

Employees Benefits with Use of Information Technology (IT) in Co-Operative Sectors

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Abstract

Today is an age of Information Technology (IT). We are living the IT. Without IT people cannot live in the society. Today world is passing the era of IT. The IT must be an integral part of our life and organization strategy. At present day most of the people are sending and receiving the message through IT and it reduces the opportunities for the face-to-face communication. All citizens can go to the window, pay the various bills and registration forms through IT. Big organization IT can be applied in production, marketing, accounting, finance, operation management, customer services, stocking, the flow of goods, HRM, etc. Now a day new technique business activities such as e-commerce, e-banking, e-actions and e-services, etc. “The co-operative movement in India has a long history of the century with more than 5.49 lakhs co-operative societies functioning at all level”. “Computerization of agricultural co-operatives started more than ten years ago in Kerala state and 100% of primary agricultural co-operatives have been computerized and simplified their work”. IT has a lot of influence on co-operative sectors. It ensures quick services with the low transaction cost of the members or customers. The success of IT in co-operatives depends upon the members’/customers and employees awareness about the same. The quality of co-operatives personnel depends not only on the quality of intake of personnel but also on the quality of training and methods programmes imparted to them. The co-operatives will have to train their staff to make full benefits of the use of IT and effective use of new technological facilities available to them. They followed the traditional method of the information system through papers normally and introduced a few computers only. They make very limited use of IT. The employees are also not well trained in IT and what are the benefits of IT to the unknown of employees?. This limited use of IT reduces the competitive strength of co-operative societies. The study mainly constituents to assess the extent of use of IT and the benefits of employees to use IT in co-operatives. In tune with the objectives relating to employees, the following hypotheses have been formulated and tested in the study. There is no association between the level of benefits with the use of IT and co-operative society. The study is empirical research based on survey method. The main purpose of the study is the measurement of the abstract variable “use of IT” and the benefits of the use of IT in co-operatives through statistical treatment. We have selected seven big co-operative societies. The simple random technique was applied in selecting employees for the study. 50 employees from each society have been selected at random using lots from the list of employees provided by

the respective co-operative society. The co-operatives must provide computer or IT literacy awareness and IT training programme to the employees. The study was also helping the employees with the use of IT in co-operative societies and to improve the performance of their co-operative societies.

Keywords: Co-operative Societies, IT, Employees Benefits with use of IT, Co-operative Societies in IT

Introduction

We are living in the Information Technology (IT) age. Today world is passing through the era of IT. The IT must be an integral part of our life and organization strategy. IT is a basic resource in today's society. Without IT people cannot live in the society. Today most people are sending and receiving the messages through e-mail and internet and it reduces the opportunities for the face-to-face communication. Any type of information, data and message can fly round the globe at a fraction of a second through technology tools. Modern day communication service exchange includes electronic mail (e-mail) facsimile transmission, bulletin board service, videotext, voice systems, voice message system and teleconferencing, etc. Today e-mail technology enables computer users to send and receive simple messages instantly, documents and reports such as daily, weekly, monthly and annual performance reports created by standard word processing, spreadsheet database, software and even sound animation files.

IT needs are increasing day by day and today every person intends to be information technology oriented. Use of IT for a generation, storage and retrieval processing and communication of information for improving the effectiveness of an office, which in turn helps to realize the objectives or business functions of the organization in an efficient and competitive manner. Computerized societies mean much more than merely making use of some machines. Computerization means the use of computers in thinking, planning and various electronic data processing devices which are used to record, share process, summary and control activities. The objective of computerization (or) mechanization in India is not to replace man with machine or computer. Rather the objective is to make work-life more meaningful. This will only reduce the workload involved in the routine work.

IT in the co-operative sector is sine quo non to bring about a favorable change in the climate and culture of the societies and the attitude of personnel at all levels for a smooth implementation of IT plan. Nowadays computers have simplified the workload in co-operatives and other offices and it supplies useful and accurate information in a very short time. To make the co-operative sector a strong one this device must be utilized in all the co-operative societies in India as early as possible. In the year 1989 National Co-operative Union of India introduced the National Co-operative Data Bank for various Co-operative institutions' use. This facility can be utilized by the other co-operative societies to strengthen their information base by using the computers in their operations.

