

CHAPTER-I
INTRODUCTION

1.1 INTRODUCTION

In the fast-paced world of logistics and shipment, where precision, efficiency, and timeliness are paramount, the stress on our employees can be substantial. The unique challenges of the logistics environment, particularly in marine shipping, often involve complex coordination, unpredictable variables, and high-stakes outcomes. This environment can lead to significant stress and eventual burnout among our team members, impacting their mental health, productivity, and overall job satisfaction.

At Uniroyal, we recognize that our greatest assets are our employees. Their health, both physical and mental, is a priority that is integral to our operational success and corporate integrity. It is essential to address the root causes of stress and burnout specifically associated with the challenges of shipping and transportation tasks that our employees face daily.

In recent years, we have observed an increase in signs of employee burnout and stress, such as higher absenteeism, decreased productivity, and growing dissatisfaction among staff. These issues are predominantly linked to the intense demands of handling complex shipping operations, including dealing with irregular schedules that disrupt work-life balance, managing the physical demands of logistics tasks, and staying responsive to rapid changes in operational demands and technological implementations.

The primary objective of this introduction is to lay the groundwork for a deeper exploration into strategies that can mitigate stress and prevent burnout among our employees. We aim to develop and implement practical solutions that not only enhance the work environment but also promote a culture of health, resilience, and long-term employee engagement.

Uniroyal is committed to pioneering not only in the realm of logistics but also in creating a sustainable and supportive working environment. We are dedicated to implementing innovative strategies that support our employees, optimizing our operations to alleviate unnecessary pressures, and enhancing communication and training programs to better prepare our teams for the challenges they face.

Recognizing the critical need to address employee stress and burnout, Marine Royal is actively seeking to transform our workplace into a model of best practice for employee well-being within the logistics industry. This initiative is not just about improving employee satisfaction; it is about strengthening our entire organization to better serve our clients and maintain our competitive edge in the global market.

1.2 AREA CHOSEN FOR STUDY

This area is conducted at Uniroyal marine export limited Located at Vengalam, Calicut

1.2.1 INDUSTRY PROFILE

Global Outlook of Logistics Industry

Logistics is one of the most important basic industries for any economic growth as it is the management of the flow of products from the place of their origin to the place of their consumption, thus the industry also involves the integration of material handling,

warehousing, packaging, transportation, shipping security, inventory management, supply chain management, procurement, and customs service.

The global logistics industry mainly comprises a complex range of freight and cargo related transportation sectors, such as shipping, warehousing, courier, and road/rail/air freight. According the report from C and M Research, the total global logistics market reached a value of about \$4 trillion in 2013, representing an almost 10% of global GDP. The global transportation services market is fastest growing sector with more than 7% year on year growth since 2011, now it is expected to generate revenue of \$3.8 trillion in 2016. The US currently accounts for more than 42% of global transportation services sector.

Over the next few years the global logistics market will see the growth in demand away from traditional Western economies to the emerging markets of China, India, other Asian economies, the Middle East and Latin America. However, the size of the US and European logistics industries will still remain strong.

Logistics Activities and Fields

The global air transportation services industry has been experiencing a decline in growth rate since 2012, while the airline market is expected to reach £137 billion by 2017.

After generated around \$194 billion in 2011, the global rail freight industry will have an annual growth rate of more than 6% until 2015, and the industry growth will increase to a yearly rate of 8%, reaching \$286 billion by 2016, predicted by Market Line. The industry consumption volumes have remained the growth of 4% year on year.

Road freight industry is so far the leading segment in the global logistics industry, representing over 74% of the overall industry in terms of value. The global road freight market is expected to top £2.2 trillion in 2015, which is a 28% increase over 5 year period since 2010. The US represents for 56% of the world road freight sector in terms of value. The global shipping industry is expected to surpass 730 million TEUs by 2017, according to Global Industry Analysts. Shipping containers is currently the major way of global trading, the market performance is boosted by the increasing demand of trade, investments in port terminal facilities, and the rising of global maritime transport networks. Over the next few years, the global shipping sector is expected to grow mainly due to the rising demand for oil and liquefied gas in Asian countries.

Global Logistics Industry: Grappling with Supply Shocks Across Markets Amid Covid-19

The global logistics industry had a turbulent 2019, registering 1.2% in merchandise trade volume growth due to the stagnant global economy, trade disputes, geopolitical uncertainties, and environmental regulations. In Q1 2020, the COVID-19 outbreak flipped the growth switch in every area of the economy, and the global supply chain is no exception. As the global economy grapples with the pandemic situation, its impact on global trade and supply chain is mounting with rapid deterioration in global investment flows.

The container movement in the transatlantic and transpacific trade lanes has contracted due to the COVID-19 crisis with China's manufacturing shutdown and sudden recession conditions in North America and Europe. The backlog of delayed orders, port

calls, and blank sailings have escalated volume pressures on the containerized supply chain. The pandemic has created a supply shock across the markets, causing severe supply chain disruption, unlike a negative demand shock during the 2008 global financial crisis.

