

**ORGANIZATIONAL COMMITMENT OF THE EMPLOYEES - AN EMPIRICAL
RESEARCH ON SELECTED PRIVATE TEA COMPANIES IN THE NILGIRIS**

**Sarankumar.C, **Dr. R.Vijaya Priya*

**Ph.D. Research Scholar, Department of Management Science, Kongu Arts & Science College,
Nanjanapuram, Erode - 638 107*

***Associate Professor, Department of Management Science, Kongu Arts & Science College,
Nanjanapuram, Erode - 638 107*

ABSTRACT

Indian tea is among the finest in the world owing to strong geographical indications, heavy investment in tea processing units, continuous innovation, augmented product mix and strategic market expansion. The main tea-growing regions are in the northeast including Assam and in north Bengal incorporated Darjeeling district and the Dooars region. Tea is also grown on a large scale in the Nilgiris in south India. Nilgiris is one of the major tea producing regions in India. Normally, organizational commitment is complex and a multi-faceted construct, and can take different forms. The growth of both employees and Tea Company is closely related to the effort and organizational commitment of its employees. Hence, this research has focused the organizational commitment of the employees in selected private tea companies in the Nilgiris. This study was based on descriptive research method. For this study, a well-framed questionnaire is designed and issued among population to collect the primary data. This study instrument is developed by using five points likert to observe the opinion of employees regarding organizational commitment in selected private tea companies in Nilgiris. The researcher has chosen the sample size of 115 employees in the study area by utilizing the purposive sampling method. In this study, the data regarding socio-economic information and organizational commitment have been collected from the sample respondents. This study had utilized the statistical tools namely percentage analysis, mean, standard deviation and Chi-square analysis. The study observed that there is a close significant relationship between length of service, working hours of the employees and their organizational commitment.

1. INTRODUCTION

The Indian tea industry is nearly 200 years old. Robert Bruce, a British national discovered tea plants growing in the upper Brahmaputra valley in Assam and adjoining areas. In 1838, Indian tea that was grown in Assam was sent to the UK for the first time, for public sale. Tea in India is grown primarily in Assam, West Bengal, Tamil Nadu and Kerala. Apart from this, it is also grown in small quantities in Karnataka, HP, Tripura, Uttaranchal, Arunachal Pradesh, Manipur, Sikkim and Meghalaya. India has a dual tea base, unlike most other tea exporting countries. Both CTC and Orthodox tea is produced in India. The tea industry is agro-based and labour intensive. It provides direct employment to over 1 million persons. Through its forward and backward linkages another 10 million persons derive their livelihood from tea. In Northeast India alone, the tea industry employs around 900,000 persons on permanent rolls. It is one of the largest employers of women amongst organized industries in India. Women constitute nearly half of the total workforce. The tea estates in the North Eastern India are located in industrially backward areas. Tea being the only organised industry in the private sector in this region, people outside the tea estates have high expectations from the industry.

The Nilgiri tea is from the mountains of the Western Ghats in South India in the district of Nilgiris situated in the province of Tamil Nadu. Nilgiris is one of the major tea producing regions in India. The Nilgiri Planters' Association of South India founded in 1981 represents the plantations of this area and accounts for nearly a third of tea production in the district. The two other main tea growers of the country are Assam and Darjeeling which gives a more robust tea when compared to that of the Nilgiris but however it is the Nilgiris that contributes to India's major tea production and the tea produced here retains a range of recognizably "Nilgiri" flavour characteristics. Nealy half of the quantity of tea produced in the Nilgiris is exported and majority of the tea growers in the area do it as small farming which is then sold to separately-owned factories for processing.