

## A STUDY ON QUALITY OF WORKLIFE AMONG EMPLOYEES TOWARDS SALEM DISTRICT COOPERATIVE MILK PRODUCERS UNION LTD WITH REFERENCE TO SALEM

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### ABSTRACT

The concept of quality of work life and the role it plays in enhancing the productivity and performance in organization. The aim of the study is the concept of Quality of Work Life and the role it plays in enhancing the productivity and performance in organization. It also aims at understanding a wide range of welfare activities to be undertaken in order to improve quality of work life. The success of any organization is highly dependent on how it attracts and motivates and retains its work force. Organization is required to adopt a strategy to improve the employees Quality of Work Life to satisfy organizational objectives and employee needs. The Chi-square test of association was used in testing the hypothesis of the study. Qualitative research design was employed using structured interviews as well as administering research questionnaire to all category of employees. The findings highlighted concerns on employee rewards, timely recognition and Appreciation, work stress, motivational factors, and employee personal development.

**Keywords:** Quality of work Life, Organisation Work force.

### 1. INTRODUCTION

The QWL as strategy of Human Resource Management has assumed increasing interest and importance. Many other terms have come to be used interchangeably with QWL such as ‘humanizations of work’ ‘quality of working life’, ‘industrial democracy’ and ‘participative work’. Work-life balance (WLB) is an issue increasingly recognized as of strategic importance to organizations and of significance to employees. Work-life Balance is Human Resource Strategy, which is already recognized as the ultimate key for Human Resource Development among all the work systems. Researchers of Human Resource Management have indicated that work-life balance among employees of organizations is playing a vital role for better performance in an industry. It is widely accepted that better work place is closely associated with the development of career strategy which in turn would enhance individual’s job satisfaction. This research attempts to study the Work-life balance of employees working from home. Work life balance is the state of equilibrium where a person equally prioritizes the demands of one’s career and the demands of one’s personal life. Work life balance is about dividing the hours in your day evenly between work and personal. The term work life balance was first used in the United Kingdom in the late 1970’s to describe the balance between an individual’s work and personal life. The concept of work life balance has undergone major change in current pandemic situation. Balancing work life and personal life is overwhelming for any working-class professionals.

### 2. OBJECTIVES OF THE STUDY

- To study on quality of work life in Salem District Co-operative Milk Producers Union Ltd at Salem.
- To identify the factors that impacts the quality of work life.
- To know the relationship between employee’s job and its impact on employee’s personal life.
- To know the relationship between the supervisors’ support and employee’s job performance.
- To identify the factors that impact the employees work life balance.
- To determine whether the current work conditions has influence on work life balance of the employees.
- To identify whether the current work environment has any impact on the outcome of work.

### 3. LIMITATIONS OF THE STUDY

- The employees and work life were interviewed during the course of their work life time, so they were in a hurry to respond to the questions, which may have affected the quality of data.
- Time constraint was another limiting factor. The time available for the study was very much limited.
- There may be errors due to the bias of the respondents.
- Due to time constraints and busy schedule of employees, it was difficult to interact with them completely.

### 4. METHODOLOGY

#### 4.1 Research Design

A research design is the specialization of measure and procedure for the information needed to solve problems in the overall operational pattern of frame Work life of the project that stipulates what information is to be collected from which sources by what procedure. There are three types of research design.

#### 4.2 Sampling Design

The sampling design being used for this study is simple random; the sample size selected was 150 employees.

#### 4.3 Sample Size

The study based only on the Work life of employee. Total number of samples taken for the study is 150 respondents.

#### 4.4 Methods Of Data Collection

Data in the study are of two types:

- Primary data
- Secondary data

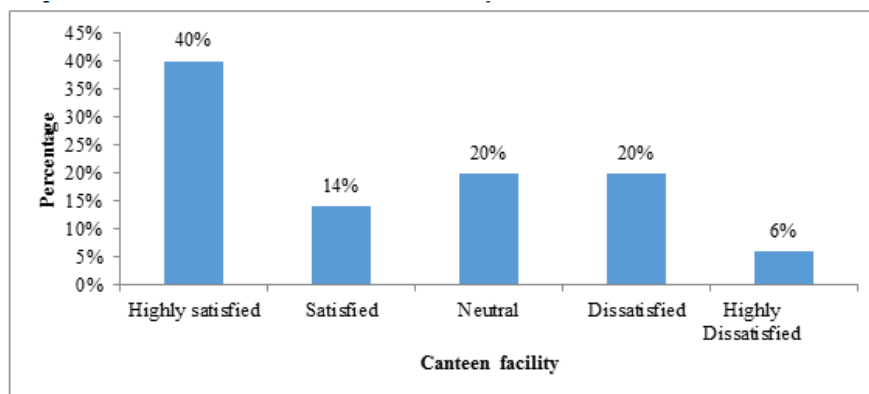
### 5. RESULTS AND DISCUSSION

#### 5.1. Opinion about Accommodation and Canteen Facility

S.NO	FACILITY	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	60	40%
2	Satisfied	21	14%
3	Neutral	36	20%
4	Dissatisfied	30	20%
5	Highly Dissatisfied	9	6%
	<b>TOTAL</b>	<b>150</b>	<b>100%</b>

The above table shows that feel about accommodation and canteen facility, 40% of the respondents are highly satisfied,14% of the respondents are satisfied, 20% of the respondents are expecting neutral, 20% of the respondents are dissatisfied, 6% of the respondents are highly dissatisfied. Thus the 40% of the respondents are highly satisfied about accommodation and canteen facility.

##### 5.1.1. Opinion about Accommodation and Canteen Facility



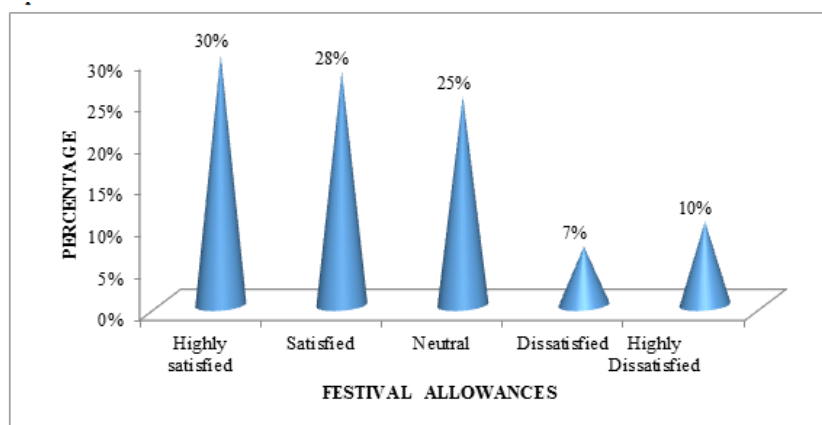
#### 5.2 Opinion about Festival Allowances

S.NO	FACILITY	NO.OF RESPONDENTS	PERCENTAGE
1	Highly satisfied	45	30%
2	Satisfied	42	28%
3	Moderate	38	25%
4	Dissatisfied	11	7%
5	Highly Dissatisfied	15	10%
	<b>TOTAL</b>	<b>150</b>	<b>100%</b>

The above table shows that, 30% of the respondents are highly satisfied for festival allowances,28% of the respondents are satisfied for festival allowances, 25% of the respondents expect moderate for festival allowances, 7% of the respondents are dissatisfied, 10% of the respondents are highly dissatisfied.

of the respondents are dissatisfied for festival allowances, 10% of the respondents are highly dissatisfied for festival allowances. Thus the 30% of the respondents are highly satisfied for festival allowances.