Co-operative Sectors

Co-operation is the voluntary association of persons for doing business, the basis of association being equality and the object, the satisfaction of a common need viz., the economic improvement of themselves. Co-operation means working together. The co-operative organization is ultimately a small man's organization. Today co-operation is a world-wide movement. The Indian co-operative movement is the largest in the world. Through its main objective of “self-help through mutual help” a co-operative organization can eliminate middlemen, enjoy large scale economies and can minimize costs through the active participation of all the members.

“The Co-operative movement in India is the largest in the world. Now it has completed a century. There are 5,45,354 co-operative societies functioning at all levels with 236.23 million

of membership and share capital of Rs. 1,98,542.50 million”. The co-operative sector in our country has developed and spread its activities and operations in all spheres of the economy like agriculture, poultry, dairy, fisheries, hand looms, banking, sugar, spinning, co-optex and consumer co-operatives, etc.; Today co-operatives expand their wings not only to agriculture production but also as food processing sector. Recently they have started co-operative courier service also. Today co-operative movement has emerged as one of the largest movements in the world. IT provides information on significant contributions made by the various state as well as primary level co-operatives in various agriculture and allied sectors also. Co-operative Societies set one of the finest examples of successful integrated rural development through people’s participation.

Information Technology (IT)

IT has become a vital component of successful business organizations. There are no big organizations at present day without using IT. Today in big organization IT can be applied in Production, Marketing, Accounting, Finance, Operation Management, Customer Services, Stocking, the flow of goods, Human Resource Management (HRM), etc., Today, small enterprises and petty shops also apply IT on a scale according to their need. IT is playing the strategic role in organizations regarding creating new methods of business as well as opportunities for new businesses. Such as E-commerce, E-Banking, E-Actions and E-services, etc., IT solutions can help us take problems in core areas of governance and sectors. At present day, IT wings have embraced various departments such as Railway, Transport, Health care services, Educational institutions, Postal services, Banks, Co-operative department, supermarkets, etc.

IT refers to the paperless exchange of business information or documents such as withdraw money and deposit money through online mode, purchase orders, sales price, invoices and remittance advice via computer to computer in standard formats. Any communication is an exchange of data between two computers with a few clicks of the mouse. IT can help to find solutions to management problems like saving time, money, energy, increasing number of members or customers minimizing paper work, members or customers waiting time in queues and good work of efficiency, etc., IT can handle most advanced computing systems and computing devices. All citizens can go to the window, pay the electricity bill, water bill, telephone bill, house tax bill, medical bill, take a driving license, get the driving license renewed, apply for a passport, access land records and get needed information through technology way.

Information Technology (IT) in Co-operative Sectors

Today co-operative societies can gainfully utilize computers in development work. This system is very useful in mechanized accounting, data processing and communication system. Above all the expectations of members and customers regarding speed, quality and convenience of service have gone up. Today with the global scenario the main concern of co-operative sector is the use of IT applications in new economic activities. Moreover, the co-operatives like IFFCO, KRIBHCO, co-operative Dairy, Sugar co-operative and the Co-operative bank that have provided emphasis to technology transfer have shown their competitive strength. The computerization in PACS in many states has also been undertaken to support the policy makers in the decision-making process.

Management Information System (MIS) ensures timely flow of information and proper management of data generated in the co-operative sector which are improvements necessary for effective project monitoring. “Thus a scheme for computerization was introduced in 1984–85 with the objective of motivating federations of banks to go in for computerized MIS. Under this scheme National level federations, State level federations, state level co-operative banks implementing National Co-operative Development Corporation (NCDC) project and District level co-operative

societies have been benefited”. The co-operative societies irrespective of their size and structure need to develop their MIS to make the organization more functional and flexible. Co-operatives aim to achieve dramatic improvements in critical, contemporary measures of performance, such as cost, quality, services and speed, etc. The advantage of computers has made storing, retrieving and analyzing data easy. The use of computers to unnecessary office wastages and expenses should be reduced. There is the greater need for the use of computers in co-operatives. In India in the early 1970s emphasis was given to education and training for the promotion of co-operative enterprises. “Computerization of agricultural co-operatives started more than ten years ago in Kerala state and 100% of primary agricultural co-operatives have been computerized and simplified their work”.

