

Professional Counseling in Industries and Human Resource Development

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Abstract

Counselling is a process of helping people to help themselves in solving and preventing problems like interpersonal, emotional and decision problems etc. It holds the same with industry setting also. The most challenging factor of Industries in the process of gaining competitive advantages are attracting and retaining the skilled, committed, talented and quality employees. That means to say for the high productivity and better performance of industries, coping with tough competitions in present marketing scenario, having potential employees becomes very essential. But keeping them motivated to that extent in the organization for a longer period is a challenging task. In such situation, issues like social, economic, cultural, marketing etc influence a lot. Above all, HRD climate in the organization become prime as the social issues influence majority of other criteria. There comes the huge scope for counselling. A study was conducted to understand the needs and recognize their interest in availing such services in the working atmosphere. The study adopts explorative research design along with interview schedule as the tool to elicit data from the employees. The hypothesis adopted for the study was that there is a need for Employee counselling which benefits the organization positively. With the help of simple random sampling design, 20 employees each from 5 different manufacturing industries of Mysore were served as respondents in the study. To analyse the collected data, simple descriptive statistical technique has been used. The study reveals that though employees are not fully aware about the concept of counselling and its usage, they have expressed their willingness to have counselling in the work place to receive inputs relating to their personal, professional and family life. The paper is evidence that the much practice of professional counseling in Industry is helping in developing a positive HRD climate in the industries.

Key Words: Counseling, Industry, Employees, Human Resource Development.

1. Introduction

The most challenging factors of Industries in the process of gaining competitive advantages are attracting and retaining the skilled, committed, talented and quality employees. That means to say for the high productivity and better performance of industries, coping with tough competitions in present marketing scenario, having potential employees becomes very essential. But keeping them motivated to that extent in the organization for a longer period is a challenging task. In such situation, issues like social, economic, cultural, marketing etc influence a lot. Above all, HRD climate in the organization

become prime as the social issues influence majority of other criteria. There comes the huge scope for counselling. Counseling can act as a major intervention in attaining and balancing the whole climate.

Every individual on the earth has his own needs to fulfill in his life span, among which few are natural, limited and few are above his capacity. In the process of fulfilling them, he may encounter various kinds of hurdles which trigger stress and related problems in him. In the era of LPG, no individual is stress free including in industrial setting. But infact, majority of the stressors can be eliminated with the proper social support and networking. The pathetic is that situation where human beings are planning to reach moon and mars but failing to reach a person in the same room. The failure is in understanding other human beings and their sufferings. The world is becoming materialistic and the humanistic approaches are vanishing gradually. These resulting in decreased adjustmental capacity among human beings producing many other social, personal, economic and other problems. This also hampers the whole atmosphere in working sectors like industries disturbing their HRD climate as well as IR issues. In addressing such complicated issues counselling can be a very powerful tool in the hands of companies in attracting and retaining quality workforce.

Counselling is a process of helping people to help themselves in solving and preventing their problems like interpersonal, emotional and decision problems etc. It can be used in technical areas too by managers to the subordinates in analyzing their performance and on the job behaviour. It enables individuals to take responsibilities by helping them to overcome their worries and resolves difficulties.

Through counselling the employees can be motivated for ventilation so that the management can understand the areas for intervention. In many cases, the ventilation itself can act as therapy so that the employee can act productively in the professional as well in his personal life. It can also act as mechanism of training need identification contributing in development of the organization. Though the area is quite beneficial to the organization in industry sectors, no much organization found adopting counseling as a service to the employees for their overall development and productive contribution to the organization itself. This situation provoked to take up the study to understand the pulses of employee towards the issue of counselling.

2. Methodology

A study was conducted to understand the needs and recognize their interest in availing such services in the working atmosphere. The study adopts explorative research design along with interview schedule as the tool to elicit data from the employees. The hypothesis adopted for the study was that there is a need for Employee Counselling which benefits the organization positively. With the help of simple random sampling design, 20 employees each from 5 different manufacturing industries of

Mysore were served as respondents in the study. To analyse the collected data, simple descriptive statistical technique has been used.

Table No. 1 showing the level of understanding among the employees about counselling in working condition:

Sl. No.	Industries	Good	Average	Bad	Total
1	Falcon Tyres Ltd., Mysuru	6	1	13	20
		30%	5%	65%	100%
2	MYPOL., Mysuru	5	4	11	20
		25%	20%	55%	100%
3	JK Tyres Ltd., Mysuru	8	6	6	20
		40%	30%	30%	100%
4	Shahi Exports Ltd.	3	3	14	20
		15%	15%	70%	100%
5	Automotive Axles LTd., Mysuru	9	6	5	20
		45%	30%	25%	100%
Total		31	20	49	100

Data: Primary

Counselling is a professional service rendered by a counsellor to the counselee to facilitate good social adjustment within him and to his social environment where he can leave a personally satisfying and socially productive life. From the above table it is understood that out of 100 respondents 31 respondents are aware about counselling though not with scientific approach. They understand it as it is related to helping an employee in distress, advising, creating self-awareness and to develop personality. Another 20% can understand the word counselling but not in the real manner. They know it as a helping method but have failed to perceive it as a scientific procedure. The remaining 49% of the respondents are quite far away from the knowledge of counseling and expressed their unawareness about in counseling. This results reveals that majority of the employees are unaware of the scientific process of counselling as the very practice of counselling in not existing in the system directly. After introducing counselling as a professional service, all the employees have expressed their interest in receiving such services in the professional atmosphere.