### 5.2.1. Opinion about Festival Allowances

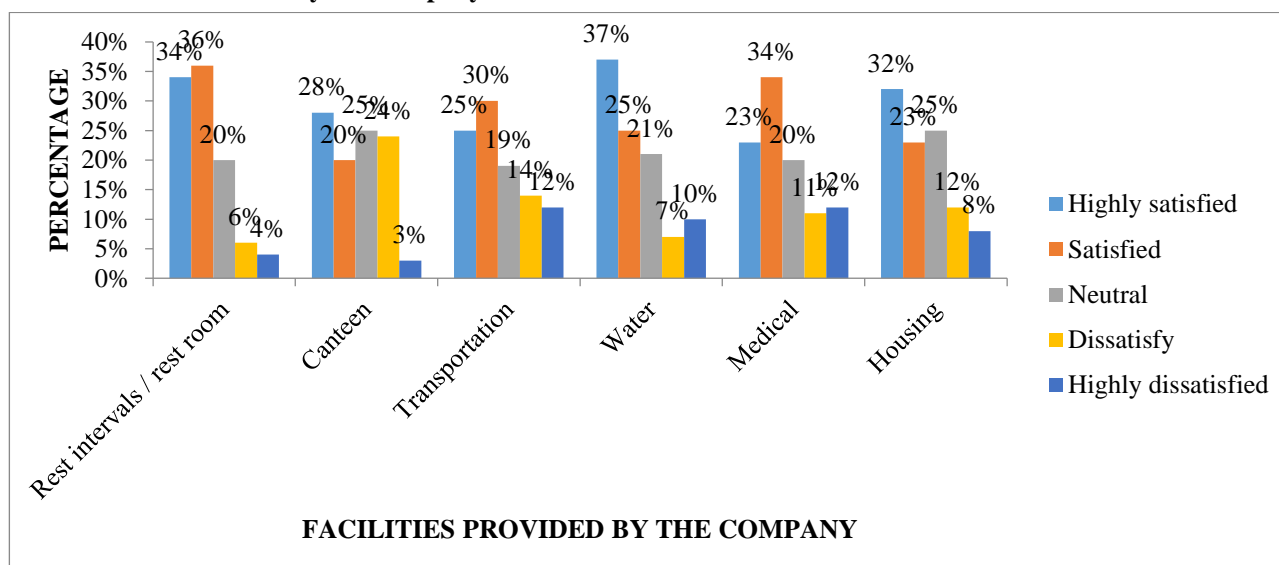


### 5.3. Facilities Provided by the Company

Facilities provided / Satisfaction level	Highly satisfied		Satisfied		Neutral		Dissatisfy		Highly dissatisfied	
	Res	%	Res	%	Res	%	Res	%	Res %	%
Rest intervals / rest room	51	34%	54	36%	30	20%	9	6%	6	4%
Canteen	42	28%	30	20%	38	25%	36	24%	4	3%
Transportation	38	25%	45	30%	28	19%	21	14%	18	12%
Water	56	37%	38	25%	31	21%	10	7%	15	10%
Medical	34	23%	52	34%	30	20%	16	11%	18	12%
Housing	49	32%	34	23%	37	25%	18	12%	12	8%

The above table shows that 36% of the respondents are satisfied for rest intervals / rest room, 28% of the respondents are highly satisfied for canteen, 30% of the respondents are satisfied for transportation, 37% of the respondents are highly satisfied for water, 34% of the respondents are satisfied for medical, and remaining 32% of the respondents of are highly satisfied for housing. Majority of 37% of the respondents are highly satisfied for water.

### 5.3.1. Facilities Provided by the Company



## 6. FINDINGS & SUGGESTIONS

- 34% of the respondents are highly satisfied with counseling program.
- Majority 87% of the respondents are satisfied with our bonus and incentives.

- Majority 37% of the respondents are highly satisfied with transport facility.

#### 6.1. Suggestions

- Organization may give proper instruction to complete the job effectively
- There may be improvement in rewarding and awarding policies.
- It may be introducing of promotion policy at operation level.
- It needs to provide high motivation from the top management of the company.

### 7. CONCLUSION

In every organization, Human Resource is the vital resource which could raise the productivity, goodwill and quality of standards of the company. The main purpose of QWL is to boost them up to do their work effectively and efficiently. It is the employer's responsibility to provide the good environment to the employees, which could not affect them physically and mentally. A magnificent building is strong if a foundation is strong, so also company performance depends upon the contribution made by its employees with an esteemed and well-established name, and it is widely found obstacle such as with commitment and determination of the organization can successfully overcome this obstacle to attain success. This research highlights some of the small gaps in employee's satisfaction towards the company. The company aims to promote the peaceful industrial relations and good organization which is highlighted by management and the employees. Since employees are the backbone of the company, company should satisfy them in order to improve the business in the higher competitive market of the liberalized economy.

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