



**A STUDY ON INFLUENCING FACTORS OF QUALITY OF WORK LIFE
IN NPKRR CO-OPERATIVE SUGAS MILLS LTD, THALAINAYAR,
MAYILADUTHURAI.**

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Abstract

The quality of work life movement aims at integrating the socio-psychological needs of employees, the unique requirement of a particular technology, the structure and process of the organization.. Recent research indicates the factors influencing quality of work life of employees in an organization. A review of the literature highlights the factors contribute to QWL towards job satisfaction and employer – employee relationship. The research examine the hypotheses that investigate the measurement of quality work life. The study was conducted in co-operative sugar mills and sample size is 120. The researcher collected primary data by using questionnaire methods. One way anova and correlation were used for data analysis. Results indicate that there was a significant relationship between. Job Requirement, employee participation in management decision with quality of work life.

INTRODUCTION

Managing people by talents and improving quality of work life seem to be the new mantra on the Indian corporate landscape.

Every organization has on invisible quality –a certain style, a certain mode or way of performing things .this invisible quality decides how effective the organization in the market place. The winds of liberalization, privatization and globalization are blowing in our country and ‘corporate excellence’ is the current issue, which is

being keenly watched by all the organization.

Competencies and proficiencies of a person that were essential yesterday may lose significance today and may become extinct tomorrow .so, the message of the day is –“if you lag behind “. QWL is a multifaceted concept implying the concern for the members of the organization irrespective of the level they belong to.

Quality work life

QWL refers to the extent to which the members of an organization find the work environment conducive. It is concerned with improving labor-management co-operation to solve many organizational problems , achieving the desired level of performance and securing greater employee satisfaction.

According to J.Richard and Jloy defines QWL is the degree to which members of a work organization are able to satisfy important personal needs through their experience in the organization.

Concept of QWL

QWL is a multifaceted concept, implying the concern for the members of the organization irrespective of the level they belong to. QWL is impact of work on people as well as on organizational effectiveness.

It is relatively new concept and gained importance since a programmer was launched to improve QWL .In general motors at terry town, (New York)1977,it was discovered that QWL is intimately concerned with the concept of “industrial democracy”.

The basic concept underling the QWL is what has come to known as “humanization of work” .It involves the development of an environment of work that stimulates the creative ability of the workers and generates co-operation and interest in self-growth.

Factors influencing for the growing importance of QWL

1. Union pressures –trade unions are much more aggressive in safeguarding the interest of the employees.

2. Increase in educational level:the level of education of the employees is quite high .a result they expect better pay and service conditions.
3. Increase in job aspirations of employees.
4. Increase in legislative measures.
5. Growing importance of the concept of human resource development.
6. Greater awareness among employees.
7. Pay and stability of employment
8. Reduce/eliminate occupational stress
9. Employee health
10. Alternative work schedule
11. Participate management
12. Recognition
13. Harmonious superior-worker relationship
14. Grievance procedure
15. Adequacy of resources
16. Seniority and merit in promotions
17. Employment on permanent basis

Strategies for improvement of QWL

1. Self-managed work teams
2. Job redesign and enrichment
3. Effective leadership and supervisory behavior
4. Career development
5. Alternative work schedule

A growing number of companies recognize that employees are more likely to choose a firm And stay that if they believe that is offers a high quality of work life a firm's investments in Improving the quality of work life also pay off in the form of better customer service.

The QWL programmer in united steel workers of America is developing new ways to improve employee morale and working condition. In 1970 a number of studies involving job modification and revision of work relationship were described as efforts to improve quality of working life. Many different experiments have been lumped together under the "Quality of work life" label.

The total quality of work life: score from 1.0 to 2.5 in any one or a combination of the four Keys areas-work, group management, and reward system-indicate a low level of QWL. If you are doing good work, you are doing it because of personal qualities not because of Organizational support.

Average total quality of work life: Scores between 2.6 and 3.4 in any one or a combination of QWL is neither helping nor hurting your work performance at this point. However, you lack a sense of full satisfaction and do not feel complete commitment to your work. **High total quality of work life**: scores between 3.5 and 5.0 in all four areas indicate a high level QWL. You are fortunate in that you receive much satisfaction from your work. You are striving to do the best job possible and, with training and practice, your level of performance could be expected to be high and continually improving.

