

A STUDY ON QUALITY OF WORKLIFE WITH REFERENCE OF KERALA FEEDS PVT LTD.

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ABSTRACT

Quality of work life (QWL) is viewed as an alternative tool to the control approach of managing people. As per QWL people is considered as an 'asset' to the organization rather than considering them as 'cost' and also believes that people perform better when they are allowed to be involved in managing their work and making decisions.

A high QWL is essential for an organization to continue to attract and retain employees. QWL is a wider program designated to improve the employees satisfaction, strengthening workplace learning and helping employees to have better managerial change and transition.

Key words:- Quality of work life, satisfaction, organization, work force.

INTRODUCTION

Quality of Work Life is defined as the degree to which the working organization contributes to material and psychological well-being of its members. The QWL can be expressed as a process of joint decision making, collaboration and building mutual respect between management and employees. This method motivates people by satisfying not only their economic needs but also their social and psychological ones. In order to satisfy the workforce, organizations need to concentrate on job designs and organization of work. Today's workforce is getting more aware of the importance of relationships and is trying to strike a balance between career and personal lives. The QWL is a process by which an organization respond to employees needs for developing mechanism that allow them to share fully in making decision that designs their life at work. Thus in short QWL can be concluded as having good supervision, good working conditions, good pay and benefits and interesting, challenging and rewarding job. Both employers and employees now better appreciate the importance of the QWL in an organization.

REVIEW OF LITERATURE

In the trend of changes in a number of aspects from environment to technology as well as the rise of employee union, employees are suggesting salary as compensation and also create specific benefits to from a quality working environment that will fascinate and keep the talented brains in whole field. In the past concept , the concept of the quality of work life were various by many researchers through all the dimensions of QWL .original term QWL as first being introduced in 1972.

The interpretation of QWL is as need satisfaction getting from interaction of employees basic needs such as survival and self actualization needs and other correlated resources of the organization. After a QWL program for work reforms was launched by united auto workers and general motors' company in the United States of America to make jobs satisfied, QWL got a number of concerns. QWL has been multi dimensional concept and it might not be eternal or universal. Every individual has different needs connecting to their jobs, the level their QWL is proved by whether those needs are being achieved .while some people could be satisfied with a simple minimum salary job that afford to pay the bills, others would search for such a position to be highly displeasing such a job to be tedious or request too much physical labour. The emphasis was given on following factors, including working condition, job security, work place and economic gains, positive relationship between morale and productivity, equal employment opportunity, human needs and expectations and relationship between motivation and leadership. In the health care system , the pressure to offer more effective service using the equivalent or cutoff resources is going to continue for the foreseeable future. Descriptive studies can involve a one-time interaction with group of people or a study might follow individuals over time. Those in which the researcher interact with the participant, may involve surveys or interview to collect the necessary information.

OBJECTIVE OF THE STUDY

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- ❖ To study the quality of work life in the company.

NEED FOR THE STUDY:- To measure the employee satisfaction QWL which have the major impact on profitability of the Organization.

SCOPE OF THE STUDY

- ❖ The study troughs light on satisfaction level of employees toward various factor which share thereby influence employee performance.
- ❖ From the finding of the study the organization can strategies their future plan to improve QWL.

COMPANY PROFILE

When the environment takes precedence over the profit, the installation of a feed mill in a developing country is an unusual task. As a consequence of this, Kerala Feeds Limited, a Kerala Government company, was set up in 1995, incorporated under the Companies Act. The total project was approximately RS.3500 lakhs, out of which Rs.2074 lakhs is government equity, 626 lakhs is shareholdings of various co-operative/public sector undertaking and Rs.800 lakhs is term from nationalized bank.

The cattle feed plant with 500 TPD capacity was commissioned in late 1998 and commercial production started in January 1999, with one shift only. The second and third shift operations were commenced in June 1999 and July 2000 respectively. The company is headed by the Board of Directors under the chairmanship of the Secretary (Animal Husbandry & Dairy Development), Government of Kerala.

RESEARCH

Research is common parlance refers to a search for knowledge. It can also be defined as a scientific search for pertinent information on a specific topic. In fact research is an art of scientific information. Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery.

“ Research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing, and evaluating data; making deductions and reaching

conclusions; and at least carefully testing the conclusion to determine whether they lit the formulating hypothesis” CLIFFORD WOODY.

Research methodology

It is a way to systematically solve the research problem. It may be understood as a science of studying how research is done scientifically. This includes the overall sampling design the data collecting method, statistical techniques etc. The research methodology gives and outline of the study and approaches adopted for field study, the measurement concepts and the procedures are employed for the analysis of the data collected.

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 research purpose with economy in procedure. Research design is systematic planning of research, usually including the formulation of a strategy to resolve a particular question; the collection and recording of the evidence; the processing and analysis of these data and their interpretation; and the publication of results. In this study, descriptive research design is used. The major use of the research design is explanation of state of affairs as it exists at present. The descriptive research is the research of fact finding.

Descriptive research design

Descriptive research studies are those studies which are concerned with describing the characteristics of particular individual or group. Hence the research must be able to design. Early, he wants to measure and must find adequate method for measuring it along with definition of population he wants to study.

Types of data

Primary Data:

Primary data are those which are collected a fresh and for first time this happens to be original in character. Primary data can be obtained either through observation or through direct communication with respondents. Data was also collected through personal interview, questionnaire, Etc.

Secondary Data:

Secondary data means the data are already been collected by someone and which have already been passed through the statistical process. Secondary data is needed for the proper interpretations of primary data. In this project work the researches has taken various literature as books, magazines and other websites as the sources of secondary data.