- **Production logistics approaching deglobalization effect**

The global maritime industry has been impacted both directly and indirectly by the COVID-19 outbreak. Weakening manufacturing confidence and low demand for commodities and raw materials are heightening the uncertainty for the ocean freight transportation industry. Strict containment measures imposed by governments around the world and preventive measures to mitigate the outbreak impact have led to a significant port calling, driving a knock-on effect globally with declined trade and cargo volumes in the Western US and North European ports.

The dramatic contraction in Chinese output has hampered the global manufacturing supply chain, reducing the cargo volume in the major ports of China and increasing bottlenecks in the domestic road freight transport sector. Industries that rely heavily on the Chinese supply base for intermediate and finished products, with lean and just-in-time inventory models, are expected to shift their production logistics using near-shoring by increasing inventories to warehouses in their domestic markets.

- **Ocean freight transportation takes the slow lane**

China hosts two-thirds of the top 10 busiest ports in the world and meets more than 40% of the world maritime trade. The economy shutdown has led to supply shortages, and the pandemic situation is taking a toll on the global maritime segments, from oil tankers to container lines. The slump in cargo volume has led to increased carrier service cancellations and delays, and blank sailings are being announced by major carriers. The trend is expected to continue considering the uncertain market condition and measures to address the supply/demand imbalance. If the situation prolongs, carriers are expected to opt for heavy capacity reduction measures, which would impact the fleet-to-order book.

The major container carriers are at low risk for bankruptcy with this COVID-19-induced downturn as they use blank sailings to counter the impact. However, the small and medium-sized carriers are highly exposed and vulnerable to this unprecedented situation. With weakening investor confidence accompanied by a force majeure situation on energy-related projects, an outbreak in the Middle East, and steep cuts in OPEC oil production, Chinese exports on breakbulk and project cargo are expected to decline in the near-term, impacting the demand growth for heavy lift and multipurpose vessels (HLV/MPV). The widespread impact of COVID-19 accelerates the freefall in the price of VLSFO (very low sulfur fuel oil), reducing the bunker cost. Following the crash of oil prices, the extra cost of the IMO 2020 rule will be deferred until the global economy normalizes, posing a short-term relief for the container lines hit by slumping cargo volumes.

- **Airlines are turning into cargo planes**

The airfreight industry has been a vital partner in keeping the global supply chain functioning for critical and time-bound shipments. While COVID-19 speeds around the world, air carriers have grounded their fleets, responding to the plummeting demand

2.1 STATEMENT OF PROBLEM

The cumulative effect of these challenges not only impacts the health and well-being of employees but also affects staff turnover rates, increases absenteeism, and lowers productivity, ultimately harming the company's bottom line and service quality. Addressing this problem requires a comprehensive approach that includes effective management strategies, supportive workplace policies, and robust support systems to ensure the resilience and well-being of logistics employees.

2.2 OBJECTIVES OF THE STUDY

- To investigate shipment challenge that are causing stress among the employees
- To analyse the company role in mitigating the burnouts of the employees
- To understand work environment or job demand that contribute stress among the employees
- To address various shipment challenges faced by employees.

2.3 RESEARCH METHODOLOGY

Research Design

A research design is nothing more than the structure that directs the gathering and processing of study data. It's a guide that must be followed in order to finish a study. Simply said, research design refers to how the different stages of the procedure are presented of investigation. The plan, framework, and approach of an inquiry developed to find answers to research questions and manage variance is known as research design. An explanation of the researcher's steps, from formulating the hypothesis to doing the final data analysis, is included in the study design.

2.4 SAMPLE SELECTION

Primary Data

The primary data collected from the field for the time, which is original in character. They are collected through direct personal interview, questionnaire and structured schedules prepared for the study.

Secondary Data:

Secondary data are those data which have already collected by someone else which are analyzed statically these data are collected from the company prospectus, brochures newspapers, magazines, internet etc.

Population

The study population is 150.

Sampling

A simple method of random sampling is used in the current investigation. Sampling is the process of drawing conclusions about a broader population by analyzing a limited number of things or parts of it. If information is collected solely from a representative section of the universe, we refer to it as sampling.

Sample Size

100 respondents widely dispersed throughout the Uniroyal Marine Export Limited constitutes the sample size.

Percentage Analysis

Percentage analysis is a method of representing raw data streams as a percentage (a component of 100 percent) in order to gain a better understanding of the acquired data.

$$\text{Percentage} = \frac{\text{\textit{TotalNumber of respondents}}}{\text{\textit{TotalPolpulation}}} \times 100$$

2.5 LIMITATION OF THE STUDY

- Researcher could to gather only limited respondents due to constraints.
- The study limited to employed of Uniroyal marine export ltd.
- One of the most problem language barrier
- The main limitations of the study is found that the employee belong to different states of the country and due to that the effectiveness of identity strategy made differ based on the organizational culture.
- The individual differences among employees is one of the challenging factor and hence the strategies cannot be universally acceptable and therefore the constant study on strategies need to be conducted.