Table No. 2 showing the needs of the employees to meet through counselling:

Sl. No.	Industries	Emotional security	Stress and Burnout	Family Issues related	Total
1	Falcon Tyres Ltd., Mysuru	4	11	5	20
		20%	55%	25%	100%
2	MYPOL., Mysuru	6	10	4	20
		30%	50%	20%	100%
3	JK Tyres Ltd., Mysuru	7	10	3	20

		35%	50%	15%	100%
4	Shahi Exports Ltd.	3	8	9	20
		15%	40%	45%	100%
5	Automotive Axles Ltd., Mysuru	4	9	7	20
		20%	45%	35%	100%
	Total	24	48	28	100

Data: Primary

Table No.2 informs us that the employees are in need of counselling services for various purposes such as to build up the emotional security, to share have burnout from stress and stressors and also to discuss about family issues which are causing the problems to him psychologically. Most of the time, the people do suffer from stress and other related problems because of lack of opportunity for sharing which results in burnout. This situation can cause problems in industries especially with related to quantity and quality of production, increase in absenteeism, messy financial conditions etc. As a result, the HRD climate of the organization hampers directly. If an opportunity is provided to the employees through offering periodic counselling services by a professional in the industry premises, it can create an opportunity for the employees for ventilation where majority of the problems reduces. This intervention can also act as a process for training need identification and performance appraisal as it provides an opportunity to understand the conditions of each employee in performing their job.

Table No. 3 showing the employees expected areas to be covered through counselling:

Sl. No.	Industries	Personal	Professional	Social	Total
1	Falcon Tyres Ltd., Mysuru	8	8	4	20
		40%	40%	20%	100%
2	MYPOL., Mysuru	10	10	0	20
		50%	50%	0%	100%
3	JK Tyres Ltd., Mysuru	5	10	5	20
		25%	50%	25%	100%
4	Shahi Exports Ltd.	0	15	5	20
		0%	75%	25%	100%
5	Automotive Axles Ltd., Mysuru	9	9	2	20
		45%	45%	10%	100%
	Total	32	52	16	100

Data: Primary

Through the table No.03, the study reveals employees willingness to receive assistance in the personal (32%), professional (52%) as well as social issues (16%). At the personal ground they have expressed their interest in discussing about preparation to face various

responsibilities of family life such as deciding about extension of family and the number of children, educational opportunities for the children, financial planning etc. Under the professional issues the areas they have mentioned to receive assistance are career planning, savings plan etc., as they are not covered under pension scheme except EPF through which they can expect a very small amount of income in their later age. Under social issues 16% of respondents have expressed their interest in understanding and behaving in situations which is value conflicted. Such situations are related to both personal and professional issues. According to them such situations really make them feel the sandwich position where they feel failure to be assertive.

Table No. 4 showing the employees expected environment for the counselling:

Sl. No.	Industries	Confidentiality	Educative	Open	Total
1	Falcon Tyres Ltd., Mysuru	6	1	13	20
		30%	5%	65%	100%
2	MYPOL., Mysuru	5	4	11	20
		25%	20%	55%	100%
3	JK Tyres Ltd., Mysuru	8	6	6	20
		40%	30%	30%	100%
4	Shahi Exports Ltd.	3	3	14	20
		15%	15%	70%	100%
5	Automotive Axles Ltd., Mysuru	9	6	5	20
		45%	30%	25%	100%
Total		31	20	49	100

Data: Primary

Any sharing and caring needs a very conducive environment which facilitates easy sharing of the information based on its objectives. Similarly, conditions and expectations of the employees relating to receiving the counselling service. It is understood from the above data that the respondents have certain expectation from the environment provided during counselling such as maintenance of confidentiality, an environment which is educative and open. There is a strong justice which can be felt from employees that they really want a safe, caring environment to share their hidden self. If it is promised, then the counselling can prepare the employees to make decisions wisely and also helps him in altering his own behaviour to yield desirable consequences in the organizational setting.

3. Conclusion

In conclusion, the research results indicate that majority of the sample under study responded positively to the hypothesis i.e. a need for Employee Counselling was felt and that it would benefit the organization. However, the awareness about the concept of counselling and employee counselling, particularly so was found to be exceptionally low. The above results of the study make us understand the strong need for a safe and protective environment in which they are willing to share certain

information which can release them from stressful condition. Infact, in early part of the study, it is found that majority of the employees had no proper idea about the process and benefits of counselling. When explained, they expressed the need of such intervention in both personal and professional life. Further preference to maintenance of confidentiality has been demanded by majority of the respondents in different dimensions. The supportive explanations for interest in counselling strongly depict the need for Social Workers intervention through counselling in industries. In sum, the study supports a strong intervention of counselling in industry sector. If, this is facilitated a health HRD climate with peaceful industrial relations can be achieved.

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