Sampling

Stratified sampling was used for the study. With stratified sampling, it divides the population into separate groups, Called strata. It helps to examine subgroup within population. It also use this technique when they want to observe relationship between two or more relationship or we can examine the rare extremes of a population. Formula of stratified sampling is

Sample size of the strata = size of entire sample

$$\frac{\text{Population size}}{\text{Population size}} * \text{layer size}$$

DATA ANALYSIS

Data Analysis the process of systematically applying statistical and/ or logical technique to describe and illustrate, condense are recap, and evaluate data. Analysis of data is a process of inspecting, cleaning, transforming, and modeling data with the goal of discovering useful information, suggestion, conclusion, and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse technique under a variety of names, in different business, science, and social science domains. Here the method used for data analysis is percentage analysis method.

A percentage frequency distribution is a display of data that specifies the percentage of observation that exist for each data points or grouping of data points. It is a particularly useful method of expressing the relative frequency of survey responses and other data. Many times percentage frequency distribution are displayed as tables or as bar graphs or pie charts. The process of creating a percentage frequency distribution involves first identifying the total number of observation to be represented. Then counting the total number of observations within each data points or grouping of data points; and then dividing the number of observation within each data points or grouping of data points.

TABLE SHOWING RESPONDENTS LEVEL OF AGREEMENT TOWARDS ORGANIZATION PROVIDES GOOD QUALITY OF WORK LIFE.

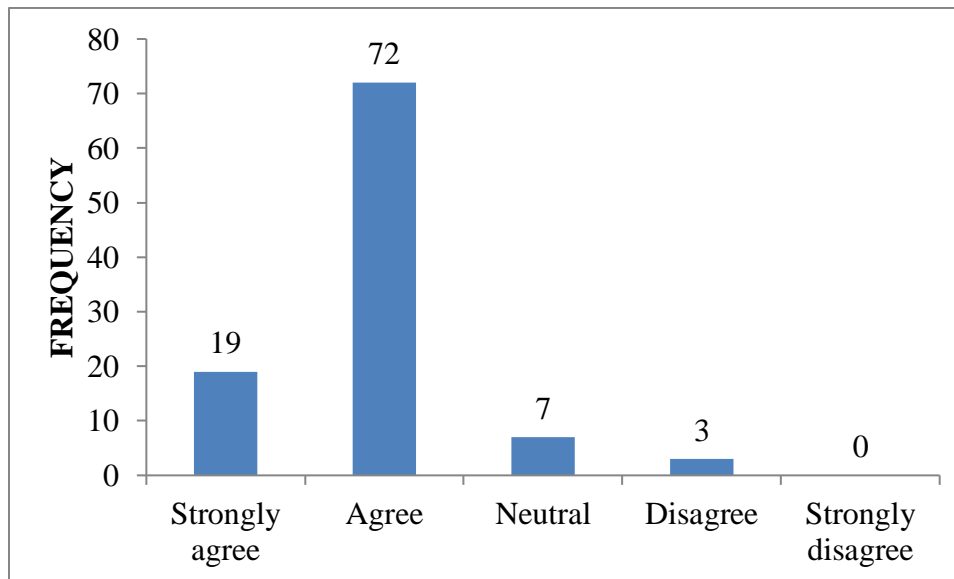
PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	19	18.8
Agree	72	71.3
Neutral	7	6.9
Disagree	3	3.0
Strongly disagree	0	0.0
Total	101	100.0

Source : Primary Data

Inference:

From the above table it is inferred that 18.8% of the respondents are strongly agree, 71.3% are agree, 6.9% are feel neutral, 3.0% are disagree and 0% are strongly disagree.

CHART SHOWING RESPONDENTS LEVEL OF AGREEMENT TOWARDS ORGANIZATION PROVIDES GOOD QUALITY OF WORK LIFE



FINDINGS AND SUGGESTIONS

Finding

1. 71% of the employees are satisfy the working condition provides by organization.
2. 55% of the employees agree with organization accepts and motivate innovative idea to improve the job aspects.
3. The job allows employee to be productive.
4. In organization provide opportunity to the employees for developing their own abilities.
5. The organization provide enough instruction to get the job done.
6. The organization providing high quality tools and techniques to do the job of employees.
7. 59% of employees are agree with organizational practices.
8. The employees disagreeing that the job is stress full.
9. Employees satisfied with overall QWL and employee satisfaction.
10. QWL will influence employee job performance.

Suggestions

- ❖ The Organization have to allows employees more productive.
- ❖ Ensuring of job security help the organization to retain their employees.
- ❖ Adopt opportunities to employees for promotion.
- ❖ The management can take step to make awareness to the staff about QWL programs
- ❖ Weakness and motivate them accordingly.
- ❖ For reducing the stress of employees provide extra pleasure time any other activities.
- ❖ By providing fair and fringe benefits that can retain their trusted employees.
- ❖ Always motivate the employees by accepting their suggestions.

Conclusion

A high QWL is essential for organization to continue to attract and retain employees. QWL is a comprehensive, department- wide program designated to improve employees satisfaction, strengthening workplace learning and helping employees had better manage change and transition. Dissatisfaction with quality work of life is a problem, which affects almost all workers regardless of position or status. Many managers seek to reduce dissatisfaction in all organizational level, including their own. This is a complex problem, however, because it is difficult to isolate and identify all of attributes, which affect the quality of work life program designated to improve employee satisfaction.

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