

Application of concept of organisation culture and climate to make rural organisation effective : A case study of Suyush Kraft and Paper Mill Ltd.

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The characteristics which are peculiar to organizations themselves are tried to be described with the help of such concepts as organization culture, psychological climate and individuality of organization. The concept of organization climate has been widely used since 1960s. The culture concept is an all-inclusive one. Organizational climate is the result of past decisions, current perceptions and the whole gamut of workplace interactions, both formal and informal, ever since the organization began. Organizational climate is about the perceptions of the climate and about absolute measures. Temperature is a measurable element of geographic climate, but it is not the absolute temperature that matters as much as human perception of it (is it cold, hot, or comfortable?). It is only after knowing what temperature means in terms of human comfort, that measurement of temperature becomes useful. Complicating perception is the probability that what may be too cool for one person may be too warm for another and just right for someone else.

Organization climate is dynamic and it does not remain fixed or static. With change in time, there is a change in perception, communication, policies, technology etc. All these changes have a direct influence on working of any organization. If we want to influence that climate, then in order to achieve an environment that is supportive to the organization's aims and objectives and in turn supports the people working in the organization, then some kind of purposeful intervention is required. For this purpose Organizations frequently commission a survey to assess

climate. Assessment of climate seeks to identify the components of both bad and good climate, both in absolute terms and perceptual terms. Earlier this concept was used by bigger organizations in metro cities but now a days smaller organizations of smaller cities or Rural areas are using this concept to understand the changes in organisational climate for increasing their productivity. Suyush is one of the industries which have adopted this concept to increase the productivity.

Since there is a vast potential available in rural areas for rural organizations, the retain employees and to make satisfied employees application of good culture and climate become essential for every organization. This objective needs to develop and maintain a culture and climate is organization that create good working environment and satisfied employees.

Introduction of company:

A group of industrialist purchased one sick unit of paper in November 1993 from wind power group of industries under the guidance of Mr.N.C. Mittal chairman, and Late Shri P.S. Mittal, after purchasing the unit – the said unit was named as Suyush Kraft and Papers Ltd. The unit having good location, near national highway no.58 in Muzaffarnagar, Uttar Pradesh. It was a small unit of paper but due to modification in machinery and plant for good product, it became unique in area. Now-a-days, the units having two machines of paper and manufacturing good quality of Kraft paper. The unit specially is manufacturing light papers which are being used in envelop, printing, small bags in stationery etc. The unit Suyush Kraft and Papers Ltd. is situated in village Vehalana a tirth of Jainism. Suyush Kraft and Papers Ltd. has adopted this concept to increase the productivity and satisfaction among the employees.

Aim of study:

To check whether changes in organizational climate

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