REVIEW OF LITERATURE

Alderfer's (1967) study focuses on the effects of jobs enlargement and on satisfaction. **Bakers (1973)** summarized the six experiments done on job enrichment job satisfaction, employee attitude, and QWL and organization effectiveness. Five of the six studies emphasize job enrichment as a means of improving employee morale and motivation. But less satisfaction was reported by the employee of a telephone company in job enrichment programme (Lawler et al, 1973) support of the argument that new forms of work organization improve QWL (Arbeitgerverbard, 1975). A review of Norway experiences revealed that large companies have resulted in better management and improved industrial relations through reorganization of work (Quale 1977).

Bharadwaj(1983) Eloquent in urging the adaptation of Quality of Working Life Principles to the Indian situation states. “THE QWL movement offers India and value frame a social technology of organizational change, leading to task effectiveness of micro-entities through utilization and unfolding of the human potential.”

Ganguli and Joseph (1976) studied quality of working life among young worker in air India with special reference to life and job satisfaction issues. Findings indicated that of the various physical and psychological working conditions, pride in organizations, job earned community respect, reasonable working hours, e.t.c, are more positively correlated with job satisfaction than friendship with colleagues, good work location, physical strain, variety of skills and risks of injury. Data also indicates that strong family ties and rural background are more aspire in young workers, which affect that quality of working life.

Jain(1991) conducted a study on 591 employees of a large scale private industry .the object was to study the different between individuals of different hierarchical levels in their perception of QWL at their organization the respondents included executives ,supervisor, skilled workers, semi-skilled workers and unskilled workers. Respondents of higher hierarchical level were found to be more satisfied with the income levels and safety at the work place. The semi-skilled and the unskilled workers the for personal workers showed lower mean score on the opportunities available for personal development .the results indicated that the perception of QWL differs across hierarchical levels.

OBJECTIVES OF THE STUDY

- To assess the individual level of the various factors that contributes to quality of work life.
- To assess the relationship between the quality of work life and their socio-economic variables the contribute to quality of work life.

HYPOTHESES

Normally hypothesis means a mere assumption or some supposition to be proved or disproved. But For a researcher hypothesis is a formal question that he intends to resolve. The researcher has tested the following hypotheses.

- Employees differ in their opinion about job requirements on the basis of their age.
- Employees differ in their opinion about job requirement on the basis of their gender.

METHODOLOGY

Research is an art of scientific investigation. The advanced learner's dictionary of current English lays down the meaning of research as a care full investigation or inquiry especially through search for new facts in any branch of knowledge.

Area of the Study

The study was conducted in Naidippisai Pulavar K. R. Ramaswamy Co-operative Sugar Mills Limited, Thalainayur.

Sample size

Total estimated sample size is 120.

Collection of data

For any research work it is necessary to collect the data that are appropriate. Depending upon the source of information available data can be classified as

- Primary data
- Secondary data

Primary data

Primary data required for the research was collected by administering the questionnaire.

Secondary data

Secondary data was collected from company records, brochures, journals, book &

unpublished thesis reports.

RESULTS AND DISCUSSIONS

To fulfill the main objective of the present study, the obtained data were subjected to a number of statistical analyses by using statistical package for social science (SPSS 13.0).

Table shows correlation between employees opinion about quality of work life and their demographic variables.

Demographic variables	Quality of work life
Age	-.112
Gender	.087
Educational qualification	-.088
Marital status	-.148
Department	-.030
Designation	-.186
Monthly income	.082
Years of experience	.075
Desire your work arrangement	-.273
Salary	.001
Work schedule	-.040

As per the correlation table shows that employees designation, desire your work arrangement are negatively correlated with the opinion about the quality of work life. So it should be evident from the table that employees designation, desire your work arrangement are directly influence their opinion about quality of work life.

Findings of the study

1. Employees do not differ in their opinion about quality of work life on the basis of their educational qualification

2. Employees differ in the opinion about quality of work life on the basis of their marital status.

Suggestions of the study

An organisation which has high quality of work life encourages extensive participation, suggestion, and criticism from the employees and society who help in leading the employment to any kind of improvements .

CONCLUSION

In modern times employees have been identified as important and valuable economic resources. This is because the success of business largely depends on their dedication commitment and constant striving. Quality of work life programmes will influence the level of satisfaction and motivation of the employees.

Quality of work life lead to greater effectiveness because it will make workers “Happy” and that, being more satisfied they will produce more. In order to improve the service of the organization should concentrate in providing a better quality of work life to the employees.

The major findings from the study are, most of the employees are satisfied with adequate and fair compensation, accurate information are provided to employees, fair treatment of employees and job never affect their health.

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