

Importance of Strategic Management in Industrial Relations in Heavy Steel Industries of West Bengal

Sociological study in both Public Sector Undertakings and Private Sectors Enterprises at
Steel City Durgapur

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Strategic management plays an important role in making of peaceful industrial relations as it scientifically analyses environmental constraints and organisational strength of a plant. Environment of an organisation comprises of external as well as internal factors. In order to determine trends and projection of an organisation, environmental constraints need to be examined scientifically. Role of Trade Unions and the process of unionisation are the main internal as well as external environmental constrain that directly influence the whole process of industrial relations. In this study, I have tried to analyse the role of strategic management in peaceful industrial relation on the basis of both primary and secondary data collected from the field. Both Public Sector Undertakings (PSUs) and Private Sector Enterprises (PSEs) have been selected for this research. Qualitative data have been collected from the field for in-depth analysis of the subject. Mixed research methodology was used in this research to make it more significant in academic world. After analysing all types of data it is observed that strategic management plays an important role in peaceful industrial relations through the process of monitoring and evaluating environmental opportunities and threats in the light of a corporation's strength and weaknesses. It gives the workforce a fair chance of inclusion in the process of decision making and satisfaction. When the workforce become motivated and satisfied, then the rate of industrial conflict would definitely come down in a significant manner.

Key words: Industrial relations; Trade union; PSUs; PSEs; Industrial conflict; Industrial disputes;

I. Introduction:

“Industrial Relations” is one of the most important parts of any company or organisation especially in public sector units where the organisation runs with the help of peaceful relationship between workers, union and management. In every Public Sector Units (PSUs) there are more than one recognised workers unions and several other registered unions. In this article I have tried to emphasize the role of Strategic Management in public sector units as I've done an empirical research work on a public sector unit namely Durgapur Steel Plant located at 150 KM away from the city of Kolkata in West Bengal. In West Bengal there was a history of militant trade unionism in 80s and 90s. Many people of our state and outside West Bengal thought that it was happened because of uninterrupted and uncontested