

AN EMPIRICAL STUDY ON COMMUNICATION SYSTEM IN SELECTED COOPERATIVE SUGAR FACTORY

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ABSTRACT

This research paper highlights the importance of communication system in selected sugar factories. Human resource is one of the most vital assets of an organization. It is the people who make other resources moving, they perform various activities in different functional areas. Human resource handles all physical and financial resources in an organization. Without their proper communication and efforts, these non-human resources remain idle. The sugar industry plays a very significant role for the development of rural area. The economy of Western Maharashtra and its vicinity is highly dominated by sugar industry situated in this area. The role of human resource work force managerial, supervisory and below managerial level staff and its contribution for the development of sugar factories, the research study deals with communication system adopted by the selected cooperative sugar factories.

KEYWORDS: Communication System, Human Resource, Significant Role, Sugar Industry, Rural Development