IT has a lot of influence on the Co-operative sector. It ensures quick services with the low transaction cost of the members or customers. The success of IT in co-operatives depends upon the members’/customers awareness about the same. IT-based solutions for any business has become a common phenomenon in today’s age of computers. The co-operative sector has also emerged as one needing computerization. “Computerization of co-operative banks in all states is a very difficult task. Very few states like Maharashtra, Karnataka, Gujarat and Goa are leading in computerization. Mostly computerized urban co-operative banks have on-line branches and have been successful in taking almost all the operational activities”.

IT implementation State and District Co-operative Banks are still lagging in computerization drive and are still in the infancy stage in most of the states in the country. To improve the performance of co-operatives computerization of all their transactions is a must to cope up with the ongoing revolutionary changes in banking systems such as internet banking, ATMs, anywhere banking and any time banking, etc., Hence steps should be taken to introduce computerization at all levels in all co-operatives. IT helps to increase the productivity of existing co-operatives of poor formers. Billing and payment collection will be streamlined through the creation of “Smart Cards” with electronic accounts of farmers dues and revenues which can be used to pay bills and purchase consumer products at co-operatives and other stores. The introduction of modern ICTs in co-operatives can significantly improve results through facilitating the collection, analysis, storage and reporting of information much faster and more accurately than could be accomplished using manual systems.

“The co-operative movement in India has a long history of the century with more than 5.49 lakhs co-operatives”. The leading co-operatives in India have brought about changes in rural life. The future development of co-operative movement will depend upon the proper and effective communication planning and ICTs. India among the developing nations has always adopted an innovative approach in the adoption of new ICTs. ICTs can be used as an effective tool for rural development through co-operative movement. An example is adoption of ICT by a rural community in the Warna wired village project (WWVP) District Kolhapur, ThasilPanhala in the State of Maharashtra, India.

Statement of the Problem

It is a general misconception that the co-operative sector cannot render the same services as the private sector. The co-operative sector has contributed more significantly to the growth of the economy as well as rural life. Since 1904 co-operative sector has registered a colossal growth and helped to attain national, global economy. Individuals in the organization will always be responsible for giving services in both forms of ownership. It is the democratic management and development of individuals that make the difference in the form of ownership. IT will help the co-operative sector not only in servicing but also in various other areas of their operations such as cash management, credit management, Human resource management, purchase and sale force

functions, personnel functions and ancillary business functions etc. Hence, with an accuracy of information, improved efficiency, image of society in India will improve if the co-operative society modernizes itself.

It is true that age-old systems such as Typewriting have inherent weaknesses and turn out low volumes of work. The co-operative sector can substantially reduce delay by adopting new technology in operations but at the present day, all co-operative sectors introduced few computers only. This attitudinal attribute needs to be positively reciprocated by the co-operative staff by timeliness in services and friendly disposition.

The quality of co-operative sector personnel depends not only on the quality of intake of personnel but also on the quality of training and methods programmes imparted to them. The co-operative sector will have to train their staff to make full benefits of the use of IT and effective use of new technological facilities available to them. Again the fresh postgraduates have little awareness of technological changes along any work experience on IT. Eg. Urban co-operative banks. Hence, the conditions of success of the co-operative officers are overburdened with routine internal work. With the increased use of computer and IT, much of the routine workload can be reduced with an added advantage of speed and accuracy. Today is the age of IT. Enterprises both in public and private sectors have improved their competitive ability by exploiting IT to the maximum extent. But co-operatives have not done so. They followed the traditional method of an information system through papers normally and introduced a few computers only. They make very limited use of IT. The employees are also not well trained in IT and what are the benefits of IT to the unknown of employees. This limited use of IT reduces the competitive strength of co-operative societies.

This state of affairs leads to the following questions

- To what extent co-operative societies utilize IT?
- To what extent of benefits of co-operative societies and make use of IT?
- This study is an attempt to find answers to the above questions in selected big co-operative societies in Salem District.

The Scope of the Study

The study is limited to the opinions of employees is main constituents to the benefits with the use of IT in selected-operative societies, IT is initial stage in co-operative societies. The study is not concerned with the functioning and working of the co-operative societies.

Objectives of the Study

The objectives of this study are as follows:

- To assess the extent of with the use of IT in selected co-operative societies.
- To study the benefits of employees to use IT in co-operative societies.
- To offer suggestions for making full use of IT in co-operative societies.

