



Study and Analysis of Socio-Economic Factors of Dharmshala Tea Company

Meghna Sood

*Research Scholar, Department of Management Studies,
Himachal Pradesh University, Summer Hill, Shimla, (Himachal Pradesh), INDIA*

(Corresponding author: Meghna Sood)

(Received 06 September, 2016, Accepted 10 October, 2016)

(Published by Research Trend, Website: www.researchtrend.net)

ABSTRACT: Tea is one of the oldest and most popular beverages in the world, the most widely consumed after water. It has truly become a beverage of international fellowship, a bond that brings people together. Tea is a product of the *Camellia sinensis* plant. Tea was first planted in Kangra by the British, and vast tea gardens cover the gentle hills in and around Dharamshala and Palampur today. The socio-economic history of Indian tea is a wonderful saga of endeavour, courage and success. This paper presents the analysis of socio-economic factors of Dharmshala Tea Company.

I. INTRODUCTION

Tea plantation industry is an important industry in Himachal Pradesh. It plays crucial roles in income generation, foreign exchange earnings and employment generation both directly and indirectly [2]. However, the overall performance of this industry is found to have been unimpressive. Dharamshala Tea Company was established in the year 1882[4]. It was bought by great grandfather of Gurmeet Singh Mann the present sixth generation owner from the Britishers. Till the year 2004 green tea was produced in the factory. The last year production of the Dharamshala Tea Company was 164036 kg [1].

II. STATEMENT OF THE PROBLEM

Tea companies are facing severe problems such as high cost of production and low price realisation. The employees are facing the major problem of insufficient wage rate compared to the living expenditure and they are found to be dissatisfied with poor working conditions. To sum up the tea plantation industry is facing a crisis [5]. In this context the present study will help to eliminate the problems with the help of modern techniques and proper training facilities of Dharamshala Tea Company.

III. OBJECTIVES OF THE STUDY

- (i) To study and analysis socio-economic factors of Dharmshala Tea Company.
- (ii) On the basic of finding suggest the modern management tools, techniques and methods to suit the need of manager in the Dharmshala Tea Company.

IV. RESEARCH METHODOLOGY

In order to get collect primary data of employee's maximum response rate and to get complete filled in questionnaires back from the Dharmshala tea company. Some additional copies of each were distributed. This was done to eliminate the incomplete, missing copies, over-writing or vaguely filled in questionnaires which might be received during this process. Thus instead of 107 copies of each instrument as per sample 160 copies were distributed and out of which 120 copies were received back. In further scrutiny, incomplete and wrongly filled questionnaires were separated and finally 107 copies complete in all respects, of each instrument were set for analysis. The data were collected in personally by the researcher from Dharamshala Tea Company [1]. The data collected were analyzed through SPSS 17.0 software.

V. ANALYSIS OF SOCIO-ECONOMIC FACTORS

The analyses of socio-economic factors responsible for tea cultivation at Dharmshala Tea Company are as following:

1. Analysis of the Distribution of the Employees

The strategic management of the categories of employees identified for primary data collection is shown in Table 1. and Fig. 1. In order to collect primary data 107 employees have been interviewed with the help of a survey schedule. Out of the 107 employees, 90 are field employees, 10 are factory employees and 7 are in others category.

Table 1: Distribution of the Employees.

S. No.	Category	Frequency	Percentage
1	Field supervisors/officers	5	4.67
2	Field Workers	85	79.43
3	Factory supervisors/officers	3	2.80
4	Factory workers	10	9.34
5	Others	4	3.73
Total Employees:		107	100

