

A STUDY ON QUALITY OF WORK LIFE IN AAVIN DAIRY INDUSTRY WITH SPECIAL REFERENCE AT CHITHODE, ERODE DISTRICT

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ABSTRACT

This project work is to find out the existing QUALITY OF WORK LIFE in AAVIN DAIRY at CHITHODE, ERODE DISTRICT. The research methodology adopted is Descriptive Research done through questionnaires for a sample of 200 employees. Factors like the internal relationship among the employees, the relationship between the employees and supervisors, the overall satisfaction of the workers about their work are mainly used for research. The percentage method and chi-square test are used as tools for analysing the collected data. The data is analysed and the reason is found out based on analysis carried out identified the suitable suggestions are given to improve the QUALITY OF WORK LIFE in AAVIN DAIRY at CHITHODE, ERODE DISTRICT.

Introduction

The term Quality of Work Life (**QWL**) aims at changing the entire organizational climate by humanizing work, individualizing organizations and changing the structural and managerial systems. It takes into consideration the socio-psychological needs of the employees. It seeks to create such a cultural of work commitment in the organizations which will ensure higher productivity and greater job satisfaction for the employees. favourableness or unfavourableness of the job environment of an organisation for its employees. It is generic term which covers a person's feelings about every dimension of his work e.g. economic incentives and rewards, job, security, working conditions, organizational and interpersonal relationships etc. The term QWL has different meanings for different people.

PRINCIPLES OF QUALITY OF WORK LIFE

1. **The principle of security:** Quality of Work cannot be improved until employees are relieved of the anxiety, fear and loss of future employment. The working conditions must be safe and fear of economic want should be eliminated. Job security and safety against occupational hazards is an essential precondition of humanization of work.
2. **The principal of equity:** There should be a direct and positive relation between effort and reward. All types of discrimination between people doing similar work and with same level of performance must be eliminated. Equity also requires sharing the profits of the organization.
3. **The principal of individualism:** Employees differ in terms of their attitudes, skills, potentials etc. Therefore, every individual should be provided the opportunities for development of his personality and potential. Humanization of work requires that employees are able to decide their own pace of activities and design of work operations.
4. **The Principle of Democracy:** This means greater authority and responsibility to employees. Meaningful participation in decision making process improves the quality of work life.

TECHNIQUES FOR IMPROVING QUALITY OF WORK LIFE

- 1. Flexible Work Schedules:** There should be flexibility in the work schedules of the employees. Alternative work schedules for the employees can be flexi time, staggered hours, compressed work week etc. Flexi time is a system of flexible working hours, staggered hours schedule means that different groups of employees begin and end work a different intervals. Compressed work week involves longer hours of work per day for fewer days per week.
- 2. Opportunity for Development:** Career development is a very important for ambitious and achievement oriented employees. If the employees are provided with their advancement and growth, they will be highly motivated and their commitment to the organization will increase.
- 3. Autonomous Work Groups:** Autonomous work groups are also called self managed work teams. In such groups the employees are given freedom of decision making. They are themselves responsible for planning, organizing and controlling the activities of their groups. The groups are also responsible for their success or failures.
- 4. Employee's Participation in Management:** People in the organization should be allowed to participate in the management decisions affecting their lives. Quality circles, management by objectives, suggestion system and other forms of employee's participation in management help to improve the quality of work life.
- 5. Equitable Justice:** The principle of equitable administrative justice should be applied in disciplinary actions, grievance procedures, promotions, transfers, work assignments

etc. Partiality and business at any stage can discourage the workers and affect the Quality of Work Life.

STATEMENT OF THE PROBLEM

Human wants cannot be satisfied fully because when one need is satisfied another need automatically arises .At most the employees Quality of Work Life will increase the satisfaction level. Qualities of work life of employees are very important for person's success in his/her professional life and for the development of the organisation he/she is working for. Hence this study aims at finding out the area of dissatisfaction of the employees over certain issues in the organisation. This study brings light to the existing level of employee's satisfaction in AAVIN DAIRY at CHITHODE and suggests way and means of improving the Quality of Work Life.

OBJECTIVES OF THE STUDY

- To find out the factors that influences the quality of work life.
- To find out the causes of absenteeism.
- To suggest the overall improvement of the work life of employees in the organisation.