Review of Literature

The review of literature related to this study reveals that though there is plenty of literature on IT, co-operative sectors and IT in co-operative sectors and role of IT, benefits of the use of IT inco-operative sector, there is no study on the opinion of the employees with the use of IT in co-operative societies. This study is an attempt to fill this gap. It is based on the survey of the opinion of employees on the IT and benefits of the use of IT in the same.

Hypotheses

The main group consists of employees who play a major role in co-operative societies, relating to the use of IT. This group should be aware of the use of IT in their respective co-operative society. Therefore in this study, the opinions of employees relating to the use of IT are reviewed. Therefore hypotheses relating to employees have been framed. Employees play a major role in the use of IT. It is they who handle the IT related devices such as computers, internet, email, website, etc. They should not only be aware but also be trained in the use of these devices. Therefore this study makes a review of the benefits of the use of IT in co-operative societies. In tune with the objectives relating to employees, the following hypotheses have been formulated and tested in the study. There is no association between the levels of benefits with the use of IT in co-operative societies.

Research Methodology and Tools

The study is empirical research based on survey method. The main purpose of the study is the measurement of the abstract variable “use of information technology” and the benefits of the use of IT in co-operative societies through statistical treatment. The survey was conducted Primary data through questionnaires from employees of co-operative societies. Questionnaires were supplied to the employees of co-operative societies. The questionnaire contained questions relating to the use of IT for various purposes and benefits of the use of IT. The questionnaire also contained personal information. These questions relating to how to use the computers or IT their opinions and suggestions to improve the use of IT for the progress of co-operative societies were asked. Thus the study is also ex-post facto. The researcher had the personal discussion with the officials of co-operative societies. He contacted the selected employees applied to questionnaires for collecting primary data. The following tools were constructed after the formulation of the problem.

Questionnaires for Employees

Questionnaires were used to collected data from employees of co-operative societies. This questionnaire contained questions relating to the benefits of using IT in co-operative societies. It was used to measure and suggestions for effective use of IT for better performance of co-operative societies were also sought.

Pilot Study and Pre-Testing

The pilot study was conducted during January 2018. In the pilot study, the questionnaires were pre-tested and then refined for use in the final study. 25 employees were selected for pilot study in the nearby The Salem District Central Co-operative Bank Ltd., By the pilot study the schedules were refined and the study was redesigned, modified and hypotheses were formulated.

Sampling Scheme

The need for introducing IT-based systems and the communication channel is essential in all co-operative societies to update their operations and improve their competitive strength. However, the scope for introducing such IT and systems is more in the case of big co-operative societies. Therefore while selecting the co-operative societies, purposive sampling was followed. Seven big co-operative societies were selected. Thus, The Salem District Central Co-operative Bank Ltd., The Salem Co-operative Sugar Mills Ltd., Mohanur, The Krishnagiri District Co-operative Spinning Mills Ltd., Uthangarai, The Salem District Co-operative Milk Producers’ Union Ltd., The Ponni Co-operative Super Market, Co-optex Salem branch and the Thiruchengode Agriculture Producers Co-operative Marketing Society have been selected. As the Salem District Co-operative Spinning

Mills, Salem is not functioning; the Krishnagiri District Co-operative Spinning Mill Ltd. has been taken in its place. Similarly, Co-optex has its jurisdiction throughout Tamilnadu state. However, as the study is confined to Salem District, its Salem branch alone is taken for study.

The simple random technique was applied is selecting employees for the study. 50 employees from each society have been selected at random using lots from the list of employees provided by the respective co-operative society. Thus 350 employees have been selected from all the seven co-operative societies.

Geographical Coverage

The study covers Salem District. As the Salem District Co-operative Spinning Mill Salem is not functioning and as the need for taking a sample of the big co-operative spinning mill was felt essential, the Krishnagiri District Co-operative Spinning Mills, Uthangarai was taken for study. Similarly the Salem Co-operative sugar mills Mohanur, which once functioned in Salem District before its bifurcation, now is operating in Namakkal District.

