

Impact of Covid-19 towards organizational culture and challenges faced by employees in textile industry at Rajapalayam

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Abstract: An organizational culture means values, beliefs, norms, system, habits, vision, environment etc. Organizational culture is the specific collection of values and norms that are shared by the people and groups in an organization and that control the way the employees interact with each other and with outside the organization. An organization culture consists of two primary components. The principal value of the organization and the existing management method and systems. A textile industry is a group variety of product producing like cotton, wool, and synthetic fibers. To run the industry, they want the employees help to attain the company goal. After the covid 19 both the organization and employees faced lots of problem. To overcome these problems organization should do alternative solution to employees introduced about a new organizational culture. This improves the organizational vision and goals. So, they have proposed to undertake this study to overcome the above issues.

Key Words: Employees, Covid 19, Textile industry, Organizational Culture.

1. INTRODUCTION:

Organizational culture encompasses values and behaviors that "contribute to the unique social and psychological environment of an organization". According to Needle, organizational culture represents the collective values, beliefs and principles of organizational members and is a product of such factors as history, product, market, technology, strategy, Type of employees, management style, and national culture; culture includes the organization's vision, values, norms, systems, symbols, language, assumptions, environment, location, beliefs, and habits. Organizational culture is the specific collection of values and norms that are shared by the people and groups in an organization and that manage the way the employees work together with each other and with stake holders' exterior the organization. Organizational culture can be diagnosis from the point of view of its effect on the following six types of motives of people viz., achievement, affiliation, expert influence, control, extension and dependency. The textile industry is primarily concerned with the design, production and distribution of yarn, cloth and clothing. The raw material may be natural or synthetic using products of the chemical industry. The textile industry in India traditionally, after agriculture, is the only industry that has generated huge employment for unskilled labor in textiles. The textile industry continues to be second largest employment generating sector in India. In Rajapalayam also the main occupation is textile mills. Due to covid 19 pandemic most of the employees are affected by financial and mentally. Many of the industry have alternative option like work from home culture. But in textile industry there is no way to run like that. So, this industry has suffered more. After reopening of textile industry many changes are applied only 50 % of employees were allowed to work at that time it also affects both employees and organization. Many condition and changes are applied through the organizational culture. Culture through putting mask, social distance, half the number of employees, sanitizer, no direct meeting of higher authority, etc.

1.1. OBJECTIVE:

- To study the covid 19 organizational culture of the employees in textile industry.
- To study factors affecting the covid 19 organizational culture of the employees practiced in textile industry.

2. REVIEW OF LITERATURE:

Chadha, tushar (15 Apr 2020),¹ carried out their study on global outbreak of covid -19 presents a significant problem. However, amid its volatility, uncertainty, complexity and ambiguity lay hidden opportunities for learning, reinvention and evolution at the individual, organizational and societal levels. With the ongoing covid-19 pandemic,

¹ Chadha, tushar " COVID – 19 : Impact on organizational culture" , BW people, 15 Apr 2020, bwpeople, businessworld.in/article/COVID-19- Impact-On-Organizational culture/15-04-2020-189253/