challenging and adds significantly to the overall cost. As a result, any increase in fuel costs has a big impact on cement prices. Thermal energy from coal is used to run the cement factory. So, in addition to transportation, power also has a significant impact on the price of cement. The war between Ukraine and Russia contributed to the ongoing upward trend in coal and fuel cost. To offset the inflationary headwinds from coal and petrol, companies have increased the price of cement. However, the margins for the majority of the companies were still impacted because the price increase was insufficient to offset the inflation. For the upcoming few quarters, we should continue to see cement prices rise.

### **Objectives of the present study**

The specific objectives of the study are as follows

- To study the importance of cement in present scenario
- To analyse the satisfaction levels on various HR practices in select company

### **Methodology**

#### **Sampling design**

The present study is depending empirical analysis. The Ultra Tech is one of leading cement industry in India and also implemented better HRM practices than the other cement companies in India. So, the researcher has selected 600 sample respondents from the select Ultra Tech Cement Company. Among



these respondents, 400 respondents from Hotgi Cement work, Solapur and 200 Rajstri Cement work, Karnataka units. The researcher has used the convenience sampling technique for the selection of the respondents.

### Data collection

The present study is depends on both primary and secondary data. The primary data were collected from select sample employees in the Ultra Tech Cement company through a structure questionnaire. The secondary data were also collected from various sources like company websites, annual reports, HRM department, journals, dailies, published and unpublished theses and dissertation, various university libraries and other sources.

### Prathibha Educational Scholarship for employee children’s

The Aditya Birla group is among the best employer’s in India and in many countries that we operate in keeping with other belief that our people provide the competitive edge, and always innovative in the area of people engagement, to sustain high performance and make the group a great place to work Prathibha, the Aditya Birla group employee children’s scholarship plan is one of such innovative step this plan is applicable to all employees who are job band 9 and above.

**Table 1, Three point scale opinion on Prathibha educational scholarship for employee children’s**

S.No	Opinion	Frequency	%
1	Highly Satisfied	572	95.33
2	Can’t Say	27	04.50
3	Dis-satisfied	01	00.17
	Total	600	100.00

Source : Field Survey

According to this policy the researcher has collected opinion from the selected employees from ultra tech cement tabulated, analysed and presented here under the table found that among 600 selected employees there is a highly satisfied by the 95.33 percent of the employees and only 4.50 per cent of them do not express any opinion in the study area.

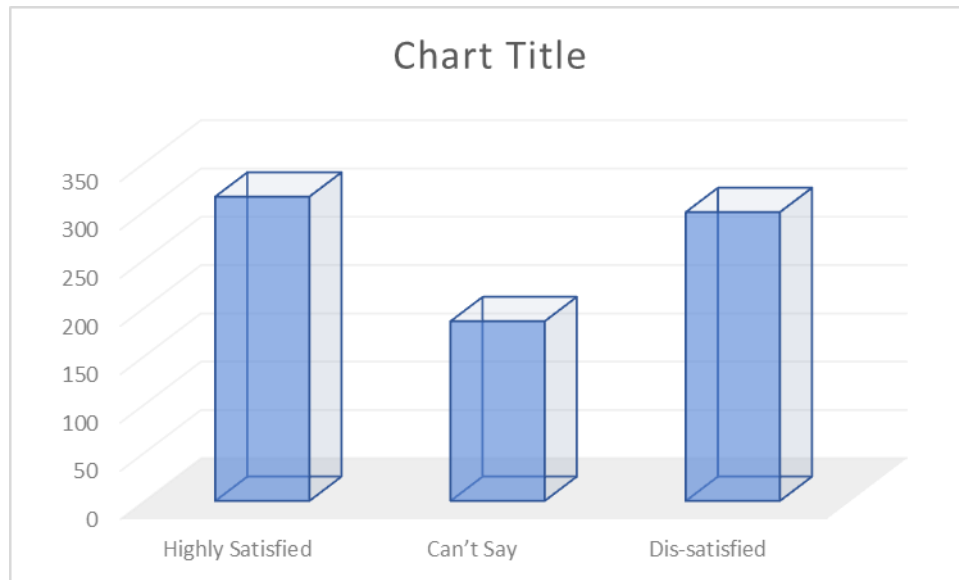
### ABG Holiday home usage policy

Holiday Homes of the group are made available to all employees of group through the Aditya Birla group travel portal for transparent booking process and availability. Their policy defines the process for the eligibility for use, booking process charges applicable and feedback mechanism for employees at the ABG Holiday home. Holiday homes are specifically for use of employees and their immediate families for purpose of personal holidays.