Field Work and Data Collection

Field work was carried on by the researcher during the period from February to April 2018. The study only primary data from employees of co-operative societies. Primary data were collected from seven big co-operative societies. The study covered 50 employees from each co-operative society using the simple random technique. A good rapport was created by the employees of co-operative societies before the questionnaires were issued to employees. The questionnaires of the employees constituted the main tools of data collection. Employees were questionnaires in their offices by the researcher generally during their working hours. After each questionnaire were thoroughly checked to ensure accuracy, consistency and completeness.

Data Processing

After data were collected first a thorough check-up of the data was made. Vertical editing technique was used for the purpose. The missing details were collected through correspondence to the sample societies using supplementary schedules. As field editing was also followed and scores were assigned to every questionnaire, there was no need for repeat questionnaires.

Quantification and Measurement of Variables and Construction of Scales and Indexes

One of the objectives of the study was to analyse the benefits of the use of IT in cooperative societies. Scaling technique was adopted for measuring the variables. The general rule followed in constructing these measures was to devise precise and relatively simple measures. Questions relating to these variables were included in the tool. The answer to each question was given a score. The sum of the score was taken as the score for the particular variable.

Framework of Analysis

The study has been undertaken to measure the extent of the use of IT and benefits with the use of IT in co-operative societies. Employees' opinion on the use of IT constituted the dependent variable. The responses relating to such opinions of employees were measured on scales constructed. The five-point Likert type scale has been applied to compute the scores as explained in the previous section. First, mean scores of the factor groups have been calculated. Then standard deviation and co-efficient of variation have been computed to know the extent of variation. Chi-square test has been applied to test hypothesis has been made. Besides this core analysis, Friedman's Test using the mean rank of the scores was made to ascertain the benefits mostly considered in the use of IT in the co-operative societies.

Benefits of Using IT

Use of IT brings with it a number of customers of benefits to co-operative societies. It ensures accurate information, easy preparation of financial statements and the like. In this study the opinion of employees on the use of IT in co-operative societies. The study also an attempt is made to analyze the benefits of the use of IT in co-operative societies.

First, the opinions of respondents (employees) were measured in five-point scale separately for benefits. Responses of the respondents to each item of benefits are recorded on a five-point Likert type scale as Highly Agreed, Agreed, Undecided, Disagreed, Strongly Disagreed with 5,4,3,2 and one scores respectively. The total score was taken as benefits scores. Then Friedman test was applied to ascertain which item ranked the most.

Use of IT brings to the institution a number of benefits such as accuracy of information, easy preparation of statements/reports, reduction in work load, quick balancing of accounts, improved working conditions, improved efficiency, easy clearance of members/customers’ enquiries, video conferencing in the meeting, video conferencing of co-operative societies and others, website, networking with higher and other co-operative societies, on-line transactions, database, data store, filing, data mining, data analysis, data returns and research. To identify which benefit more influences the employees opinion towards benefits of using IT the Friedman’s test analysis was applied and the results are given in the tables that follow. The Friedman test ranks the scores in each row of the data file independently of every other row. The factors that will influence the respondent’s opinion were discussed under four dimensions which are level of benefits of computerization, use of IT related to IT in co-operative societies.

Limitations of the Study

The study is limited to the opinion of employees on the extent of use of IT in their respective co-operative societies and the benefits of such use of IT. The entire study is qualitative in nature and quantitative variables have not been taken into consideration because the impact of the use of IT in quantitative factors cannot be segregated. Further, it is the opinion of the concerned parties in general, which matters rather than the facts. The study is also constrained by the limited extent of technical knowledge of the Researcher in IT.

Benefits for Employees with use of IT in individual selected co-operative societies

Table 1 The Salem District Central Co-operative Bank Ltd.,

Factors	N	Mean	Std. Deviation	Mean Rank	Chi-Square	P
Accuracy	50	2.36	0.942	6.81	567.253	0.000**
Easy preparation	50	1.86	0.670	4.15		
Reduction in workload	50	2.12	0.849	5.33		
Quick balancing	50	1.78	0.648	3.79		
Improved working conditions	50	2.60	1.010	7.61		
Improved efficiency	50	2.78	1.217	8.98		
Easy clearance	50	1.96	0.925	4.53		
Video conferencing in meetings	50	4.08	0.752	14.48		