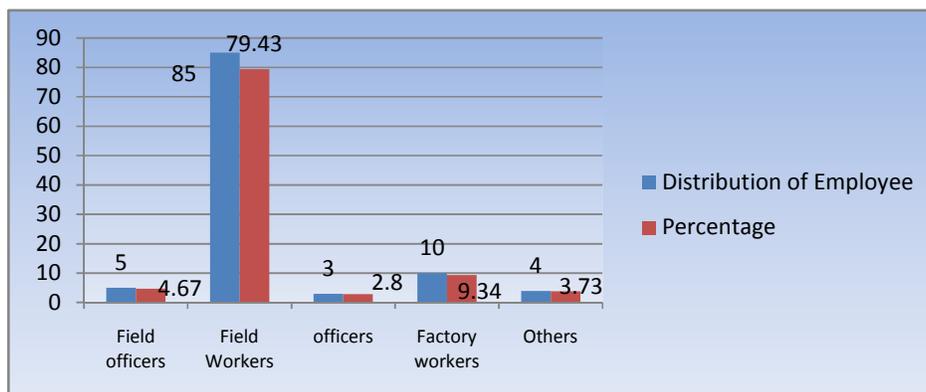


Fig. 1. Distribution of the Employees.

It may be noted that 79.43 percent of the total respondents are field workers and 4.67 per cent, field supervisors/officers, Factory worker account for 9.34 per cent and factory supervisors/officers, 2.8 per cent and 3.73 are other employee.

2. Analysis of Gender wise classification of employees

Tea plantation industry is considered to be a labour intensive industry providing massive employment to rural people, particularly women. Out of the total respondents surveyed 53.27 per cent are males and 46.73 percent, females. Table 2 and Fig. 2 shows gender-wise categorization of the employees.

Table 2: Gender Wise Classification of Employees.

S. No.	Gender	Frequency	Percentage
1	Male	57	53.27
2	Female	50	46.73
Total:		107	100

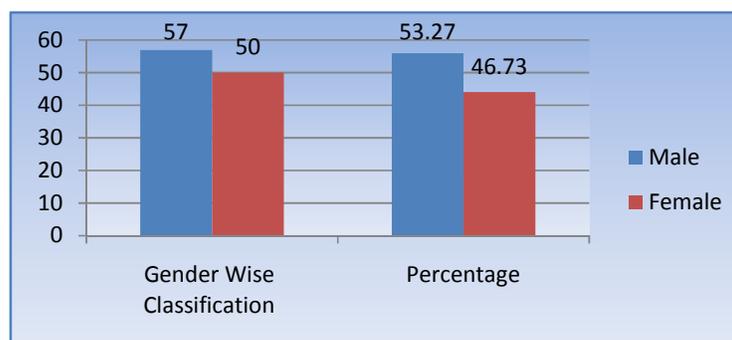


Fig. 2. Gender wise Classification of Employees.

In order to study whether there is any difference in the proportion of male and female employment the t - test is applied.

3. Analysis of the Job Status

Out of the 107 respondents 85 respondents are field workers, (79.5 percent of the total respondents). Since plucking is the main field work which is done mainly by females, out of the 85 field workers, 46.73 percent are females. Five per cent of the total respondents are field supervisors/officers. Field supervising is done by male workers so all the

respondents (5 respondents) are males. 9.5 per cent of the total respondents are factory workers, (10 respondents) and three per cent of the total respondents are factory supervisors/officers (3 respondents). Since majority of the factory workers are males, all respondents in the factory are males.

4. Analysis of Age distribution

Of the 107 sample respondents in different categories no respondent is below 15 years of age as shown in Fig. 3 and Table 3. The Child labour was not found in the estates. 30% of the total respondents fall within the age group of 15 and 20 years, 40 % between 21 and 30 years, 31 per cent, between 31 and 40 years, 3 percent between 41 and 50 years and 1percent above 50 years. Table 6.5 shows that maximum labour fall under the age of 21 to 30 years i.e. 40%.

Table 3: Age-Wise Classification of Employees.

S. No.	Age Group	Frequency	Percentage
1	15-20	32	29.90
2	21-30	42	39.25
3	31-40	27	25.23
4	41-50	4	3.73
5	51 and above	2	1.86
	Total	107	100

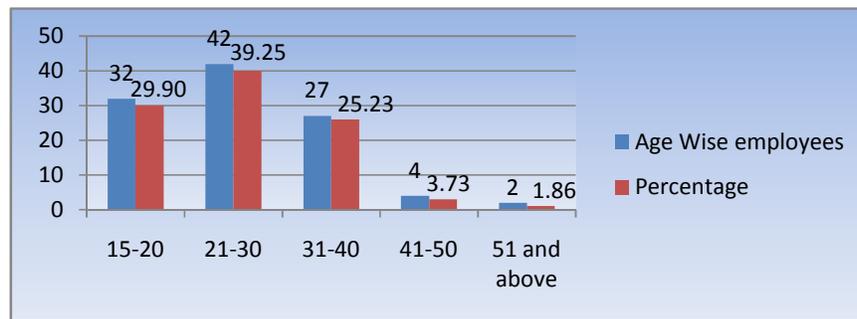


Fig. 3. Age-Wise Classification of Employees.