**Table 2, Satisfaction levels of ultra tech employee on Holiday Home usage policy**

S.No	Opinion	Frequency	%
1	Highly Satisfied	315	52.50
2	Can’t Say	186	31.00
3	Dis-satisfied	299	16.50
	Total	600	100.00

Source: Field Survey



There is one of the innovation programme for the employer and their satisfaction. According to this context, the table data were represented the responses of the respondents in the study area. It is clearly noticed that majority of the respondents were highly satisfied and it is found that 52.50 percent and one third of the respondents do not have any responses on the above policy and finally 16.50 percent of the respondents were highly disagreed.

### Leave travel allowance

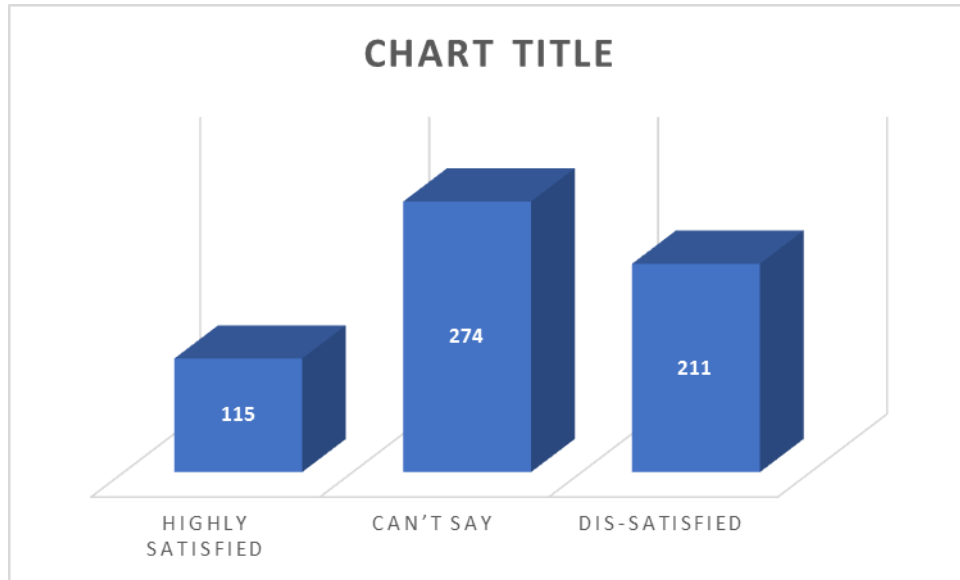
For motivation of employees in ultra tech companies have focused by the management and implemented various best HRM practices for development of employees as well as organization. In this dimensions, the ultra tech company have implemented one of the better policy like leave travel allowances for their employees from one place to another place. According to this context, the researcher has collected responses from the respondents and analysed hereunder.

**Table 3, Employee opinion on leave travel allowance in ultra tech**

S.No	Opinion	Frequency	%
1	Highly Satisfied	115	19.17
2	Can't Say	274	45.66
3	Dis-satisfied	211	35.17
	Total	600	100.00

Source: Field Survey

The table 3 discloses that the opinion of the sample employees on leave travel allowances in the study area. It can be found that 19.17 per cent of the respondents were expressed a positive response i.e., highly satisfied, 45.56 per cent of the select ultra tech cement employees don't said any pinion and 35.17 per cent have opined that they are highly dissatisfied about leave travel allowances in the study area.