Video conferencing of co-op Societies and others	50	4.42	0.702	15.65		
Website	50	4.16	0.955	14.61		
Networking	50	4.30	0.863	15.21		
On-Line	50	4.42	1.012	15.53		
Data base	50	3.00	1.088	9.88		
Data Storing	50	2.84	1.184	8.94		
Filing	50	3.32	1.096	11.40		
Data Mining	50	2.86	1.161	9.07		
Data Analysis	50	2.82	1.137	9.02		
Data returns	50	3.00	1.195	9.69		
Research	50	4.30	0.814	15.32		

The Friedman Chi-square test the null hypothesis that the ranks of the variables do not differ from their expected value. For a constant sample size, the higher the value of the chi-square statistic, the larger the differences between each variable rank sum and its expected value. For these rankings, the Chi-square value of 240.719 degrees of freedom is equal to the number of variables minus 1.

It could be noted from the above table related to District Central Co-operative Bank among nineteen uses of IT Video conferencing of co-operative societies and others were ranked first. It is followed by On-line, Research and Networking.

Table 2 The Thiruchengode Agricultural Producers’ Co-operative Marketing Society Ltd.,

Factors	N	Mean	Std. Deviation	Mean Rank	Chi-Square	P
Accuracy	50	1.92	0.853	6.64	530.741	0.000**
Easy preparation	50	1.66	0.557	4.97		
Reduction in work load	50	1.52	0.580	4.03		
Quick balancing	50	1.72	0.607	5.10		
Improved working conditions	50	2.08	0.665	7.10		
Improved efficiency	50	2.12	0.773	7.34		
Easy clearance	50	1.96	0.781	6.13		
Video conferencing in meetings	50	3.84	0.912	15.31		
Video conferencing of co-op Societies and others	50	4.02	1.097	15.61		
Website	50	3.44	1.110	13.36		
Networking	50	4.04	1.049	15.68		
On-Line	50	3.70	1.199	14.35		

Data base	50	2.46	1.014	8.89		
Data Storing	50	2.50	1.055	8.97		
Filing	50	3.08	0.944	12.34		
Data Mining	50	2.64	1.102	9.70		
Data Analysis	50	2.60	1.069	9.60		
Data returns	50	2.86	1.178	10.63		
Research	50	3.60	0.926	14.25		

It could be noted from the above table related to Agriculture Producer’s Co-operative Marketing society among nineteen use of IT; Networking was ranked first. It is followed by the Video conferencing of co-operative societies and others and Video conferencing in meetings.

Table 3 The Salem District Co-operative Milk Produces’ Union Ltd.,

Factors	N	Mean	Std. Deviation	Mean Rank	Chi-Square	P
Accuracy	50	1.70	0.647	4.19	469.151	0.000**
Easy preparation	50	1.80	0.639	4.57		
Reduction in work load	50	1.98	0.742	5.37		
Quick balancing	50	1.92	0.778	5.15		
Improved working conditions	50	2.32	0.913	7.20		
Improved efficiency	50	2.40	0.990	7.80		
Easy clearance	50	2.46	0.908	8.23		
Video conferencing in meetings	50	3.34	0.848	13.27		
Video conferencing of co-op Societies and others	50	3.60	0.881	14.43		
Website	50	3.38	1.048	12.85		
Networking	50	3.68	0.913	14.47		
On-Line	50	3.56	1.163	14.01		
Data base	50	2.72	0.834	9.14		
Data Storing	50	2.62	0.878	8.52		
Filing	50	3.26	0.965	12.44		
Data Mining	50	3.02	0.958	11.00		
Data Analysis	50	2.88	0.849	10.18		
Data returns	50	3.18	0.896	12.04		
Research	50	3.82	1.004	15.14		

It could be noted from the above table related to District Co-operative Milk Union among nineteen use of IT Research was ranked first. It is followed by Networking and Video conferencing of co-operative societies and others.