In order to examine whether there is any association between the ages of the employees the Chi-square test is applied. The chi-square statistic is 0.0523. The p-value is .81906. This result is not significant at $p < .05$.

5. Analysis of Level of Education

From the sample survey it is clear that 14.02 percent of the workers are illiterate as shown in Table 4. The 18.69 percent of the respondents are coming under the category having, 1st to 5th standard education. 46.73 percent having 6th to 10th standard education, 20.56 percent 11th and above standard education and 14.02 percent no education at all. Table 4 shows the level of education of the employees. The education-wise categorisation is diagrammatically represented in Fig. 4.

Table 4: Level of education of the employees.

S. No.	Education	Frequency	Percentage
1	1 st to 5 th Standard	20	18.69
2	6 th to 10 th Standard	50	46.73
3	11 Standard and above	22	20.56
4	No Education	15	14.02
	Total	107	100

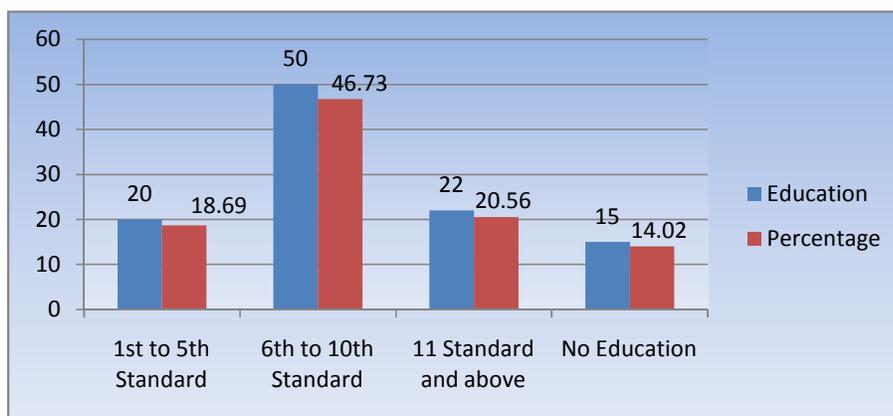


Fig. 4. Education wise classification of employees.

6. Analysis of Facilities available to the Employees

The tea plantation employees are not getting almost all the necessary facilities such as housing medical care, day care for children etc. Since most of the employees are from distant places and plantations are situated in remote areas these facilities are essential.

(i) **House:** The Company provides company quarter to their employees.

(ii) **Land:** No additional land is provided to the employees by the company for growing vegetables etc

(iii) **Sanitation:** No proper sanitation facility is provided to the employees.

(iv) **Protective clothing:** Blankets, umbrellas or rain coats are not provided to the employees for protection from rain or cold.

(v) **Medical care:** The Company do not have any dispensaries within the estates. Medical facility is only available to the employees at Government hospitals or dispensaries.

(vi) **Education:** Primary education facility is available to the employee's children at Government schools at nearby places. Since majority of the employees are not well educated so they find it difficult to educate their children.

(vii) **Recreation facility:** Employees are not provided with recreation centers, no provision is available for indoor or outdoor games.

(viii) **Creche:** No crèche facility is provided for the employee's children below the age of six years.

(ix) **Conveyance facility:** No local conveyance is available for employees from their living place to nearby town. Conveyance is a major problem since the Company is far from town.

(x) **Communication:** No telecommunication facility is provided for the employees. No public booth facility is available near the factory/plantation site. No banking facility is available to employees within the estate. Government banks are available which are far away from the plantation and factory area [5].