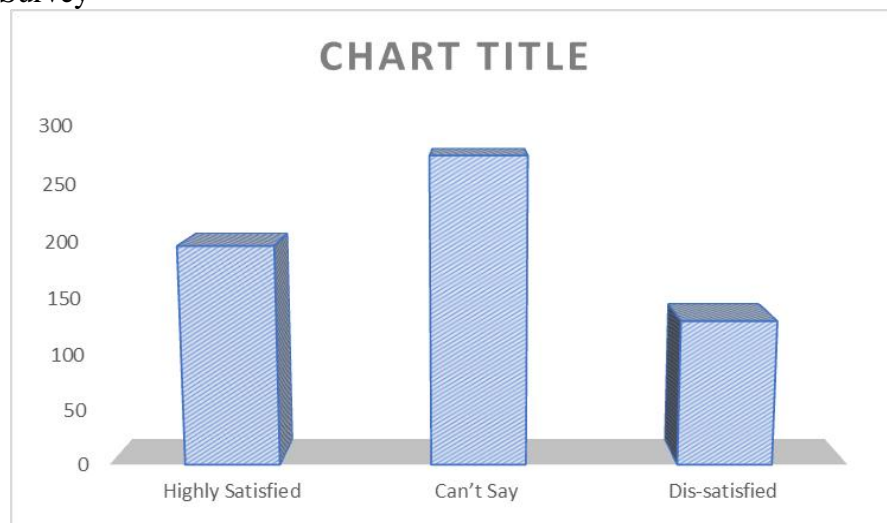
### UTCL own your furniture assets

Currently, at company locations, uniform set of movable furniture is provided for every accommodation type. In their endeavor to provide flexibility and enable employees to purchase furniture of their choice, “own your furniture Assets” policy is being introduced at plant location. In conjunction with the mobility policy which provides transportation facility for all home assets, organization offer employees opportunity to carry their own furniture with them as they move.

**Table 4, Ultra tech employee opinion on UTCL own your furniture assets**

S.No	Opinion	Frequency	%
1	Highly Satisfied	196	32.67
2	Can't Say	274	45.67
3	Dis-satisfied	130	21.66
	Total	600	100.00

Source: Field Survey





According to this HR practices in ultra tech company, the researcher has collected opinion from the selected sample respondents in the study area. The table 4 shows that the opinion of the sample ultra tech employees on UTCL owns your furniture assets facilities in the study area. It can be found that 32.67 per cent were expressed their opinion on above practices like highly satisfied 21.66 per cent were noticed that negative response. It is quite interestingly found that majority of the respondents do not express their opinion in the study area.

**Talent staff policy**

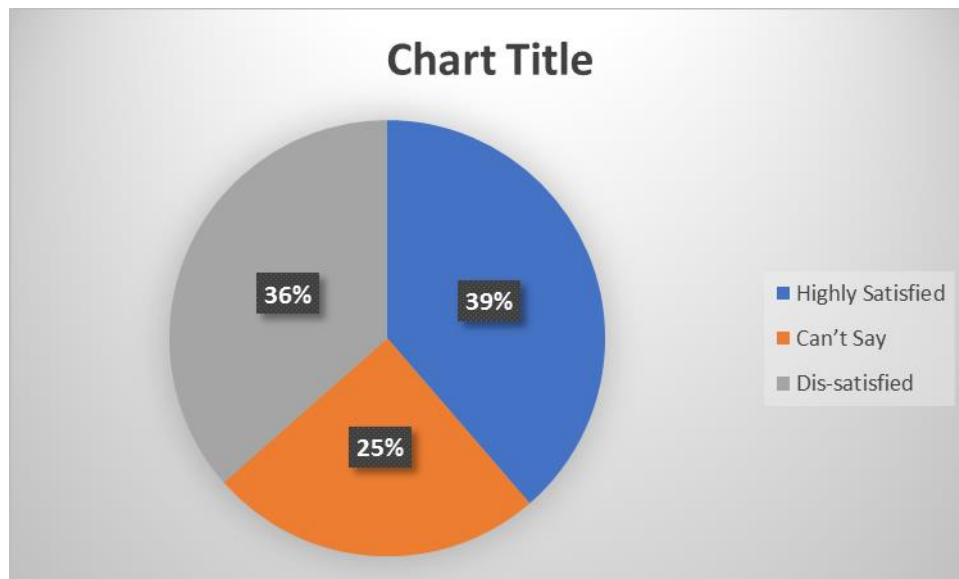
Talent staffing function is responsible to proactively provide ultra tech organization a steady sources of competent people for the right role and in time, at an optimum cost to be able to deliver high performance by leveraging Aditya Birla Groups and Ultra tech employer brand and our employee value production (EVP).

**Table 5, Respondents’ responses on talent staffing policy**

S.No	Opinion	Frequency	%
1	Highly Satisfied	232	38.67
2	Can’t Say	149	24.83
3	Dis-satisfied	219	36.50
	Total	600	100.00

Source : Field Survey

The table 5 discloses that the opinion of the respondents on innovative policy like talent staff policy in Ultra tech cement company. It can be found that 38.67 per cent of the employers were highly satisfied and 36.50 per cent of them highly dissatisfied. It is further noticed that 24.83 per cent of them donot response on the above statement.





## Conclusion

According to the findings, Ultra Tech cement limited emphasises employee value proposition and has a robust organisational structure that supports them in discovering and employing individuals. They also have effective HR practices in place, such as talent acquisition policy, furniture policy, holiday trip policy etc. They also provide various innovative HR practices such learning and development , suggestion mela, ideation etc. Furthermore, they place a high value on human right issues such as raising human rights awareness, ensuring good legal compliance, engaging stakeholders in human rights concerns, emphasising diversity, and promoting the freedom of all employees, among others.

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