Table 4 The Dharmapuri District Co-operative Spinning Mills Ltd.,

Factors	N	Mean	Std. Deviation	Mean Rank	Chi-Square	P
Accuracy	50	1.94	0.652	3.79	674.525	0.000**
Easy preparation	50	1.96	0.699	3.79		
Reduction in work load	50	2.08	0.724	4.39		
Quick balancing	50	1.90	0.647	3.62		
Improved working conditions	50	2.74	0.944	7.71		
Improved efficiency	50	2.88	1.023	8.50		
Easy clearance	50	2.18	0.919	4.90		
Video conferencing in meetings	50	4.36	0.663	15.14		
Video conferencing of co-op Societies and others	50	4.60	0.639	16.15		
Website	50	4.30	0.789	14.80		
Networking	50	4.56	0.611	15.77		
On-Line	50	4.66	0.626	16.18		
Data base	50	3.04	0.880	8.79		
Data Storing	50	2.92	0.922	8.23		
Filing	50	3.80	1.010	12.65		
Data Mining	50	3.34	0.895	10.40		
Data Analysis	50	3.20	0.969	9.61		
Data returns	50	3.46	1.014	10.90		
Research	50	4.24	0.894	14.68		

It could be noted from the above table related to Co-operative Spinning Mills among nineteen use of IT On-line was ranked first. It is followed by Video conferencing of co-operative societies and others and Networking.

Table 5 The Salem Co-operative Sugar Mills Ltd.,

Factors	N	Mean	Std. Deviation	Mean Rank	Chi-Square	P
Accuracy	50	2.12	0.918	7.50	314.583	0.000**
Easy preparation	50	1.86	0.670	5.91		
Reduction in work load	50	1.98	0.685	6.58		
Quick balancing	50	1.98	0.714	6.47		
Improved working conditions	50	2.16	0.681	7.43		
Improved efficiency	50	2.34	0.872	8.64		
Easy clearance	50	2.14	1.030	7.29		

Video conferencing in meetings	50	3.42	1.052	13.77
Video conferencing of co-op Societies and others	50	3.52	1.111	14.38
Website	50	2.98	1.169	11.98
Networking	50	3.36	1.156	13.86
On-Line	50	3.20	1.325	12.53
Data base	50	2.52	1.129	9.41
Data Storing	50	2.60	1.030	9.59
Filing	50	2.74	0.986	10.49
Data Mining	50	2.70	1.015	10.24
Data Analysis	50	2.62	0.878	10.07
Data returns	50	2.74	0.944	10.60
Research	50	3.26	1.026	13.26

It could be noted from the above table related to Salem Co-operative Sugar Factory among nineteen uses of IT Videoconferencing of co-operative societies and others were ranked first. It is followed by Video conferencing in meeting and Networking.

Table 6 Ponni Co-operative Supermarket, Salem

Factors	N	Mean	Std. Deviation	Mean Rank	Chi-Square	P
Accuracy	50	2.26	0.777	8.25	564.426	0.000**
Easy preparation	50	1.68	0.587	4.89		
Reduction in work load	50	1.78	0.616	5.36		
Quick balancing	50	1.66	0.557	4.72		
Improved working conditions	50	2.20	0.670	7.80		
Improved efficiency	50	2.30	0.735	8.34		
Easy clearance	50	1.80	0.700	5.49		
Video conferencing in meetings	50	3.84	0.738	14.67		
Video conferencing of co-op Societies and others	50	4.26	0.922	15.82		
Website	50	3.68	0.913	14.26		
Networking	50	4.34	0.717	16.29		
On-Line	50	4.24	1.041	15.81		
Data base	50	2.32	1.096	7.99		
Data Storing	50	2.20	1.050	7.42		
Filing	50	2.80	1.050	10.87		
Data Mining	50	2.32	0.957	8.24		
Data Analysis	50	2.34	1.042	8.27		
Data returns	50	2.78	1.075	10.42		
Research	50	3.94	0.843	15.09		

It could be noted from the above table related to Co-operative Super Market among nineteen uses of IT Networking was ranked first. It is followed by Videoconferencing of co-operative societies and others and Online.

Table 7 Co-optex, Salem

Factors	N	Mean	Std. Deviation	Mean Rank	Chi-Square	P
Accuracy	50	2.30	0.839	7.37	534.849	0.000**
Easy preparation	50	1.86	0.639	5.08		
Reduction in work load	50	1.96	0.755	5.49		
Quick balancing	50	1.76	0.591	4.51		
Improved working conditions	50	2.36	0.776	7.48		
Improved efficiency	50	2.44	0.951	7.97		
Easy clearance	50	1.94	0.767	5.45		
Video conferencing in meetings	50	3.94	0.682	15.20		
Video conferencing of co-op Societies and others	50	4.14	0.904	15.73		
Website	50	3.34	1.042	12.64		
Networking	50	4.22	0.864	16.06		
On-Line	50	3.86	1.088	14.58		
Data base	50	2.62	1.105	8.87		
Data Storing	50	2.64	0.964	8.93		

It could be noted from the above table related to Co-optex among the nineteen use of IT Networking was ranked first. It is followed by Video conferencing of co-operative societies and others and Research.