SCOPE OF THE STUDY

- This research will be helpful in understanding the current position of the company and provide some strategies to extent the employee's satisfaction with little modification which is based on the internal facilities of the company.
- This study is helpful to the organisation for conducting further research in this area. It is helpful to identify the employee satisfaction towards "QUALITY OF WORK LIFE"
- It is mainly focused on Quality of Work Life in company which tells about present day employees much concerned about high wages compensation, challenging job, job security, freedom, autonomy participation in decision making and their level of involvement.

RESEARCH METHODOLOGY

Research Design

“A research design is the arrangements of conditions for collection and analysis of data in a manner that aims to combine relevance to the researcher purpose with economy in procedure”. It constitutes the blueprint for the collection, measurement and analysis of data. As such the design includes an outline of what the researcher will do from writing the hypothesis and its operational implications to the final analysis of data.

Sampling Design

A sampling design is a definite plan for obtaining a sample from the sampling frame. It refers to the procedure the researcher would adopt in selecting some sampling units from which inferences about the population is drawn. Sampling design is determined before any data are collected. Selective sampling technique was adopted. In this method the researcher select those units of the population in the sample, which appear convenient to the research or the management of the organisation where the research was conducted.

Sample Size

200 samples were taken at AAVIN DIARY at CHITHODE

Description of Statistical Tools Used

Percentage method Chi-square test

LIMITATIONS OF THE STUDY

- ❖ The study is restricted only to the Quality Of Work Life In Aavin Dairy At Chithode,.
- ❖ There may be based information from the respondents.
- ❖ Some of the respondents were not even ready to spend time with the researcher.

FINDINGS

- It is found that (55%) of the respondents are male.
- From the analysis it is observed that, (47%) of the respondents belonged to the age group of 50 years and above.

- It is concluded that (76%) of the respondents are married.
- Majority (42.5%) of the respondents are post graduates.
- From the analysis it is found that, (40%) of the respondents are working in dairy Department.
- It is concluded that (50%) of the respondents are above 25 years of experience.
- It is observed that (40%) of the respondents earned above Rs.500000 as annual income.
- From the analysis it is observed that (58%) of the respondents are satisfied with transport facilities provided by the organisation.
- There is no significant relationship between Age Group and Adequate wages provided by the company.
- There is no significant relationship between Income and Bonus Schemes
- There is no significant relationship between Experience and Overtime Wages.
- There is no significant relationship between Education and Refreshment and Restroom Facilities.
- There is no significant relationship between Experience and Cordial relationship with Employees.
- There is no significant relationship between Experience and superiors helpful to getting the job.
- There is no significant relationship between Age Group and Adequate Ventilation Facility.
- There is no significant relationship between Age Group and Work Stress.
- There is no significant relationship between Experience and Work load.
- There is no significant relationship between Education and Conducive Working Environment in the organization.
- It is concluded that 55% of the respondents are strongly agreed with the opportunity given to them to develop the interpersonal relationship and 55% of the respondents are strongly agreed that their superiors are interested towards welfare of the subordinates.

SUGGESTIONS

- It is advised that the management to concentrate more on workload of the employees to reduce the work stress. The source of stress in organisational aspects contains job qualities, physical environment, roles in organisation, relationships career development and organizational change. Individual aspects stress contains needs and values, life stage and flexibility. It is suggested, that the organization would reduce the workload through avoiding committees, be clear about priorities.
- It is suggested that the employees want to work in pleasant working environment and it is more essential to work happily. Basically working environment consists of physical, mental and social aspects like lighting, ventilation, temperature, noise level, attitudes, performance of work and group belongingness. If the work environment is congenial, fatigue, monotony and boredom should be minimized and the work performance can be maximized. This working environment makes employees to stay for a longer period that reduce the employee's turnover.

CONCLUSION

- The employees are satisfied with some of the facilities such as medical, food and refreshment, transport facilities provided by the organization but the implementation of the suggestions would improve the QWL of the employees and henceforth, ensure the development of organisation.
- This project work analysed the problems and the reason is found out based on the analysis and identified the suitable suggestions are given to improve the QUALITY OF WORK LIFE in AAVIN DAIRY at CHITHODE, ERODE DISTRICT.

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