VI. FINDING

The finding socio-economic factors responsible for tea cultivation at Dharmshala Tea Company are as following:

(i) It is found that 79.43 percent of the total respondents are field workers and 4.67 per cent, field supervisors/officers, Factory worker account for 9.34 per cent and factory supervisors/officers, 2.8 per cent and 3.73 are other employee. Wage is the main income of the employees. More than 90 percent of the employees depend only on plantation job for their income. Since plantations are located in remote areas opportunities for getting any other work is not possible. From the primary survey it is found that all employees are not satisfied with the present wage rate, which is not sufficient to meet their living expenditure. Since the plantations are in remote areas and they live within the plantation areas which are far away from the cities/towns they have to purchase all items from outside sources. Main expenditure of the employees is on food. Since the food items are very costly they are not able to meet other requirements in sufficient manner.

(ii) It is found that 95% of the employees are living in company quarters. It is found that the inside facilities of the quarters are very limited. The company is providing basic facilities to the employees like housing, water supply, sanitation, health etc. But these facilities need to be upgraded and lot need to be changed in the near future.

(iii) Since there is no provision of dispensary or hospital in the plantation area, the employees are forced to go to private hospitals or government hospital in the nearby areas. Also no primary education facility is provided by the company and moreover the government primary schools or higher educational institutions are far away from the plantation. Due to lack of any transportation facility it is very difficult to send children for education.

(iv) In the Dharamshala Tea Company both male and female are employed in tea plantation. The t-test shows that there is no significant difference in the proportion of male and female employment. The age distribution table shows that majority of the employees are in the age group of below 30 years. From the chi-square test it shows that there is no association between age and the employment levels.

(v) From the sample survey it is clear that 14.02 percent of the workers are illiterate, 18.69 percent of the respondents are coming under the category having, 1st to 5th standard education. 46.73 percent having 6th to 10th standard education, 20.56 percent 11th and above standard education and 14.02 percent no education at all. The Tea plantation industry is a labour intensive. The plucking or harvesting tea leaves is the most important work. The best method of plucking Tea leaves is by hand. Dharamshala Tea Company is following the same traditional method i.e. plucking Tea leaves by hand but as there is shortage of labour and lack of availability of trained labour the leaves are not plucked properly which results in low quality of Tea.

(vi) No shopping facility is available in the estate. So to purchase necessary items employees have to go out of the estates which is costly and time consuming. The tea company is facing a crisis. The major problem is high cost of production and low price realisation. The cost of production of tea per kg is Rs. 60/-. Sixty five cent of the total cost of production is accounted for by labour.

(vii) It has been found that there exists association between the levels of education of the employees. It is found that in both the areas majority of the employees are having level of education below 10th standard.

VII. CONCLUSION

To attain the above position of tea industry, the following strategies need to be adopted: Comprehensive training of farmers and enterprises in the areas of weed and pest control, environmental conservation, fertilizer application, pruning, and tipping, plucking, plucking table management for the purpose of increasing unit productivity. Training for management and other skills for managers and other personnel of tea estates and factories. The employees who are working in the factory should be provided with proper lighting, ventilation, uniforms, mask and shoes etc. so that employees are properly protected in the factory. Since it is costly and time consuming to the employees to purchase necessary items by going out of the estate, if commodities are made available to the employees at subsidised rates inside the estate it will be very convenient to them. The Tea industry is a major source of employment for the women. There should be proper provisions such as resting sheds, crèches, latrines, drinking water etc. in the plucking areas as well as in the factory. Maternity leave benefits should be granted to the women workers. Every woman worker is entitled to obtain maternity allowance for a period of up to six weeks immediately preceding the expected date of delivery and for a period of six weeks immediately following the date of delivery.

REFERENCE

- [1]. <https://www.Dharmshala.com/>
- [2]. http://www.teaboard.gov.in/pdf/bulletin/Estimated_production_for_May_16_2.pdf.
- [3]. "Tea Board of India" http://www.indiatea.org/tea_growing_regions.php.
- [4]. Dr. D. K. Taknet, "The Heritage of Indian Tea"; ISBN 81-85878-01-3.
- [5]. Merlin Joseph, (2002). "Problems and Prospects of Tea Plantation Industry", Ph. D Thesis, Department of Applied Economics, Cochin University of Science and Technology, Cochin.