Table 8 All Selected Co-operative Societies

Factors	N	Mean	Std. Deviation	Mean Rank	Chi-Square	P
Accuracy	350	2.09	0.835	6.36	534.849	0.000**
Easy preparation	350	1.81	0.641	4.77		
Reduction in work load	350	1.92	0.731	5.22		
Quick balancing	350	1.82	0.656	4.77		
Improved working conditions	350	2.35	0.843	7.48		
Improved efficiency	350	2.47	0.974	8.22		
Easy clearance	350	2.06	0.884	6.00		
Video conferencing in meetings	350	3.83	0.875	14.55		
Video conferencing of co-op Societies and others	350	4.08	0.975	15.40		
Website	350	3.61	1.093	13.50		
Networking	350	4.07	0.971	15.33		

On-Line	350	3.95	1.177	14.71		
Data base	350	2.67	1.048	9.00		
Data Storing	350	2.62	1.031	8.66		
Filings	350	3.14	1.058	11.61		
Data Mining	350	2.80	1.048	9.73		
Data Analysis	350	2.72	1.016	9.32		
Data returns	350	2.98	1.066	10.62		
Research	350	3.88	0.962	14.75		

It could be noted from the above table that related to all co-operative societies among the employees benefits Videoconferencing of co-operative societies was ranked first. It is followed by Networking and Research.

It could be noted from the above analysis that in all co-operative societies, individually as well as collectively, Video Conferencing of Co-operative societies and others has come with in the first three ranks. In the most of the societies, Networking, Research and On-line have occupied such ranks.

In this study, the benefits of the use of IT have been discussed as per the opinions of employees of selected co-operative societies. Then Friedman test has been applied to find which benefits ranked the most. This analysis has been made for the seven selected co-operative societies individually as well as collectively.

Suggestions

In the study, the following suggestions are offered for improving the benefits with the use of IT in co-operatives societies. These suggestions have been brought out of the discussions the researcher had with the employees and officials of the sample co-operative societies and also out of his own experience and observation.

The bank must be providing computer or IT literacy awareness among the employees.

The bank should provide computer or training programme to the employees

In some cases, the employees of the co-operatives may not be in a position to handle such a sophisticated level of technologies because of lack of knowledge or skill. Therefore, the top level management of the co-operatives should take the necessary steps to provide adequate training to their employees in the use of IT.

To Introduce New Technologies

Physical (Natural) location of the co-operatives branches will be less important and possibly irrelevant as new technologies provide wider access to a broad range of new facilities/service. Enrich knowledge of employees

The co-operative societies should also take steps for enhancing the level of knowledge and skill of their employees at all levels. The employees of all levels should be motivated through training on the new technologies they are going to handle in the future.

Optimal Use of IT Tools

Owing to their sound capital base private, public and foreign enterprises can invest huge funds for technological developments use the IT tools optimally to their benefit. In comparison with this, the cooperative societies are falling behind in this area due to their poor capital base. This will

enable them to invest funds in technological developments which are essential for extending all activities of co-operative societies.

Preventive Measures to Avoid Interruption in Computerization

The database of co-operative societies will be accessed by so many members/customers and as such, there is more possibility of the database getting corrupted because of virus or some other reasons.

Conclusion

This study is an attempt to the extent with the use of IT in selected co-operative societies in Salem district. The study highlights the benefits derived by the co-operative society employees use of IT. The study was also helping the employees with the use of IT in co-operative societies and to improve the performance of their co-operative societies.

Today societies implement IT services are the global and more competitive world of economy. These societies need to take a new technology services to retained more competitive. The village customers are not well aware of ITs services in co-operative societies. It is therefore earnestly hoped that the authorities would consider the suggestions recommended herewith to improving the efficiency of co-operative societies.

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